

## SPECIAL EDITION

### Simmons \$20 million gift to benefit, rename transplant institute

**A**NNETTE AND HAROLD SIMMONS have pledged \$20 million to benefit transplantation initiatives within Baylor Health Care System. In recognition of this transformational gift, Baylor will rename the Baylor Regional Transplant Institute the Annette C. and Harold C. Simmons Transplant Institute.

“Because of our own experience with transplantation, we knew we wanted to give others the same opportunity to have a future,” Harold Simmons said. “We believe this gift will enable Baylor to make our vision a reality by advancing transplant science and creating one of the finest transplant institutes in the nation.”

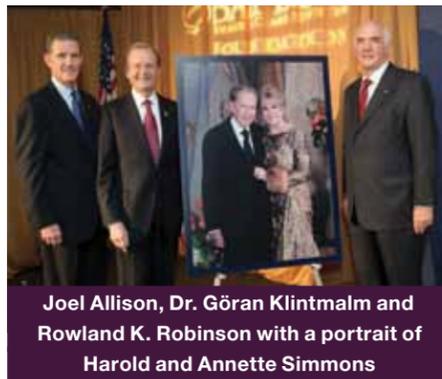
“This generous gift will help us continue to provide life-changing treatments for transplant patients and conduct leading-edge clinical research that will further advance knowledge in the field of transplantation,” said Joel Allison, president and chief executive officer of Baylor Health Care System. “Baylor is most grateful for the generosity of the Simmons family that will provide us the opportunity to impact our patients’ quality of life.”

**Göran Klintmalm, M.D., Ph.D.**, has led the newly renamed Annette C. and Harold C. Simmons Transplant Institute as its chairman since it began in 1984.

“This tremendous gift is an investment in the future of this institute and will help us continue to reach new heights in research, medical



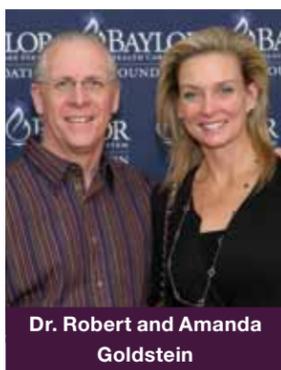
Norm and Robin Bagwell and Dr. Göran Klintmalm



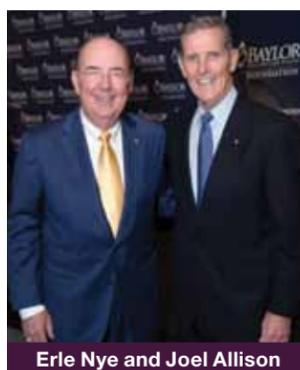
Joel Allison, Dr. Göran Klintmalm and Rowland K. Robinson with a portrait of Harold and Annette Simmons



Dr. Göran and Tina Klintmalm



Dr. Robert and Amanda Goldstein



Erle Nye and Joel Allison



Rowland K. Robinson, Dr. Göran Klintmalm and Norm Bagwell ring the bell, a Foundation tradition when good news is announced

education and academic contributions on behalf of our patients,” said Dr. Klintmalm. “This gift will allow us to increase our research infrastructure, support scholarly and academic initiatives, expand our transplant fellowship programs, and anchor our transplant leadership for the future.”

Annette and Harold Simmons are among the nation’s foremost philanthropists, and their support of Baylor will help transform the transplant institute.

“We are grateful beyond words for the incredible support we have been given by the Simmons family,” said Rowland K. Robinson, president of the Baylor Health Care System Foundation. “This gift is truly extraordinary, and we are excited about the plans Baylor has for the institute’s future.”

For more information about transplant initiatives, contact Drew Oleson at 214.820.4721 or [Drew.Oleson@BaylorHealth.edu](mailto:Drew.Oleson@BaylorHealth.edu).

### Simmons family building better lives through philanthropy

**A**MONG DALLAS’ PREMIER PHILANTHROPISTS, **Annette and Harold Simmons** have an enduring legacy of service and generosity.

Annette and Harold have given more than \$300 million to improve the education and medical care that positively affect the quality of life of the area’s residents. Their vision is demonstrated by their funding of projects such as the Annette C. and Harold C. Simmons Transplant Institute (formerly the Baylor Regional Transplant Institute) that will benefit the health and well-being of generations to come — individuals who they will never personally know.

Harold’s beginnings, however, were more



Harold and Annette Simmons

humble. He was born to a pair of schoolteachers in rural Golden, Texas, where he grew up in a modest home without plumbing or electricity.

A self-made billionaire, he graduated Phi Beta Kappa from The University of Texas at Austin in 1952. He began his career by working for the federal government and then a Dallas-based bank. Reconsidering his options, he made a shift from employee to entrepreneur. Though barely making ends meet and borrowing money, he made his first investment, buying a small drugstore. A decade of hard work and savvy moves saw the venture grow into a statewide drugstore chain that was valued at more than \$50 million.

Harold sold the chain in 1973 and made another shift, beginning a new career as an investor. He has

thrived as a brilliant and creative financier and controls numerous companies, including five corporations listed on the New York Stock Exchange. Among his many awards are the 2002 Angel of Freedom Award from the Human Rights Initiative and the Charles Cameron Sprague Community Service Award.

Annette was born in Tyler, and she and Harold were married in 1980, a year and a half after they met at a Dallas Cowboys game. A graduate of Southern Methodist University, she has served numerous civic organizations, including on the boards of the National Kidney Foundation of Texas, Baylor Health Care System Foundation and The Crystal Charity Ball. Her community involvement has earned her several awards, including The Crystal Charity Ball Hall of Fame Award in 1997 and the Dallas County Medical Society Alliance’s Champ Award in 2003. She and Harold received the Annette G. Strauss Humanitarian Award in 2000.

## Transplant institute has provided second chances for more than a quarter century

SINCE IT WAS ESTABLISHED in 1984 with an urgent liver transplant for a 5-year-old girl, the Annette C. and Harold C. Simmons Transplant Institute (formerly the Baylor Regional Transplant Institute) has served as a beacon of hope for patients in need of organ transplants to survive.

**Göran Klintmalm, M.D., Ph.D.**, has led the Simmons Transplant Institute as its chairman from its inception. Since then, the medical staff of the transplant centers within Baylor Health Care System have performed more than 8,000 solid organ transplants, including more than 3,400 liver transplants and in excess of 2,900 kidney transplants.

“Dr. Klintmalm has been a shining light in the field of transplant, one that has illuminated the way to new life for thousands of our patients at Baylor,” said Joel Allison, president and chief executive officer of Baylor Health Care System. “Without his contributions, the world would be a far darker place.”

Members of the institute’s transplant staff have published almost 1,000 articles in peer-reviewed journals and authored the premier textbook on liver transplantation. Research conducted at the Annette C. and Harold C. Simmons Transplant Institute has helped produce medication used as standard therapy the world over, and 35 transplant fellows have trained there, some of whom lead major transplant programs around the world.

The transplant institute celebrated the many achievements of its first 25 years in November 2009 in the first private event at the new Margot and Bill



Dr. Göran Klintmalm was joined by transplant pioneers Dr. Carl Groth, Dr. Roy Calne and Dr. Tom Starzl for the transplant institute’s 25th anniversary



Ann and John McReynolds and Marsland Johnson

Winspear Opera House. Several pioneers and leaders in the field of transplantation, as well as former transplant patients, joined Baylor for the evening.

“We have a long history of achievements at Baylor in the field of transplantation, but we can not rest on our laurels,” Dr. Klintmalm said. “We have to strengthen our transplant research program, train fellows and recruit leadership. We intend to stay at the top in the transplant field.”

For more information about transplant initiatives, contact Drew Oleson at 214.820.4721 or [Drew.Oleson@BaylorHealth.edu](mailto:Drew.Oleson@BaylorHealth.edu).

## Ginny Sillers tells transplant success story

WHEN GINNY SILLERS needed a transplant to treat her liver cancer, she knew where to turn. As she and her husband, **Don**, had long come to Baylor Health Care System for their medical care, she was well aware of the quality of the medical staff at Baylor University Medical Center at Dallas, one of the transplant centers of the Annette C. and Harold C. Simmons Transplant Institute (formerly the Baylor Regional Transplant Institute).



Ginny Sillers

“On February 2, 1989, I had very bad pains in my stomach,” Ginny said. “The next day, it was worse. I had a tumor the size of two grapefruits in my liver. I was told it was not operable, it was malignant, and I had 10 weeks left to live.”

But within a month, she had a new liver. The surgery was performed by transplant surgeons on the medical staff at Baylor Dallas.

“My prayers were answered,” Ginny said.

But she wasn’t out of the woods just yet. Two years later, she learned the cancer had metastasized to her lung.

“They took out a portion of my lung, and that’s the last we’ve heard of it,” Ginny said.

In gratitude, Ginny and Don created an estate gift to Baylor Health Care System Foundation. Ginny also served as co-chairman for a luncheon that raised funds for the transplant program, and she is a longtime member of the Baylor Health Care System Foundation Board of Directors.

More than 20 years later, she still marks each March 3rd, the anniversary of the transplant that has allowed her to live much longer than expected, witness the birth of several grandchildren and watch her family grow up.

### Transplant future

The Annette C. and Harold C. Simmons Transplant Institute seeks to continue its leadership in research, medical education and academic contributions while delivering quality, compassionate patient care. Its goals, which can be met with the help of continuing philanthropy, are to:

- Recruit and retain the finest transplant physicians and scientists
- Grow the research program in disease prevention and innovative therapies
- Increase patient participation in advanced clinical trials
- Train the next generation of transplant surgeons
- Continue to make important academic contributions to the field
- Raise awareness of the institute’s life-saving transplant services in the public and the medical community

## Paired donations increase kidney transplants

RON needed a kidney transplant. His brother was willing to donate but was not a match. Soon after, **Kay** found herself in a similar position with her husband as the willing—but not matched—donor. However, since both Kay and Ron were patients at Baylor University Medical Center at Dallas, they were eligible to participate in the paired kidney donation program.

“We know that a large number of potential donors are medically able to donate but don’t have the proper blood type to give the organ to their intended recipient,” said **Göran Klintmalm, M.D., Ph.D.**, chairman of the Annette C. and Harold C. Simmons Transplant Institute (formerly the Baylor Regional Transplant Institute) and a transplant surgeon on the medical staff at Baylor Dallas. “As a result, the patient has to rejoin the transplant list and wait for a good match to become available. When we can successfully pair them, we have two people transplanted in a timely fashion with very good results.”

Paired kidney donation matches one incompatible donor-recipient pair to another. In this example, Kay’s husband’s kidney was a good match for Ron. Ron’s brother’s organ could be successfully transplanted in Kay.

Dr. Klintmalm recently performed a kidney

transplant that marked Baylor Dallas’ first participation in a paired donation chain. This chain will eventually involve six pairs spread from the Pacific Northwest to Colorado and Oklahoma.

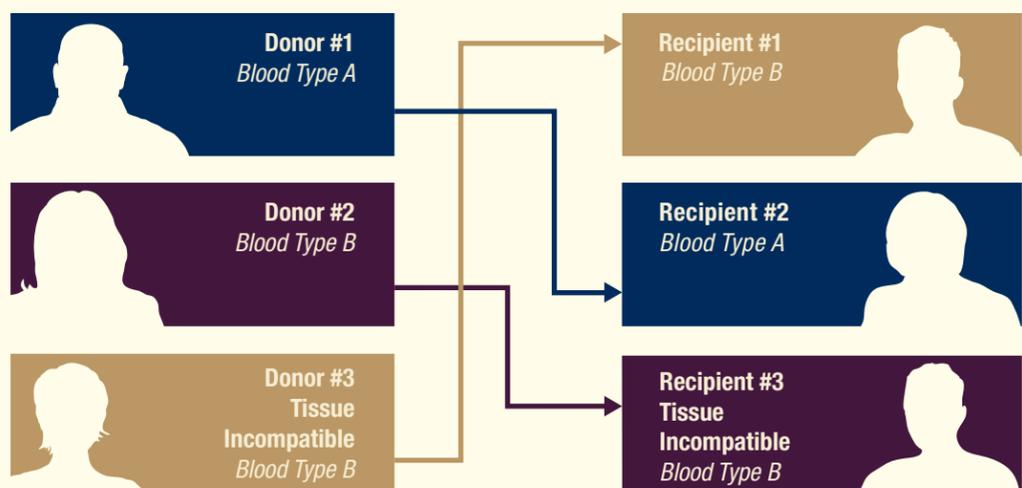
“Before, if friends or family were not a match, that was the end of the search, and the patient waited for a deceased donor,” said **Larry Melton, M.D., Ph.D.**, medical director of kidney and pancreas transplantation and a physician on the medical staff at Baylor Dallas. “With paired donations, we are now able to utilize a much higher

percentage of willing live donors.”

The information needed to match a donor with a recipient is entered into the Alliance for Paired Donation database. The alliance is a group of 80 U.S. transplant programs that Baylor Dallas joined in March 2010. A computer there regularly sorts information, searching for other incompatible pairs that may be a good match and lead to successful transplants where there once seemed to be little hope.

For more information, contact Drew Oleson at 214.820.4721 or [Drew.Oleson@BaylorHealth.edu](mailto:Drew.Oleson@BaylorHealth.edu).

### Paired kidney transplants



## Chapel inspires multimillion-dollar gift for oncology

**A**N ANONYMOUS DONOR has pledged a multimillion-dollar gift to the 2010 *Celebrating Women* campaign that will benefit breast cancer research, oncology patient navigators and the oncology chaplaincy program at Baylor Health Care System.

“There’s an old quote that’s particularly appropriate here: ‘The measure of a man’s character is what he would do if he knew he never would be found out,’” said Rowland K. Robinson, president of Baylor Health Care System Foundation. “This is a perfect demonstration of that notion, and we are so grateful for this gift, which will make a profound impact on the lives of thousands of families for years to come.”

Over the last 11 years, the campaign has raised more than \$16 million for the fight against breast cancer at Baylor.

The donor was inspired to make the gift after seeing a rendering of the chapel that will be the gateway to the Baylor Charles A. Sammons Cancer Center’s outpatient building. The inclusion of the chapel reflects Baylor’s commitment to the ministry of healing. It will serve as a calming and inviting place of refuge, meditation and worship for the many who work and receive care at the new Baylor Charles A. Sammons Cancer Center, which is scheduled to open in spring 2011.

Breast cancer research will be an important beneficiary of this donation. Since 1985, the clinical trials program at Baylor has pioneered the development of new drugs and technologies for the prevention, diagnosis and treatment of breast cancer. Today, a large percentage of the cancer research under way at Baylor University Medical Center at Dallas relates to breast cancer. We are participating in 26 active breast cancer clinical research trials. Much of the research represents collaboration among physicians and scientists at Baylor Dallas and at other national and international cancer centers.

*Continued on p. 3*

## Speakers charm Celebrating Women crowd

**W**ITH AN EMPHASIS on family, Baylor Health Care System Foundation hosted its 11th annual *Celebrating Women* luncheon in October at the Hilton Anatole hotel in Dallas.

“We are here today to celebrate women and the network of families who support them as we diligently strive to find a cure for breast cancer,” said Joel Allison, president and chief executive officer of Baylor Health Care System.

Featured speakers **Jill Eikenberry** and **Michael Tucker** joined the Baylor family, charming more than 1,300 in the audience with their stories about the way their marriage was affected by their struggle with her breast cancer.

Jill was diagnosed with the disease just as she and Michael were on their way to California to begin shooting for the first season of “L.A. Law.”



Joel Allison, Michael Tucker, Jill Eikenberry and Rowland K. Robinson

“I was so scared,” Jill said. “I honestly thought I was going to die.”

But working together, Jill and Michael overcame the disease with a lumpectomy and radiation therapy and have become advocates for breast cancer patients and their families.

*Continued on p. 3*



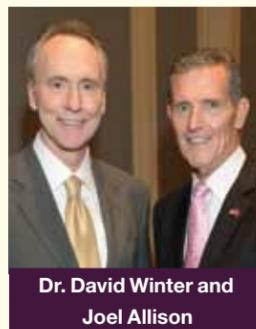
Peggy Riggs, Peggy Sewell, Cindy Carter and Christie Carter



Joel Allison, Betty and Clint Josey, and Rowland K. Robinson



Kelly and Norm Green



Dr. David Winter and Joel Allison



Connie Yates, Gretchen Minyard-Williams and Carol Seay



Dr. Leonard Riggs and Carl Sewell



Michael Tucker

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## Physicians share information, fellowship during Russia visit



Dr. Robert and Debbie Thompson, Dr. Baron Hamman, Dr. Vica Stager, Dr. Rick Hebel and Dr. Katrina Khvilivitsky

**F**IVE PHYSICIANS from Baylor University Medical Center at Dallas learned about the differences – and similarities – between the United States and Russia during a 10-day trip in September to that country.

“It’s surprising how alike we are,” said cardiologist **Rick Hebel, M.D.** “We always heard all the propaganda about the Red Menace, but these people are friendly and curious.”

The trip, led by internist **Robert Thompson, M.D.**, also included cardiac surgeon **Baron Hamman, M.D.**, chairman of the department of cardiothoracic surgery at Baylor Dallas. They were joined by surgical residents **Katrina Khvilivitsky, M.D.**, and **Vica Stager, M.D.**, who are originally from Russia and Kazakhstan.

“It was an exchange that’s good for everybody,” Dr. Hamman said.

Dr. Thompson has been to Saratov, a sister city of Dallas, twice as part of a sister city program. A group of surgeons from that city has visited Baylor three times in the last year to observe surgery and learn about health care delivery. In turn, they invited the Baylor party to be their guests in Russia.

“The trip served as an exchange of professional information with the surgeons,” Dr. Hebel said. “We gave talks, and they had lots of questions about how many hospitals in Dallas performed heart surgery and how many patients were treated per year. They’ve devoted a lot of resources to medicine. Now what they need is a concept of how much they can push their delivery system.”

The Baylor group visited several facilities in Saratov, including a heart hospital.

“The hospital there was brand new,” Dr. Hamman said. “It was originally designed as a community hospital. The doctors there are all adequately trained, and their equipment was purchased from German and Japanese manufacturers. Unlike in the U.S., the specialty hospital handles complicated but elective cases; in the U.S., we handle all cases, including indigent and emergency cases.”

The group also visited the city of Balakovo, where they saw a hospital for employees of the local nuclear power plant.

Everywhere they went, the physicians were welcomed with open arms. In addition to Russian physicians, they were also greeted by many government officials and, outside the hospital in Balakovo, the press.

“They really rolled out the red carpet for us,” Dr. Thompson said.

The Dallas contingent brought official greetings and Texas-themed gifts from Dallas mayor **Tom Leppert** and Baylor items on behalf of Baylor Dallas president **John McWhorter**.

There are plans for more return trips to Russia with more physicians.

“The medical part of this stands a chance to grow,” said Dr. Thompson, who would like to include vascular surgeons and oncologists.

## Foundation recognizes Riggs’ contributions to Baylor over the decades with dinner

**B**AYLOR HEALTH CARE SYSTEM FOUNDATION celebrated the accomplishments of **Leonard Riggs’** tenure as chairman of the Foundation board of directors in November at a dinner at The Mansion at Turtle Creek.

Dr. Riggs helped start the Foundation in 1978, and both he and his wife, **Peggy**, have been actively involved ever since. Leonard became chairman of the board of directors in 2006, helping the Foundation to raise more than \$100 million in his four years at the helm.

“While the list of Leonard’s contributions is long, their impact is practically immeasurable,” said current Foundation board chairman **Erle Nye**. “There’s really no telling how many thousands of patients his efforts have touched. I have some big shoes to fill.”

One of the highlights of Dr. Riggs’ time as chairman was the campaign to renovate and expand the emergency department at Baylor University Medical Center at Dallas.

The renovation tripled the size of the emergency department to 78,000 square feet and more than doubled Baylor Dallas’ capacity to treat patients

requiring urgent and trauma care. Dr. Riggs and Peggy were so instrumental in raising more than \$11 million for the project, recruiting the support of dozens of friends, that the ED was renamed the Riggs Emergency Department.

Under Dr. Riggs’ leadership, the Foundation also launched the campaign for the construction of the Charles A. Sammons Cancer Center, which has already raised \$52 million. The new outpatient building, which will raise the bar on cancer care for North Texas, is scheduled to open in spring 2011.

Additionally, during his watch, Baylor launched the Diabetes Health and Wellness Institute at the Juanita J. Craft Recreation Center, which serves an important part of the community afflicted with diabetes.

“Leonard, you helped Baylor raise its profile in our whole community,” said Foundation president Rowland K. Robinson. “The common thread that connects all these important accomplishments is the hundreds of thousands of patients that your efforts have touched.”

Though his tenure as chairman has ended, Leonard and Peggy continue to be actively involved with the Foundation board.



Peggy and Dr. Leonard Riggs

## Jackson builds on legacy created at Baylor by his great-uncle, A. Webb Roberts

**W**HEN STEVEN JACKSON began thinking recently about what he would leave behind and how to go about it, one name came to mind: **A. Webb Roberts**.

Steven’s great-uncle was a major benefactor of Baylor University Medical Center at Dallas, and his name is familiar to anyone who has visited the campus.

Webb was passionate about medicine and education. His first major gift to Baylor helped establish the A. Webb Roberts Center for Continuing Education in 1972.

A decade later, Webb watched as Baylor Dallas began an unprecedented \$116.5 million expansion

and renovation program. The centerpiece was a 17-story patient tower with 478 beds, 24 new operating rooms and an expanded emergency services department. In 1982, Webb stepped forward once more and added an \$8 million endowment to the \$14 million that had already been pledged for the creation of the largest hospital on the Baylor Dallas campus: the A. Webb Roberts Hospital.

“Webb found places that he believed in, and he invested in them. I like that philosophy,” Steven said about his great-uncle.

Steven, who is a real estate developer in the Albuquerque area and a member of the board of directors for BBVA Compass Bank in New Mexico, has included a major gift for Baylor Health Care System through his estate plan.

He has been meeting with the leaders of various service lines at Baylor to help him decide how he wants his gifts to be applied, and how he wants to create his own legacy.

Steven’s great-uncle Webb was a quiet, reserved businessman who had as many strong convictions about civic affairs as he did his business. He ran a general merchandise store in Georgia before

moving to Texas and establishing a monument sales company.

Because of his appreciation for sculpture, Webb was appointed during the 1930s to purchase and erect all the historical markers and memorials for the Texas Centennial celebration.

Although Webb also developed a successful real estate empire, he realized that the most distinctive challenges in life did not come from the business world.

His great calling was the strong love for mankind that sparked his generosity. Webb’s devoted philanthropy was inspired by his mother, a religious woman who always could be relied upon to console and advise troubled friends and neighbors.

He was also greatly influenced by the words and deeds of **Rev. George Truett**, one of the founders of Baylor Health Care System. Webb once said, “Although Rev. Truett has been dead for more than three decades, his example has left a track for others to follow.”

Now, Steven will set out to follow that track, in addition to his great-uncle’s.



A. Webb Roberts and his great-nephew, Steven Jackson

## 2010 CELEBRATING WOMEN

Continued from p. 1

Chairmen **Christie Carter** and **Cindy Carter** were the driving force behind the event, and **Peggy and Carl Sewell** were named honorary chairmen for their significant contributions to Baylor and to the community.

Former Foundation chairman of the board **Leonard Riggs Jr.** and his wife, **Peggy**, were recognized with the **Circle of Care Award**, as was **The Discovery Foundation**, which has long supported women's health initiatives at Baylor Health Care System. The presentation brought the audience to a standing ovation in honor of the tremendous impact the honorees have had in the community.

The Circle of Care Awards are given to those who have served as advocates, volunteers, educators or donors and have made a difference in the campaign against breast cancer.

Celebrating Women was presented for the sixth consecutive year by the generous support of **Tom Thumb**.



Rowland K. Robinson and  
Dee Collins Torbert



Corporate underwriting chair Marta Engram,  
Cindy Carter, Christie Carter, and underwriting co-chairs  
Pam Perella and Lisa Longino



Elisa Hill Summers and Al Hill Jr.



Nancy Burgher, Karen Faulkner Key and Eleanor Asbury



Diane Allison and Margo and William Goodwin



Lindalyn Adams and  
Harriet Miers



Ellen and Dr. Alan Miller



Michael Tucker and Julia Welborn



Shirley McIntyre and  
Vicki Rippetto



Ethel Randall and  
Lindalyn Adams

### Dallas Morning News stands behind Baylor

**B**AYLOR HEALTH CARE SYSTEM FOUNDATION has been raising funds to fight breast cancer through its *Celebrating Women* luncheon for 11 years, and *The Dallas Morning News* has been there as a major supporter every step of the way.

"This strong alliance is a natural one for two organizations that cater to a similar audience: people who are proud of Dallas and care about our city," said **Elise Longpre**, community relations manager for *The Dallas Morning News*.

The more than 1,300 attendees at Celebrating Women, who are interested in events affecting our community and women's issues in particular, are also a perfect fit for *The News*' publication, *Briefing*, which the Foundation included in its luncheon giveaways.

*Briefing* is a free, condensed edition of *The Dallas Morning News* delivered Wednesday through Saturday and divided into relevant, easily digestible sections for the busy world in which we live today.

### Gift funds chaplains, navigators, research

Continued from p. 1

Part of the funds will also be used to create Baylor's first endowed patient navigator position. Since 2008, **Cynthia Robinson-Hawkins, R.N.**, and two other nurse navigators have been helping Baylor patients chart a course through cancer diagnosis and treatment. These funds will allow us to add another patient navigator.

In addition to treating physical needs, a patient navigator helps newly diagnosed patients by scheduling appointments, explaining treatment steps, tracking the patient's progress and supporting the patient emotionally and spiritually during this difficult time. Other navigator activities include providing patients with access to nutrition counseling and physical or emotional therapy.

Another portion of this gift will help fund the oncology chaplaincy training program, creating an endowment that will help sustain it. At Baylor, our chaplains know that people's well-being has emotional and social dimensions. Pastoral care strives to bring some sense of order, meaning and



A rendering of the new chapel that will serve as the gateway to the  
Baylor Charles A. Sammons Cancer Center outpatient building

hope. Chaplains from many religions work in close collaboration with physicians, nurses and local clergy in each patient's care. They minister to people in pain and suffering, acting as helpful spiritual guides for families facing difficult decisions about their loved ones' care.

For more information about cancer initiatives, contact Ellen Dearman at 214.820.7877 or [Ellen.Dearman@BaylorHealth.edu](mailto:Ellen.Dearman@BaylorHealth.edu). For more information about chaplaincy, contact Jayne Grimes at 214.820.4771 or [Jayne.Grimes@BaylorHealth.edu](mailto:Jayne.Grimes@BaylorHealth.edu).

## Cancer survivors group tours new cancer center building

**D**ONNING SAFETY GLASSES and hard hats, the Salesmanship Club of Dallas' cancer survivors group got a sneak peek at the facility that will lead the way in treating cancer in North Texas beginning this spring.

A group of approximately 25 made their way into the shell of the new outpatient cancer building to what will be the building's chapel, where they heard about the new cancer center and what it will offer cancer patients in North Texas.

"I think everybody was impressed," said group member **Glenn DuPhorne**. "They were glad to see the new center and feel like it's going to be a great asset for

Dallas that will treat a lot of cancer. Everybody enjoyed going over there."

After an introduction to cancer initiatives at Baylor Health Care System from Baylor Health Care System Foundation president Rowland K. Robinson, Baylor vice-president of oncology services **Donna Bowers** explained the process of constructing a 10-story, 450,000-square-foot



Foundation manager **David Burgher** (left), **Donna Bowers** (pink hard hat) and **Rowland K. Robinson** (right) joined the members of the Salesmanship Club cancer survivors group as they toured the new cancer center outpatient building

*"They were glad to see the new center and feel like it's going to be a great asset for Dallas."*

— **GLENN DUPHORNE**

building on a busy hospital campus and some of its unique features.

"Baylor's goal is to become a top destination for cancer care *en par* with leading oncology centers, as measured by quality of personnel, programs, facilities and capabilities," Donna said. "Our new cancer complex ties these elements together. This conviction is shared by the physicians on our

medical staff, along with our staff and volunteers, all with the single focus of making life better for our patients."

The group also heard from **Cynthia Robinson-Hawkins, R.N.**, about the oncology patient navigator program that helps guide patients through their cancer journey and **Robert Mennel, M.D.**, professor of medical oncology at the Baylor Charles A. Sammons Cancer Center. Dr. Mennel spoke about new treatments for various types of cancer.

Afterward, the group was led on a tour of the new building, where they saw many features, including the radiation therapy room, the Thomas M. Hunt Auditorium and the Collins Family Bridge of Hope.

For more information about cancer initiatives, contact Ellen Dearman at 214.820.7877 or [Ellen.Dearman@BaylorHealth.edu](mailto:Ellen.Dearman@BaylorHealth.edu).



**Rowland K. Robinson** started the meeting with an introduction to Baylor's cancer initiatives

## Lockards share their blessings in new McKinney medical center

**R**ON AND TRACEY LOCKARD feel blessed.

Blessed that Ron managed to go to college despite financial challenges and then parlay that education into his own successful business.

Blessed that Tracey survived her bout with stomach cancer.

Now, they're sharing their blessings with others.

The Lockards, who moved to McKinney five years ago, have made a \$100,000 contribution to the new Baylor Medical Center at McKinney. Because they have a special interest in supporting children's needs, their gift will name the hospital's newborn nursery.

"The end result of Tracey's cancer is that we're trying to give back because of all the ways we've been blessed," Ron said. "We saw this as a great opportunity for something good to happen right here in McKinney."



**Tracey and Ron Lockard with Jayne Grimes**

*"We saw this as a great opportunity for something good to happen right here in McKinney."*

— **RON LOCKARD**

Tracey was diagnosed with cancer shortly after she and Ron met in 2002.

"I had been sick and we started going to doctors, and they told me I was depressed and pooh-poohed the whole thing," Tracey said. "So we said, 'let's figure this out.' I had so many tests, and a scope into my stomach showed a tumor the size of a man's fist. It scared us to death. But Ron put a ring on my finger and said that I was not going to do this alone."

Doctors told her she had six months to live; that her entire stomach would need to be removed. But Ron and Tracey weren't resigned to that fate.

Together, they talked to countless doctors and conducted hours upon hours of research. They pushed physicians and staff to try the latest techniques. Despite the removal of a large portion of her stomach, Tracey eventually won that battle, along with a subsequent one a couple of years later.

Nearly five years later, she is still cancer-free and able to eat normally.

"The doctor calls me 'magical,'" Tracey said. "This is really rewarding

for him to be part of."

Now the Lockards are passing on some of their good fortune.

Ron and Tracey have two children and focus mainly on children's issues, providing funds for camps in Nebraska and Kansas that allow city kids to get out into the country and give their single parents a day off. In Africa, they are also involved with funding for orphanages and feeding centers for refugees. And locally, Tracey tutors elementary school children and is an advocate for gifted programs in the schools.

Although they are most comfortable giving anonymously, they now allow their names to be used in conjunction with their philanthropy.

"It's not the recognition of the gift itself, but lending your name to something in which you strongly believe can start meaningful conversations," Ron said, "and if that encourages someone else to make a similar donation, it's worth it."

For more information about Baylor McKinney, contact Jayne Grimes at 214.820.4771 or [Jayne.Grimes@BaylorHealth.edu](mailto:Jayne.Grimes@BaylorHealth.edu)

## McKinney campaign update



Construction is under way at the new Baylor Medical Center at McKinney

**C**ONSTRUCTION is progressing rapidly on Baylor Medical Center at McKinney, and the community is stepping up to support its new full-service hospital. The plans have been expanded to include space for 95 beds on six floors by the time it opens in July 2012.

The **Founders' Circle Campaign** has raised initial funds exceeding any previous giving for a new Baylor hospital. This is the first time a community has been approached for support well before a hospital is completed.

Every dollar raised by the energetic campaign committee will be used to support important programs for patients and their families. Donors will be recognized in the beautiful lobby area, along with special recognition throughout the site.

The \$205 million, 467,170-square-foot hospital is being developed to meet the needs of the growing population in McKinney. Its design will allow it to quickly double the number of patient beds, with the capability of expanding to 400.

## Annual Fund donations can help patients at Baylor in so many ways

**A** YEAR AGO, Baylor Health Care System Foundation's *Annual Fund* campaign demonstrated the power of one donation. We showed you how one donation could help a doctor, who could help a patient, who in turn could go on to help the entire community.

This year, we want to show how your donation can make the same difference in a variety of ways at Baylor Health Care System.

With 10 research facilities supporting more than 800 research projects, 26 hospitals and more than 260 locations that support 1.4 million patients and in excess of 200 graduate medical students, there are so many ways that one donation can have an impact within this not-for-profit health care system.



Your gifts to the Annual Fund help physicians like Dr. Kevin Magee make a difference in the lives of patients at Baylor

We feel it's important for you to see the real examples and the real faces that you – our supporters – are influencing when you give a

gift, so we included several of them in this year's Annual Fund brochure. These are the members of the staff at Baylor and some of the people they help.

Annual Fund donations typically go to the greatest area of need, but you also have the option of selecting which of many initiatives you want to support.

Visit [www.BaylorHealth.com/annualfund](http://www.BaylorHealth.com/annualfund) to learn more

about the variety of ways you can make a difference and donate easily online. You can also contact Paige Schnabel at 214.820.3754 or [Paige.Schnabel@BaylorHealth.edu](mailto:Paige.Schnabel@BaylorHealth.edu) for more information.



## From the President

### BEING THANKFUL LONG AFTER THE LEFTOVERS ARE GONE

**B**aylor Health Care System Foundation had an incredibly busy fall.

Our 11th annual *Celebrating Women* luncheon set a record: \$4.4 million pledged to the task of eliminating breast cancer. A large anonymous gift was made by a family whose company was founded on principles with a philosophy of "serving, caring and sharing."

We hosted a meaningful dinner party to welcome new Foundation chairman **Erle Nye**, and to tell **Leonard Riggs** how very much we appreciate his leadership over the last four years.

**Harold and Annette Simmons** pledged \$20 million to support the initiatives of the transplant institute so that "others may enjoy the gift of life." The Simmons gift announcement in late November was an historic and significant "moment in time" for Baylor Health Care System and the newly named Annette C. and Harold C. Simmons Transplant Institute.

I reflected on how fortunate and grateful we are for all the support we have received on behalf of our patients. I also thought about the deeper meaning of gratitude.

The benefits of gratitude are powerful. Adults who frequently feel grateful have more energy, more optimism, more social engagement and more happiness than those who do not. There is a real sense of connection to the world that holds you up.

*"The key is not to leave it on the Thanksgiving table."*

Acknowledging those who have touched your life reinforces humility and interdependence. Thanksgiving is more than just a holiday; it's a way of life – something to be practiced on a daily basis. Fill your head with positive thoughts, express thanks and encouragement aloud and find *something* to be grateful for.

If you feel you might be taking too much for granted, try the *It's a Wonderful Life* approach: Imagine what life would be like without a major blessing like a spouse, a child or a job. In spite of the occasional hardship, we are all the better for such blessings.

*"Not everything that can be counted counts, and not everything that counts can be counted."*

– *Albert Einstein*

Over the next few weeks, I invite you to stop, pause and be quiet within a very hectic, noisy and consumer-driven period. Having an "attitude of gratitude" should remind us of a promise that is much more lasting and fulfilling than a 50-inch TV. Go against the tide a bit: Take full advantage of your higher power's quiet and abiding presence.

Rowland K. Robinson  
President

Baylor Health Care System Foundation  
[Robinson@BaylorHealth.edu](mailto:Robinson@BaylorHealth.edu)

## FOCUS ON RESEARCH

### Lung cancer screening trial brings access to advanced technology to Baylor

**B**AYLOR IS PARTICIPATING in a study that's not just exploring the potential advantages of early detection of lung cancer. It's also giving people in the community access to the screening technique required to find the disease in its earliest stages.

The Baylor Charles A. Sammons Cancer Center's Lung Cancer Center is part of the International Early Lung Cancer Action Project (I-ELCAP). Initial results of this study have shown that newer screening tests, such as low-dose spiral computed tomography (CT) scans, can detect lung cancer earlier than traditional CT scans or X-rays.

"We're talking about lesions that are about the size of the head of a match, which older technology can miss," explains **Richard**



Dr. Richard Wood

**Wood, M.D.**, co-medical director of the Baylor Sammons Lung Cancer Center. "Low-dose spiral CT is a much more accurate screening technique."

About 80 percent of the lung cancer cases identified so far by I-ELCAP using low-dose CT screening have been Stage I. According to I-ELCAP, more than 80 percent of Stage I lung cancers are curable.

The Baylor Sammons Lung Cancer Center is the only location in Texas participating in I-ELCAP. To be eligible for the study, participants must be between 40 and 74 years old, with exposure to cigarette smoke equivalent of one pack a day for 20 years. Participants can't have any symptoms of lung cancer.

"As many as 215,000 new cases of lung cancer will be diagnosed in the United States this year, and only about 19 percent of those people will live five years," Dr. Wood says. "If we can catch lung cancer early, we can do surgical interventions that can give these people a better quality and duration of life."

### Benefits of quitting smoking

Every year in the U.S., more than 392,000 people die from tobacco-caused disease, making it the leading cause of preventable death, according to the American Lung Association. According to U.S. Department of Health and Human Services statistics, quitting smoking can lead to drastic improvements in health.

#### 5 to 15 years after quitting

- Risk of having a stroke is reduced to that of a nonsmoker's.
- Risk of getting cancer of the mouth, throat, or esophagus is half that of a smoker's.

#### 10 years after quitting

- Risk of dying from lung cancer is about half that of a smoker's.
- Risk of bladder cancer is half that of a smoker's.
- Risk of cervical cancer or cancer of the larynx, kidney or pancreas decreases.

#### 15 years after quitting

- Risk of coronary heart disease is the same as that of a nonsmoker.

## GRAND ROUNDS®

### Grand Rounds® raises \$265,000 for graduate medical education

**M**ORE THAN 170 GOLFERS helped Baylor Health Care System Foundation raise \$265,000 to support graduate medical education programs at Baylor University Medical Center at Dallas by playing in the ninth annual Grand Rounds® Golf Tournament on October 4 at Northwood Club in Dallas.

“Excellence in patient care and research would not be possible without excellent medical education,” said Foundation president Rowland K. Robinson. “Donor support ensures that we can continue to offer quality graduate medical education programs at Baylor to train the physicians who will serve this community for decades.”

Following the day’s rounds, players enjoyed a

meal and a golf talk with PGA Champions Tour player **Bruce Lietzke** at the Celebrity Dinner. Lietzke, the winner of 13 PGA Tour events and seven Champions Tour tournaments, spoke about the recent Ryder Cup and shared humorous stories from his lengthy career.

The tournament’s top score was registered by the team of **Mattia Flabiano III, Robert Doane, Josh Theodore** and **Lynn Broyles**, who finished with a net score of 50. With a net score of 51.8, the team of **Jim Renaud, David Dozzo, Luigi Schieda** and **Greg Perrin** had the top performance of the morning round.

The event, presented by **Bank of Texas**, provides critical funding for graduate medical education at Baylor, which currently trains more than 200

residents and fellows each year in 37 programs. Baylor was recently rated highest in patient satisfaction among the nation’s teaching hospitals by *Consumer Reports*. Support of Grand Rounds helps ensure the future of graduate medical education at Baylor and maintains a valuable health care asset for the North Texas community.

With donor support, Baylor Health Care System Foundation plans to fund 31 residents and fellows at a cost of more than \$2.1 million in fiscal year 2011.

A total of 97 companies and individuals provided sponsorships of Grand Rounds. **Duke Realty** was the event’s platinum sponsor, with **CB Richard Ellis** providing gold sponsorship.

For more information, contact Andrea Steiger at 214.820.2699 or [Andrea.Steiger@BaylorHealth.edu](mailto:Andrea.Steiger@BaylorHealth.edu).



Cass Robinson and  
Kitty Mann



Dr. Scott Webster, Dr. Steve Frost,  
Robert Farrell and Richard Schubert



Norm Bagwell, Larry Gekiere,  
Joel Allison and Fred Ball



Wally Reed, Bob Elliott  
and Jerry Jackson



Dave Yoder, Denward Freeman,  
Mark Stringer and Steve Clay



Bob Elliott, Bruce and Rose Lietzke,  
and Rowland K. Robinson



Lance Leslie, Brian Wildes, Walker Harman  
and Brent Harman

## ON THE BOARD

JOE COLONNETTA

**J**OE COLONNETTA is a private equity investor with HM Capital Partners in Dallas who joined the Baylor Health Care System Foundation Board of Directors in 2009. He and his wife, **Kimberly**, have been involved in sponsoring experimental initiatives for the psychological support of patients undergoing cancer treatment. They are the busy parents of four teenagers: **Michael** (18), **Lucy** (16), **Damon** (14) and **Jack** (13).



Joe Colonna

**What is a special story that you have about an experience with Baylor?**

I witnessed at Baylor the extraordinary care a close friend of mine received during his kidney transplant, and then he witnessed the special care I received after a serious accident where I was hos-

pitalized at Baylor for seven days.

**Tell us about your education and professional background.**

I graduated from the University of Houston with a B.S. in finance and have worked in the banking and investment industries for 25 years.

**What are your hobbies or interests?**

Keeping up with four teenagers, and when not doing that, I enjoy bird hunting with our three dogs. **Where did you grow up? Do you have a childhood experience that shaped how you think?**

I was born and raised in Houston in a large Italian family. I was forever shaped by being in a family that had more love and encouragement than money to shower me with.

**To what do you attribute your success?**

I attribute my accomplishments to my father, **J.V. Colonna**, for what he instilled in me in my youth and my wife, Kimberly, for all the rest!

**What are your goals in life?**

My main goal in life is to stay on the path that God has set forth for me, although I have wound up in the ditch many times.

**Who are your heroes and how have they inspired you?**

My heroes are the men and women who choose to serve our country in combat roles. I am inspired to do my part to help make the country worth fighting for.

**Do you have a catch phrase?**

“It is what it is, so do something to deal with it.”

**What lesson did you have to learn the hard way?**

Exhaustively check out a person before doing business with them ... no matter who they are. **Most would be surprised to know that ...** I have been a part-time investor in start-up medical devices and drug innovations with my friend, **Phil Romano**.

## PHYSICIAN PROFILE

J. SCOTT QUINBY

**J** SCOTT QUINBY, M.D., is the co-medical director of Baylor SportsCare and the head of the division of orthopaedics at Baylor Medical Center at Uptown. Dr. Quinby earned his medical degree at The University of Texas Southwestern Medical School and completed a residency in orthopaedic surgery at Northwestern and a fellowship in sports medicine and shoulder surgery at the University of Virginia.

### What brought you to Baylor?

As a medical student, I rotated in internal medicine at Baylor. That was only six months, but it was enough time to recognize it as a premier academic institution. When I was coming back to Dallas, I wanted to be at Baylor.

### What is a special story that you have about an experience with Baylor?

I work with the kids with cerebral palsy at Our Children's House at Baylor Dallas on a quarterly basis. These kids have muscle contractures, and we do surgery to release their contractures so it's easier for them to sit in a wheelchair and go to school. They used to have to send the kids to Galveston for the surgery. It has really worked out well.

### What are your hobbies or interests?

I have three small kids, ages 3, 5 and 7, and they keep me pretty busy. I spend a lot of time with them. I like to exercise to keep fit, and my wife and I enjoy traveling. We like the outdoors, things where the kids can enjoy themselves.

### Describe your family.

We have two girls and a boy, who is the youngest. My wife, **Rachel**, is a dermatologist practicing in Plano. She's also a UT Southwestern grad. We met at Texas A&M.



Dr. J. Scott Quinby

### Where did you grow up? Do you have a childhood experience that shaped you?

I'm originally from Wisconsin, though I've been in Texas since junior high. Growing up in the Midwest, there was more of a blue-collar feel. One

of my biggest character traits is my work ethic, and that's a product of where I came from.

### Who are your heroes?

I look up to people who are most reflective of the ideals I have. One example at Baylor is **Wynne Snoots, M.D.** He's a good, honest, solid person that I respect and whose patients love him.

**Most would be surprised to know that ...** I play hockey. I grew up playing since I was 5, and two years ago, I started again at the Farmers Branch StarCenter. We play competitive, full-fledged hockey, with the full equipment.

### What lesson did you have to learn the hard way?

That everything matters. Even the little interactions and things you do can have implications. The small stuff can have a big ripple effect. You've got to take care of everything.

### What's the best reward for a job well done?

Just the gratitude. If I have a patient that was really happy and they say thank you, that's all it takes for me.

## Patient quality officers tell Foundation board of directors about initiatives

**B**AYLOR HEALTH CARE SYSTEM has long been committed to quality, safe care for its patients. At its September meeting, members of the Baylor Health Care System Foundation Board of Directors heard from Baylor leaders about what the hospital system is doing to ensure that it provides care that meets its high standards.

**Paul Convery, M.D.**, the chief medical officer for Baylor Health Care System, provided background on Baylor's patient

quality efforts, including a resolution passed by the board of trustees a decade ago challenging leadership to make "continuous improvement in the quality of patient care the highest priority." He also pointed to continuing recent recognition of what Baylor has done well, including awards and high national rankings.

Baylor chief quality officer **David Ballard, M.D., Ph.D.**, said the board's commitment to quality has led to the establishment of the Institute of Health Care Research and Improvement, which conducts and supports research related to

clinical effectiveness and quality improvement.

In addition to the institute, Baylor has implemented a standard safety course for staff, allotted more than \$20 million per year for quality and patient safety, and instituted a strategy for clinical transformation that includes the electronic health record. In an August report by the Health Research and Educational Trust and the American Hospital Association, Baylor ranked No. 2 in the nation in process quality, patient satisfaction, readmissions and mortality.

Baylor chief patient safety officer **Donald Kennerly, M.D., Ph.D.**, spoke about maximizing the reliability of patient care and how Baylor is meeting its goals through safe practices, a safe culture and supporting technology. In the last three years, Baylor has seen a decrease of more than 25 percent in mortality and adverse events in its hospitals, Dr. Kennerly said. Patient safety projects and expansion of innovation are expected to further improve quality and safety at Baylor.



Erle Nye, Dr. Donald Kennerly, Dr. David Ballard and Dr. Paul Convery



## From the Chairman

**F**all is such a pleasant time! The leaves begin to turn. There is a chill in the air. The school year hits full stride. The World Series plays out and football occupies the weekends. But, most particularly, fall brings the holiday season.

Thanksgiving reminds us of the many blessings of life, prompts us to reflect and to be grateful. I feel blessed in so many ways, including the gratification that comes from my association with Baylor Health Care System. When I thoughtfully consider the scope of Baylor's healing outreach, I recognize that there is something really special here.

In the overall scheme of things, it is a minor item, but I was impressed by a report I read recently that recounts a research study in which the Baylor Charles A. Sammons Cancer Center is involved. The study indicates that newer screening techniques will allow the detection of lung cancers at very early stages where the prospects of successful treatment are much better. This could mean a better quality and duration of life for many of those beset by that virulent disease each year. That is certainly something for which we should be thankful.

I am also thankful for the generosity of people like **Annette and Harold Simmons**. As you no doubt noticed in the special section accompanying this issue of *the torch*, this philanthropic couple has pledged \$20 million to support transplant initiatives at Baylor. The transplant institute, which will now be known as the Annette C. and Harold C. Simmons Transplant Institute at Baylor, has made a major impact on the lives of thousands since it was established more than a quarter century ago.

As fall gives way to winter, we enjoy the holiday season. The spirit of Christmas reaches me in a profound manner and rounds out my year. It is a time for faith, family and friends, but also a time of peace, love, brotherhood and sharing. As we approach the end of the year, I encourage all of us to reflect on how we are blessed and how fortunate we are to live in a region served by Baylor Health Care System. It is a remarkable institution that reaches out and serves all people. Time, talent and resources invested in Baylor produce abundant returns and the gratification of having done something special for others. Please think about it. I bid each of you happy holidays and a merry Christmas.

Erle Nye  
Chairman, Board of Directors  
Baylor Health Care System Foundation

“**I** AM IN CHARGE of the newsletter” is usually how I explain my position as the director of marketing and public relations for Baylor Health Care System Foundation. In an organization comprising relationship managers, event planners, data experts and communications specialists (including Jon Eckberg, who is the real success behind *the torch*), we are all in marketing in some way. My responsibility is to make sure that my teammates succeed.

We have been doing it well. Since I arrived in 2007, we have won 17 international creative awards and doubled *Annual Fund* donations, while cutting related budgets in half. We designed a website, newsletter, mailer and video that were later copied by other organizations. We exponentially increased our press coverage. And we launched our first cause marketing project: a Sally Beauty flat iron with a *Celebrating Women* logo. We share each success with a community that is proud to be associated with us, and with patients who depend on us.

As a professional with more than 10 years in data-driven marketing and public relations, an M.B.A. from The University of Texas at Austin, and a history of clients including Procter & Gamble, *BusinessWeek* and Genentech, I love drawing diagrams and quoting business theory to unsuspecting teammates trapped in my office during a coffee break. They smile politely as I use terms like “messaging” and offer to lend them my copy of *The Goal*.

There are other learnings that make me equally

MEET THE STAFF



David and Paige Schnabel

passionate. They are Jewish values of integrity and compassion and texts like “Love the stranger, for you were once strangers.” I am fortunate to live these values every day in gratitude for my own family: my inspirational husband, **David**, president of ExamSoft Worldwide, and my wonderful 2-year-old son, **Leo**.

Harold Kushner has said that the question is not why something has happened to you, but what are you going to do with that experience. A better summary of my position might be: I help people and organizations tell their stories of courage and care, in the effort to create more happy endings.

## GIFT PLANNING

### Brown family endowment helps Baylor build future for two institutes

**T**HROUGHOUT HIS LONG CAREER in the masonry industry, **Dee Brown** left his mark on the Dallas landscape.

An estate gift he and his wife, **JoAnn**, created will leave a similar legacy at Baylor University Medical Center at Dallas. The gift matured when JoAnn passed away in February 2010. Dee died in 2000.

Their generous gift created the **JoAnn and C. DeWitt Brown Jr. Endowment**, which they designated to support Baylor Research Institute (BRI) and Baylor Institute for Rehabilitation (BIR). Dee served on the BIR board of directors for years, and his son-in-

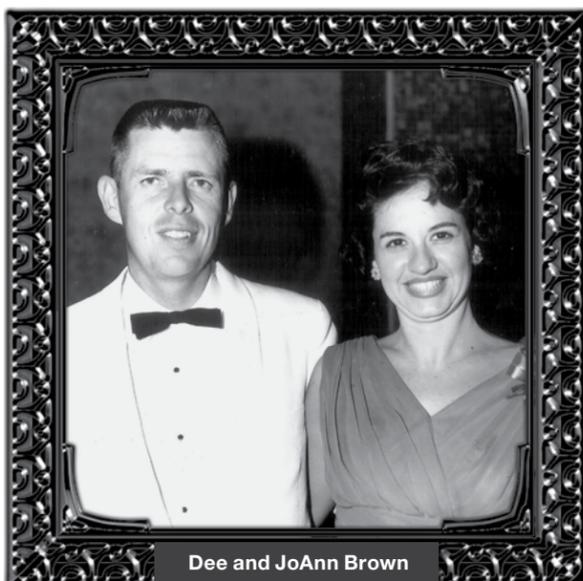
law, **Buddie Barnes**, is an active member of the Baylor Health Care System Foundation Board of Directors and a former chairman of the BIR board.

“Our family is so proud to have the ability to help Baylor in such a meaningful way,” said **Deborah Barnes**, Buddie’s wife and the daughter of JoAnn and Dee. “Baylor has always meant so much to us, and we’re happy to do something that will make a difference for its patients.”

Dee was just 16 years old when he picked up his first brick and began his career in masonry. He was only 26 when Dee Brown Masonry Inc.

was founded on October 31, 1955. Dee started the business using a desk in his master bedroom, and after a few years, he was able to rent office space and move out of the house.

Dee Brown Inc. has had a hand in many notable buildings in the Dallas-Fort Worth area. His favorite was what he called the limestone corridor, which included the Morton H. Meyerson Symphony Center, Dallas Museum of Art, Federal Reserve Bank of Dallas and Crescent Court. He was also proud of NorthPark Center, his first large project, along with Texas Scottish Rite Hospital for Children and Rangers Ballpark in Arlington.



Dee and JoAnn Brown

“Dee was one of those individuals who had the ability to surround himself with people that could get the job done, and each individual could always balance the others’ strengths and weaknesses without compromising the end goal. He was a true entrepreneur who was able to look to the future and give us direction,” said Buddie, who is now chairman of the board and chief executive officer of Dee Brown Inc.

For more information about planned giving, please contact Cynthia Krause at 214.820.7928 or [Cynthia.Krause@BaylorHealth.edu](mailto:Cynthia.Krause@BaylorHealth.edu).

### Foundation wins creative awards

**B**AYLOR HEALTH CARE SYSTEM FOUNDATION is proud to share recognition from a creative awards competition for the quality of the materials it provides to our constituents.

At the most recent MarCom Awards, the Foundation was recognized as follows:

- **Platinum:** *the torch* 2010 print edition
- **Platinum:** *the torch* e-newsletter redesign
- **Gold:** Foundation website redesign
- **Honorable mention:** Gift planning print ad
- **Honorable mention:** *Celebrating Women* invitation

The MarCom Awards is an international competition for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials.

The competition is one of the largest of its kind in the world. Winners range in size from individual communicators to media conglomerates and Fortune 50 companies. The MarCom Awards is administered and judged by the Association of Marketing and Communication Professionals.



### LET BAYLOR HELP SPREAD THE SPIRIT OF THE SEASON

**B**AYLOR HEALTH CARE SYSTEM FOUNDATION has a way to share the holiday season with friends, family and Baylor Health Care System – all at the same time.

Make a contribution of \$25 or more to Baylor Health Care System Foundation in honor of a friend or family member, and that person will receive a holiday tribute card telling them of your gift.

For more information, contact the Foundation at 214.820.3136 or [thetorch@BaylorHealth.edu](mailto:thetorch@BaylorHealth.edu).



To learn more about any Baylor Health Care System Foundation initiative, contact the Foundation at 214.820.3136 or e-mail [thetorch@BaylorHealth.edu](mailto:thetorch@BaylorHealth.edu). Write to us at 3600 Gaston Avenue, Barnett Tower Suite 100, Dallas, TX 75246-1800.