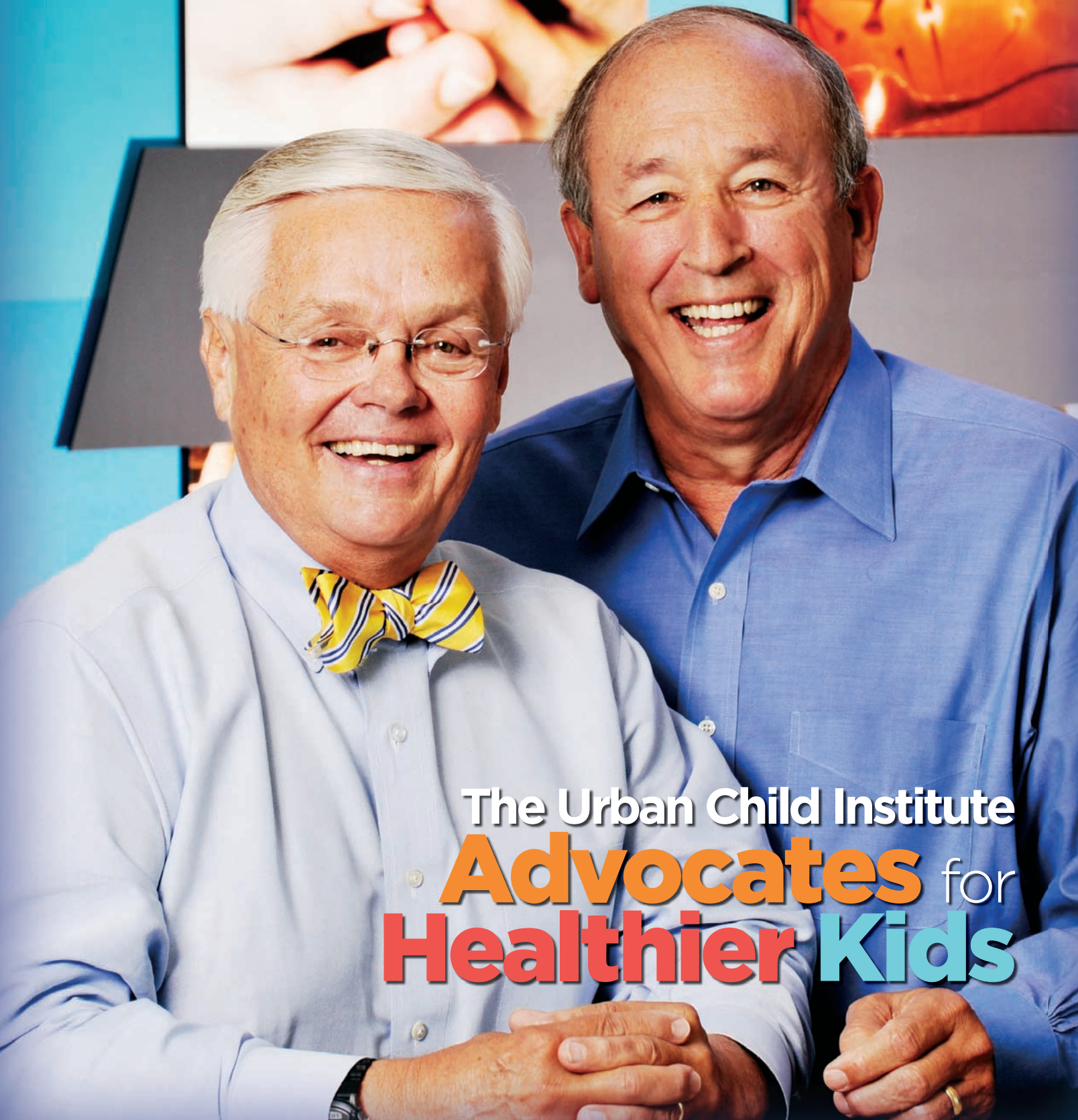


Le Bonheur

FALL 2010

A Magazine for Friends of Le Bonheur Children's Hospital



The Urban Child Institute
Advocates for
Healthier Kids



Dear Friends:

I HAVE NEVER BEEN MORE PROUD TO BE THE PRESIDENT OF Le Bonheur Children's Hospital! On June 15, the community joined us for a very grand opening celebration. The well-wishers in attendance included hundreds of supporters, public officials, patients and families, physicians as well as our own associates, signifying that the hospital belongs to all of Memphis and the Mid-South.



Donor Mary Shainberg
with Meri Armour

More than \$100 million of private funding went into the new building. The donations were anchored by a lead gift of \$25 million from the Urban Child Institute. In the cover story beginning on page 4, read about the institute, its vision and its inspirational partnership with Le Bonheur.

The community has supported Le Bonheur unconditionally for nearly 60 years and now, with this new building, it is our chance to shine for the community. The landscape in the Memphis Medical Center has forever changed. The pictures on pages 8 through 11 show how we marked this historic milestone on our journey.

When our patients move into the new hospital in December, we'll have room to expand our programs and the first-class technology needed to enhance our clinical services, allowing the

new Le Bonheur to take its place among the top children's hospitals in the country. Through it, we will offer more hopes and dreams for more children who will live to see graduation day.

The new building marks an important chapter in our story. The rest of the story includes growing our programs of distinction, expanding our role in finding solutions to problems that afflict children, training the next generation of pediatric specialists and continuing our commitment to patient and family-centered care. On pages 12 through 19, you will read about the individuals, families and organizations that champion our mission.

Thank you for your support of Le Bonheur and please continue to tell your friends and colleagues about all the wonderful things that are happening at the hospital. In fact, bring them here to visit. You are the reason we are poised to be a national leader in children's health care and research. And your continued support will help us write the next chapter.

WITH GREAT ENTHUSIASM,

Meri Armour, M.S.N., M.B.A.
President and CEO
LE BONHEUR CHILDREN'S HOSPITAL

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On the Cover:
Gene Cashman and
Hank Herrod of the
Urban Child Institute.



Baubles & Bordeaux

Circle your calendar now for the Girls Night Out event of the year. Fashion, shoes, accessories and boutique wines are in store at the 2011 Baubles & Bordeaux Sip-n-Shop Marketplace on February 24. There's a silent auction and fashion show along with a chance to shop for special

items from Memphis' finest apparel shops, all while enjoying the fare of featured restaurants and sipping fine wines. Put down your BlackBerry and reconnect with your BFFs all for Le Bonheur's kids. Reservations are \$50 general admission and \$100 VIP, which includes runway seating for the fashion show and valet parking. For information and tickets, call (901) 287-6308. Pictured are Eryke Smith and Wendi Gammill of Crazy Beautiful at the 2010 event.

Corey's Breath of Life

"Corey's Breath of Life" is a limited-edition hand-sculpted vase by Tab Boren of Mantachie, Miss., created in memory of Le Bonheur patient Corey Smith. Corey lost his lifelong battle with cystic fibrosis last year at the age of 25. Corey's vase is a companion piece to the limited-edition "Cooper's Gift," a dish created by Boren in honor of Cooper Hughes which was released in 2008. The Gumtree TWIGS of North Mississippi are selling these commemorative vases for \$40 with all proceeds to benefit Le Bonheur. To order, contact Connie Haygood at (662) 840-2389 or haygoodc@lebonheur.org.



It's a Family Affair

Would your family like to be named the 2011 Miracle Maker Family of the Year? Sign up now for this fun, friendly fundraising competition that brings families together to put their most imaginative and resourceful talents to work to raise money for Le Bonheur. Lemonade stands, card parties, backyard carnivals and barbecues, bowling and golf tournaments, jewelry, t-shirts, homemade stew and sweet tea are just a few of the inventive fundraisers families have hosted to support the hospital. The 5th annual

Memphis event kicks off on March 3 with an April 28 finale. The 3rd annual Tupelo event kicks off January 27 and the finale will be March 24. If your family or business would like to participate, please contact Erin Duncan at (901) 287-6101 or duncane@lebonheur.org in Memphis or Connie Haygood at (662) 840-2389 or haygoodc@lebonheur.org in Tupelo. Pictured are the Burgess family at a 2010 event.

Connect with Le Bonheur

Send us your e-mail address to receive announcements and *For Kids Sake*, the Le Bonheur Foundation e-newsletter. Just drop a note to Lori Dale at dalel@lebonheur.org.

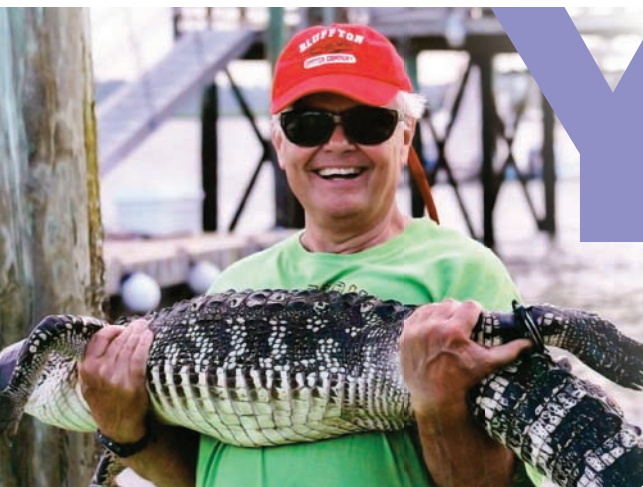
f Are you a member of Facebook? If so, please become a fan of Le Bonheur to receive news, updates and exclusive information right to your Facebook account.

Tweet Tweet Le Bonheur is using **Twitter**, a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Just go to twitter.com/lebonheurchild.

Watch Us You can see the grand opening of the new Le Bonheur, patient videos and more on **YouTube**. Visit youtube.com and type in Le Bonheur Children's.

Advocate for Le Bonheur If you would like to sign up for Le Bonheur's grassroots network, go to Le Bonheur's home page at lebonheur.org and click on "Join our Grassroots Advocacy Network" for information on how you can make your voice heard and support legislative issues that affect children's healthcare.

The Urban Child Institute **Advocates** for **Healthier Kids**



*Gene Cashman and friend
in South Carolina*

YOU'D NEVER PICTURE GENE CASHMAN as an alligator hunter. The dapper, bow-tie-wearing, silver-haired CEO of the Urban Child Institute would never be mistaken for *Crocodile Dundee*.

Yet, on his annual jaunt this past summer to the family home in South Carolina, Cashman came face-to-snout with a 6-foot, 70-pound alligator, which he wrestled with grit, determination and gusto just like every other task he's taken on during his 44-year career.

Cashman and his grandchildren had just returned from an outing on his boat. As they stepped onto the dock, the eyes and snout of an alligator appeared just a few feet away. As in all challenges he's ever faced, Cashman never let up until that gator was caught and removed from his dock six hours later and returned back to the wild with the help of a local wildlife control officer.

This story is telling about the man who was at the helm of Le Bonheur Children's Medical Center from 1977 to 1995. His passion for "doing it right" fundamentally changed and reshaped Le Bonheur's approach to delivering health care to Memphis' children. His vision and foresight set Le Bonheur on the path to expanding its care to patients regardless of where they were and what services they needed but always in keeping with the commitment of the Le Bonheur founders to care for all children regardless of race, creed, color or ability to pay.

By Kini Kedigh Plumlee ~~~~~



Gene Cashman

LEADING THE WAY

IN 2005, LE BONHEUR CHILDREN'S PUBLICLY announced it was embarking upon a capital campaign to build a new hospital. The Urban Child Institute immediately stepped up to the plate and made one of the first and the largest single gift for the new facility's construction. When asked about the institute's transformational \$25 million donation that helped kick off the campaign, Cashman shrugs and his hands wave off the question. "We don't need recognition for that," he says matter of factly. "The institute will do anything we can that helps Le Bonheur."

As the leader of the institute, Cashman has served as the head of the nonprofit organization

"We wanted to strengthen
nonprofits that served
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for 15 years. Prior to this, Cashman served 18 years as president of what was then Le Bonheur Health Systems, Inc., the parent holding company of Le Bonheur. When Le Bonheur was statutorily merged with Methodist Health Systems in 1995, the parent company became focused as an organization that funded grants, programs and services aimed at improving the well-being of children.

In the beginning, the institute focused its resources, time and talent into acquiring data regarding four main areas that most affect young lives: teen pregnancy, child abuse, alcohol and substance abuse and violence/sexual abuse.

"We wanted to strengthen nonprofits that served women and children in our community and we wanted to invest early as opposed to later," explains Dr. Henry G. "Hank" Herrod, a senior fellow at the institute who has been with the organization since the beginning. "So we partnered with other groups to acquire health

Signing the final documents for the Methodist/Le Bonheur merger in 1995 are (from left) Maurice Elliot, then president and CEO of Methodist Health Systems; Eugene K. Cashman, Jr., CEO of Le Bonheur Health Systems, Inc.; and Gary Shorb, president and CEO of Methodist Hospitals of Memphis.

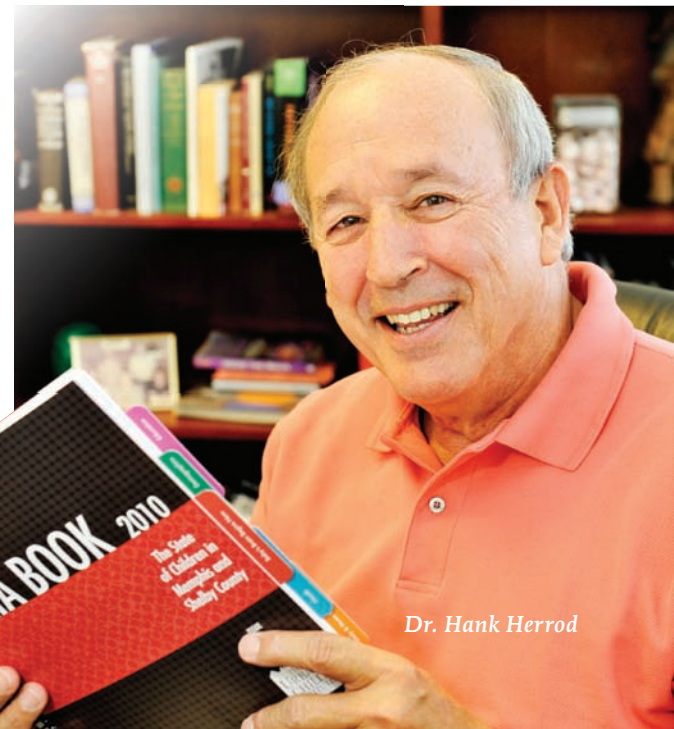
data on children. We knew there were proven interventions for young children at risk and we wanted to get this message out."

MISSION OF AWARENESS

THE INSTITUTE IS A DATA-DRIVEN, RESULTS-oriented coalition of community researchers, strategists and practioners who share a common goal of turning research into actionable knowledge. Faculty from both the University of Tennessee and the University of Memphis are housed at the institute. The institute is working to become a recognized leader in child advocacy research, a trustworthy community partner and a resource for expertise, advice and collaboration for those who want to improve the lives of children in Memphis.

One of the institute's first collaborations was the Partnership for Women's and Children's Health initiated with Methodist Health Systems in 1996. As the years passed and more data became available, the institute gained insight into how big these issues are in our community and sharpened its focus. Today, its efforts are aimed at the health and well-being of our community's youngest children, specifically birth to 3 years old in Memphis and Shelby County.

The institute began publishing its findings in the Data Book, an examination of the risks faced by young children in Memphis and Shelby County. Since 2006, it has shared this data with the community and helped in its translation "so everyone knows what they need to be doing to make a healthier Memphis and offer children a better quality of life," Cashman says.



Dr. Hank Herrod

SUPPORTING THE DATA

WHAT THE INSTITUTE HAS LEARNED over the years is now at the forefront of all that they do. “The big emphasis for our message right now,” Cashman says, “is the importance of early brain development.”

Dr. Herrod adds, “Our basic mission is to get this message to policy makers and those who can influence others. We take a public approach that includes professional care providers of all types — parents, policy makers and philanthropic groups.”

The institute’s emphasis on

The Urban Child Institute's emphasis on brain development is a reason why an additional \$3 million gift was made to Le Bonheur for the purchase of a MEG.

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“The big emphasis for our message right now is the importance of early brain development.”
— — — — —

brain development is one of many reasons that the organization made an additional \$3 million gift to Le Bonheur in 2007 for the purchase of a MEG (magnetoencephalography) machine for Le Bonheur’s Neuroscience Institute. This state-of-the-art technology is capable of taking images of brain activity in

order to pinpoint problems and is a clinical first for the region and one of only a few among children’s hospitals nationally.

For epilepsy patients who require surgery, the MEG can provide an exact and noninvasive method of localizing the seizure onset zone with great precision and accuracy.

For tumor patients, MEG technology can give the surgeon and patient more information about probable outcomes.

“Memphis has a world-class group of individuals and organizations that have a shared interest in neuroscience,” Dr. Herrod says, noting the University of Tennessee, Le Bonheur, Semmes-Murphy Clinic and St. Jude Children’s Research Hospital. “The institute can help build upon and strengthen these programs by putting our emphasis on early brain development.”

Dr. Herrod, who joined the department of pediatrics at the University of Tennessee in 1978, became vice president of medical affairs on Le Bonheur’s management team under Cashman in the 1980s. He served as the dean of UT’s College of Medicine from 1998 to 2005, which enabled him to facilitate partnerships among these groups.

“Our rationale,” Dr. Herrod says, “was that MEG technology would help Le Bonheur recruit neuroscientists who could then begin studies into early brain development. It was essential for expanding Le Bonheur’s clinical and research programs.”

LOOKING TO THE FUTURE

IN THE 15 YEARS SINCE THE FORMATION of the institute, Cashman and Dr. Herrod calculated that nearly \$50 million in gifts and resources has been committed to Methodist/Le Bonheur-related activities. In addition to the MEG and bricks and mortar for the “new” Le Bonheur, the institute’s funding includes gifts to the Children’s Foundation Research Center housed at Le Bonheur, annual contributions to Le Bonheur’s Cynthia Milk Fund, the Maurice Elliot Leadership Program and the funding for the above-mentioned Partnership for Women and Children, among others.

“We give to Le Bonheur because it is a cham-



Dr. Mark McManis, technical director for Le Bonheur's Neuroscience Institute

pion for children,” Cashman says. “We give to excellence and have continued to support Le Bonheur because we have a long-standing commitment and desire to see Le Bonheur be the very best. We want children who have medical needs to get the very best care. We want Le Bonheur to be a strong, visible and recognized facility and we know it takes capital for the bricks and mortar as well as investment in human capital, like physicians, to make that happen.”



ADVOCACY PHILOSOPHY

CASHMAN NOTES THAT LE BONHEUR AND the institute are two completely different organizations, yet both have the same passion, zeal and desire in what they are doing for the improvement and betterment of children.

“Our approach to advocacy is different from others,” Cashman says. “When advocating for children, you have to stand up on truth to win the war. It takes passion but also the evidence of

truth. The institute can represent truths in the scientific platforms and make that information available so people have a common set of data to work with.”

Dr. Herrod adds that the institute is not an advocate in the traditional sense. “We don’t go to Nashville or downtown to raise our voices,” he says. “The most important thing we can do is make people aware of the facts. As people come to appreciate what the data shows, it should be natural for them to begin to buy into it. Advocates can use our

data and lead discussions and create some of the policies.”

As Cashman reflects on the 33 years he has been connected to Le Bonheur, he shares a final thought about being a risk taker, something he’s often been called.

“Always try, and never have a fear of failing,” Cashman says. “If you don’t succeed, learn from the lessons and just keep hitting it.” ■

Inspired by Le Bonheur’s Legacy



There are two black-and-white photographs in Gene Cashman’s office. The photographs show Dr. James Etteldorf and Dr. James Hughes standing in front of the “old” Le Bonheur as it was being torn down for the hospital’s addition in the 1980s. Cashman became close friends with Etteldorf and Hughes after he arrived in Memphis from Washington, D.C., where he served under the army surgeon general on a special project for the Department of Defense and then as associate administrator of Children’s



Dr. James Etteldorf and Dr. James Hughes

Hospital National Medical Center before taking up Le Bonheur’s reins.

“They held the banner high,” Cashman says about two of Le Bonheur’s founding fathers. “They were pioneers who sacrificed and established high standards of excellence. They never quit. Both lived lives worth emulating. They still linger in my thoughts. When I think of them I realize how much ground they plowed. They are still an inspiration for me.”

Parade Kicks Off Le Bonheur's Grand Opening



WITH GREAT FANFARE, LE BONHEUR Children's Hospital celebrated its 58th birthday and new hospital with a ceremony on June 15.

The Grand Opening celebration kicked off with a parade around the hospital's campus. Roscoe Orman and Sonia Manzano, better known as Gordon and Maria from *Sesame Street*, narrated the procession as more than 320 children, families, donors, volunteers, physicians, associates and construction workers representing those who make Le Bonheur special marched past. Stilt walkers, unicyclists, mascots, mounted police, antique convertibles, a drum line and Stax trumpeters followed in the mix. Memphis' WMC-TV Channel 5 broadcast the event live on the air.

Floats featured a huge Le Bonheur birthday cake, a large yellow hardhat that paid tribute to Skanska and all the workers who built the new hospital and a giant red heart with stitches symbolizing the giving spirit of the Le Bonheur Club, the women's sewing circle that led to the efforts to construct the original hospital in 1952.

Under a bright sun and blue skies, the hospital's president and CEO, Meri Armour, greeted the crowd of 2,000 gathered on the new hospital's west lawn. "It is important to remember this is only the beginning of Le Bonheur's amazing story," Armour said. "There are many great chapters still to come."

The ceremony included messages from Memphis Mayor A C Wharton, interim Shelby County Mayor Joe Ford and a video greeting from Tennessee Governor Phil Bredesen. After the ceremony, visitors toured portions of the new hospital, which will officially open for patients in December.

Built with the support of the largest fundraising campaign in the city's history, the new \$340 million Le Bonheur Children's Hospital is the largest children's hospital in Tennessee. It was built with more than \$100 million in donations and is estimated to have a \$3.7 billion economic impact on the Memphis area. ■







Consecration Blesses New Hospital

MORE THAN 500 LE BONHEUR CHILDREN'S Hospital employees, Methodist clergy and other local religious leaders gathered on June 14 for a consecration ceremony to bless the new hospital. A part of the Methodist Healthcare family, Le Bonheur is affiliated with the United Methodist Church and the ceremony reflected Le Bonheur's belief that faith plays an integral role in healing.

Religious leaders from across the region

blessed the new hospital and prayed for the generations of children who will receive care in the new facility. The service began with a call to worship and invocation by Bishop Charles N. Crutchfield of Arkansas. Scripture readings from Jewish, Christian and Sikh traditions followed the bishop's prayer. Emphasizing the power of Le Bonheur as a place of healing and nurturing for all children, Bishop Hope Morgan Ward of Mississippi delivered the ceremony's keynote address. The ceremony concluded with the release of white doves and a song from a children's choir.

Immediately following the public event, Rabbi Micah Greenstein of Temple Israel in Memphis led a special blessing before placing a mezuzah inside the doorframe of the Herbert and Mary Shainberg Chapel located on the first floor of the new hospital.

"The Shainberg Chapel enables Le Bonheur to meet the needs of our patients, their families and our associates, regardless of where they are on their spiritual journey," said Rev. Corey D. Johnson, administrative director of Community Health and Well-Being. "It is the beginning of how we help and heal the community of which we are a part. All are invited to this space." ■



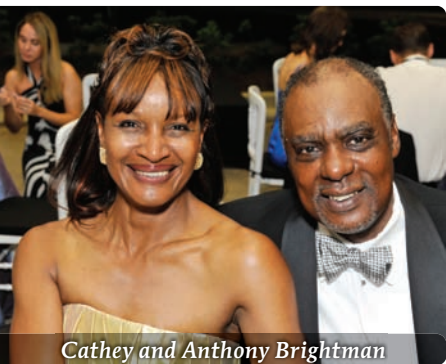
Rabbi Micah Greenstein and Mary Shainberg



The Children's Choir



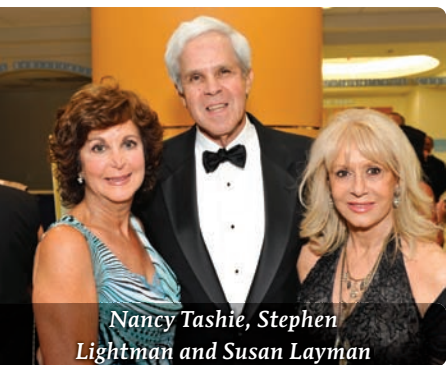
Artists Jerry and Terry Lynn



Cathey and Anthony Brightman



Karen Carlisle, Linda Underwood
and Joanie Lightman



Nancy Tashie, Stephen
Lightman and Susan Layman



Calvin Anderson, Ann and Dr. Hank Herrod

THE LE BONHEUR CLUB HOSTED A BLACK-TIE gala on June 19, closing out a week of festivities surrounding the new hospital's Grand Opening celebration. More than 900 guests attended the event, which raised more than \$400,000 in support of the Child Life endowment.

"Celebrating the Magic of Children" was the theme of the gala, which was co-chaired by Karen Carlisle, Joanie Lightman and Linda Underwood. The evening featured cocktails and hors d'oeuvres, silent and live auctions, a buffet dinner and dancing to Galaxy Red of St. Louis under a gymnasium-sized air-conditioned tent erected on the hospital's campus.

Appropriately, partygoers were issued hospital admission wristlets with their names and auction bidding numbers. Memphis twin brothers and artists Jerry and Terry Lynn painted a masterpiece dedicated to the event that was later sold at the live auction.

This was the first opportunity for many donors, volunteers, corporate sponsors and community supporters to tour the new hospital and view the extensive art collection acquired for the new facility, which will open to patients on December 4. Presenting sponsors were FedEx and First Tennessee Foundation. ■

Gift Inspired by **Legacy** of Father-Physician

DR. JAMES N. ETTELDORF WAS TANTAMOUNT to the history of Le Bonheur Children's Hospital. Dr. "E," as he was affectionately known around the halls of the University of Tennessee Health Science Center, was one of the originators in the drive to build the hospital during the early 1940s. Later he served as Le Bonheur's chief of staff from 1961 to 1965.

For more than half a century, Dr. Etteldorf's love for children and his passion for scientific research helped propel the growth and development of pediatrics in the city. He served as attending pediatrician at Le Bonheur and as a pediatric consultant at Baptist Memorial, St. Joseph and Methodist hospitals and at St. Jude Children's Research Hospital.

Dr. Etteldorf received a bachelor's degree in science and pharmacy from South Dakota State University in 1932. From the day he was lured to Memphis with the offer of a pharmacology teaching fellowship at UT's Graduate School of the College of Basic Sciences until his death in 1997 at the age of 87, he remained a staunch advocate for excellence in pediatric health care and research.

While teaching part-time, Dr. Etteldorf worked toward a master's degree in pharmacology, which he earned in 1934. He then obtained a doctor of medicine degree, graduating from UT's College of Medicine in 1942. Following his residency training in pediatrics at John Gaston Hospital in Memphis and St. Louis Children's Hospital, Dr. Etteldorf returned to Memphis and went on to become professor of pediatrics and director of pediatric research within UT's Department of Pediatrics. He started the Pediatric Research Laboratories in early 1948 in the basement of the Children's Wing in the old John Gaston Hospital. From that point until he retired in 1976, he was a constant champion for Le Bonheur's children and pediatric medicine.

"Dr. Etteldorf was the father of academic pediatrics in Memphis at Le Bonheur and UT," says Dr. Phillip George, a retired pulmonologist and former colleague of Dr. Etteldorf's.

"His many contributions to medical education, pediatric care and clinical research, especially in diseases of the kidney, impacted not only his patients but also his

students, residents and fellows."

Dr. Etteldorf went on to establish pediatric subspecialties in endocrinology-metabolism, diabetes, nephrology, hematology, cardiology and muscular dystrophy at UT. He practiced pediatric nephrology before it was a

subspecialty and was the first to perform peritoneal dialysis on a child in Memphis. As UT's head of the Division of Endocrinology, Metabolism, Nephrology and Genetics and as the director of the research laboratory in the Department of Pediatrics, Dr. Etteldorf was responsible for much of what Memphis' nephrology/transplant community is today. He became Emeritus Goodman Professor of Pediatrics at UT and was also instrumental in helping to bring St. Jude Children's Research Hospital to Memphis when it was still just a dream of Danny Thomas.

"Always a role model, he inspired all who studied under his tutelage to learn and achieve at the high-

est possible level," Dr. George says. "He will forever be remembered as a kind, loving and caring person who was always interested in one's personal welfare as well as one's professional life. He leaves an imprint on pediatric medicine that will remain for generations to come."

To honor Dr. and Mrs. Etteldorf, their daughter Eleanor and her husband Warren Nunn, of Halls, Tenn., made a gift to the new Le Bonheur Children's Hospital.

"When I was a child, I had to have an appendectomy," Eleanor says. "There was no bed for me in any children's facility so I had to stay in the maternity ward at John Gaston Hospital. I was so embarrassed. When the Le Bonheur Club ladies came to Dad to plan a children's hospital, he was one of their biggest champions. Knowing there were not enough hospital beds for children in Memphis pushed Daddy to advocate for the construction of a pediatric hospital. For this reason, we made a gift to the new Le Bonheur in his name."

Dr. Etteldorf's decision to pursue medicine began in his youth while working for a local drugstore in his hometown of Lennox, South Dakota. He accompanied the town doctor on house calls, traveling by horse and buggy and later in a Model T.



Dr. James N. Etteldorf

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"He used to say there was no such word as 'can't,'" Eleanor says, noting that one of his brothers died as a youth, which also influenced his career path into medicine.

Her father was especially interested in indigent families. "When patients couldn't afford to go to the hospital, Daddy went out of his way to help them," Eleanor says.

She recalls a patient named Jeff who had nephritis (inflammation of the kidneys) and at that time there was no cure.

"Jeff's family was unable to pay the \$35-a-day hospital room fee," she says. "Dad and I would go to his home and I would assist by handing him syringes and other instruments to treat him. When Jeff died, he left a note saying he wanted Dr. Jim's girl to have his horse, Lady."

Dr. Etteldorf's younger daughter, Marcella, who resides in Memphis with her husband John Houseal, recalls her father as a healer and an emotional guider.

"My dad wanted to make a difference," Marcella says. "He was on a mission. His love for research was so strong. He loved his family but science was his passion. When he sat down with a child, he was a totally different person. Here was this genius of a man who expected perfection from his students yet when he would sit down with a child, he would just melt."

"Had he not been such an idealist and pushed so hard, Le Bonheur would never have been," Marcella says. "My dad would be so excited to see the new hospital today."

Marcella, Eleanor and Warren, along with their children and grandchildren, celebrated Dr. Etteldorf's medical legacy during the Grand Opening of the new Le Bonheur Children's Hospital in June. The area to be named in memory of Dr. and Mrs. Etteldorf is the Chapel Consult Room.

Dr. Etteldorf is recognized for having contributed many "firsts" to Memphis pediatrics, including the use of penicillin in treating meningitis, the use of ACTH for the treatment of leukemia and nephrosis and the successful treatment of tuberculosis meningitis. In 1985, he was presented the first Pediatrician of the Year Award from the Tennessee Chapter of the American Academy of Pediatrics and the Tennessee Pediatric Society and was named UT Memphis Outstanding Alumnus in the College of Medicine. In 1988, he was named Outstanding Physician of the Year by the Tennessee Medical Association and in 1997, he received the Gift of Life Award from the

National Kidney Foundation of West Tennessee.

Among his outstanding career accomplishments, Dr. Etteldorf often laughed at having "discovered" penicillin but didn't believe it at the time.

In an article published before his death, Dr. Etteldorf related that when he was a lab assistant as an undergraduate student, one of his responsibilities was cleaning out the culture dishes in the microbiology lab. He noticed the molds were emitting something that wouldn't permit bacteria to thrive in the area around the

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Warren and Eleanor Nunn

mold. He took his findings to his pharmacology professor but was rebuked. Not long afterward, Scottish biologist and pharmacologist Sir Alexander Fleming made the same discovery in 1928.

Dr. Etteldorf, who was a hunter and sportsman, found his greatest delight in teaching and inspiring his students. To encourage greater camaraderie between students and their professors, he began a tradition in 1948 that continues today. A wild-game dinner Dr. Etteldorf hosted 62 years ago is now the annual duck dinner and is a favorite alumni event. The dinner is held during the Etteldorf Symposium hosted jointly by Le Bonheur and St. Jude.

"Dr. Etteldorf was a driving force of excellence," says Gene Cashman, CEO of the Urban Child Institute, a friend and former colleague. "He had a curious mind, was a great researcher and teacher, a great listener, a trusted adviser and was beloved by everyone. He was a font of knowledge and sage wisdom. All you had to do was listen." ■

— Kini Kedigh Plumlee

Le Bonheur **Experience** Inspires Families to Increase Their Gift

WHEN KIM LEVY PHALIN WAS GROWING up in Memphis, she would drive by Le Bonheur Children's Hospital and feel deep sorrow for the families that were there. "I never knew we would be one of them," Kim says.

Kim and her husband, Jason, now live in San

Following surgery, Connor received an echocardiogram while still in recovery; Kim and Jason comfort Connor after his open-heart surgery.



Diego, Calif. Jason is a Navy Seal and has been on active duty in Iraq and Afghanistan. He made it home from deployment just two weeks before their son, Connor, now 10 months, was born last October. Only two days after his

birth, Connor was diagnosed with Tetralogy of Fallot, a complex congenital heart defect that requires four necessary repairs.

"We were told to wait until Connor was six months old, but my instincts told me to get a second opinion," Kim says.

Kim's parents, Bobby and Pam Levy of Memphis, urged her to call Dr. Bruce Alpert, a pediatric cardiologist

at Le Bonheur and a friend of the family. After speaking with Dr. Alpert, the Phalins knew they needed to bring their son to Le Bonheur immediately and made travel arrangements.

Once they met with Dr. Christopher Knott-Craig, the chief of cardiothoracic surgery at



Le Bonheur, they knew Connor's heart would literally be in his hands. "I knew this was the man who would save Connor's life," Kim says.

On Dec. 17, 2009, Kim, Jason, her parents and her sister, Ashley Lunsford, anxiously waited while Dr. Knott-Craig, a world-renowned surgeon in the field of pediatric heart surgery, spent the next four hours repairing baby Connor's heart.

"I cannot describe the feeling I had when I handed over my 10-week-old baby," Kim says. "Would that be the last time I would ever see him alive?"

As the hours passed, Dr. Knott-Craig called with progress reports. He let the family know every move he was making on Connor's behalf. When it was over, Dr. Knott-Craig joined the family and shared the triumph of having a successful total repair to Connor's little heart.

"There are no words to describe the feeling I had when Connor awoke," Kim says. "He had open-heart surgery on a Thursday and was home on Monday."

Follow-up exams at Le Bonheur confirmed that the repair of Connor's heart was entirely successful and will not require any

 "We had to look no further than our own backyard to ensure that our grandson had the best care available and his mother and father had their family support system right here at home."

Connor Phalin

more surgeries. "This is all we could ask for," Kim says.

"We are fortunate that Memphis has Le Bonheur with a world-class pediatric cardiovascular program," Bobby Levy says. "We had to look no further than our own backyard

are going to get through their situation and make their child well."

The Levy, Tashie and Lightman gift will help fund the Teen Room at the new Le Bonheur.

"It's gratifying to be able to give back to the community where we live," Levy adds. "We are



Connor recovers in Le Bonheur's CVICU; Bobby Levy with his grandson, Connor; Dr. Christopher Knott-Craig, Le Bonheur's chief of cardiothoracic surgery, shares the triumph of Connor's successful total heart repair with his young patient.

to ensure that our grandson had the best care available and his mother and father had their family support system right here at home."

The timing of Connor's surgery was coincidental to Le Bonheur's capital campaign, Levy says. Bobby and Pam Levy, along with Jimmy and Nancy Tashie, Michael and Joanie Lightman and Stephen Lightman, had already committed to making a gift to the new hospital's construction. However, Connor's experience at Le Bonheur was instrumental to the families' increasing their gift to ensure that generations of children will receive the same life-saving treatments and care that Connor received.

"As owners of Malco Theatres, making a family gift to such an important facility as Le Bonheur with such an impact on our community at large was the right thing to do," Levy says. "There can be no better feeling than knowing you have helped families of all income levels and their children have the finest facility available at a time when all they are thinking about is how they

fortunate that we are in a position to make this gift personally as well as have a company that can continue to generate widespread fundraising efforts through its everyday operations." ■

— Kini Kedigh Plumlee



Jason, Connor and Kim Phalin

Golf Gurus Swing for Le Bonheur

IN JUST TWO YEARS, LE BONHEUR'S GURUS of Golf has raised more than \$400,000 for the hospital. This accomplishment was due, in part, to the unique concept which pairs national teaching "gurus" with teams.

The brainchild of Rob Akins and Mike Pera, the concept for Gurus of Golf came about in casual conversation at Spring Creek Ranch, the course where the Gurus event is held. Pera, an avid golfer, was talking with Akins, a

across the country have enjoyed playing in it as much as participating as instructors. It's been a real win-win for all."

The biggest challenge was cost. Typical golf tournaments cost a few hundred dollars per participant, maybe a thousand or two per team. To play in the Gurus event costs \$10,000 per four-person team.

"We were betting that when players saw the caliber of teaching pros who were participating, they would realize it wasn't something they could easily get," Pera says. "Now, Gurus is attractive for a company to bring in clients and they love it."

Ben Livingston agrees. "I was very surprised how easy it was to get out-of-town customers to commit to this event," says Livingston, CEO of Ring Container Technologies and a member of the Gurus planning committee. Livingston's company sponsored the pairings party and purchased participation for two teams.

On the front nine holes, each teaching pro watches and takes notes of their individual team members' game. Over lunch, the pro gives players his analysis and on the back nine, players have the chance to show off their improved game. After 18 holes, all players then get a chance to meet the other teachers and work on specific areas of their game. The day ends with a chance to mingle with some of the top golf instructors in the world.

"What really makes Gurus of Golf special is that these teachers are givers of their time and knowledge," Akins says. "Contributing

gives us a feeling of accomplishment that is more than just helping someone with their golf swing. To do what we love to do and help children at the same time is very rewarding."

This year, a Par-Tee with the Gurus was held the night before the tournament. Featuring silent and live auctions, team pairings, entertainment, cocktails and hors d'oeuvres, the party was held at Lexus of Memphis, the presenting sponsor of the event.

"I feel it is a part of any business model to be supportive of the community where you are located and Le Bonheur is so important to Memphis," says Stefan Smith, who owns the Lexus dealership and serves on the Gurus planning committee. ■

— Kini Kedigh Plumlee



Stefan Smith, Rob Akins
and Ben Livingston

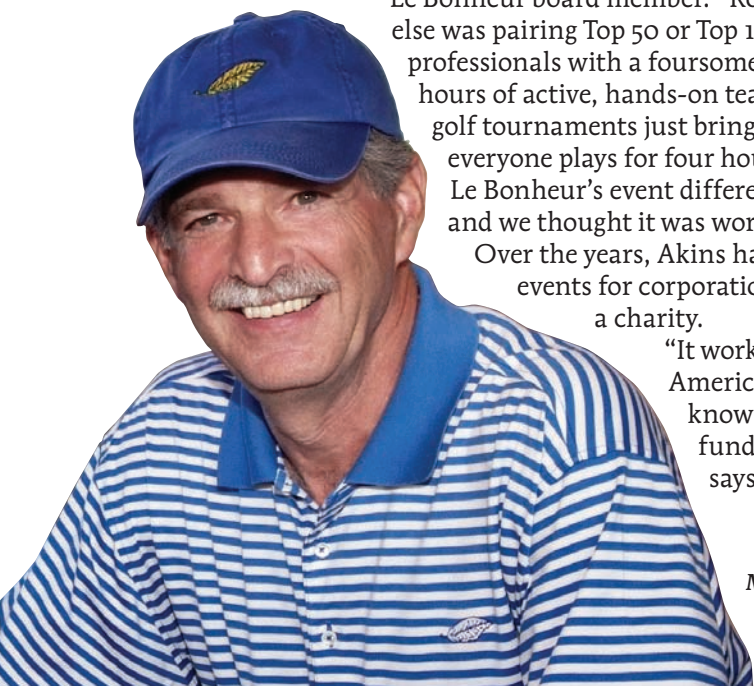
top-ranked golf teaching professional, and Doug Barron, a touring professional, about ideas to make Le Bonheur's annual golf tournament more than just an outing.

"We wanted players to walk away from our event with more than just golf," says Pera, a former Le Bonheur board member. "Rob knew no one else was pairing Top 50 or Top 100 teaching professionals with a foursome to provide eight hours of active, hands-on teaching. All other golf tournaments just bring in a pro and everyone plays for four hours. This makes Le Bonheur's event different and unique and we thought it was worth a try."

Over the years, Akins had done similar events for corporations but never for a charity.

"It worked for corporate America but we didn't know if it would as a fundraiser," Akins says. "My peers from

"Contributing gives
us a feeling of
accomplishment that is
more than just helping
someone with their golf
swing. To do what we love
to do and help children
at the same time is
very rewarding."



Mike Pera

Family Honors **Father** With Gift

FOR 33 YEARS, DR. ROBERT P. CHRISTOPHER served as the medical director of rehabilitation services for Le Bonheur Children's Hospital. His specialty was physical medicine and rehabilitation.

During those years, he supported the Le Bonheur Club's Gold Tag Drive. "I was always aware of the hospital's constant need for fundraising, even back then," he says.

When he retired in 2001, Dr. Christopher and his wife, Doreen, moved to Florida yet continued to make contributions to the hospital. When he and his family learned that Le Bonheur was in the midst of a capital campaign to build a new facility, they decided to make a group gift to help fund a special area for the new hospital's rehabilitation services department.

After a conference call among the Christophers and their three children — Robert P. Christopher, Jr., Judy Christopher Letsinger and Mark Christopher — they collectively agreed to fund the Robert P. Christopher Developmental Gym in the new facility. The gym will accommodate equipment for various ages with designated areas for play kitchens, play construction tables, climbing and orthopedic equipment and free play space.

"Individually, none of us could provide the entire amount needed for a developmental gym but together we could make a much more significant gift," Dr. Christopher says. "The kids were thrilled that our family could do something like this."

When it came to selecting their naming opportunity in the new hospital, Dr. Christopher's children decided instantly to name the space for their father.

"My brother, my sister and I knew how important Le Bonheur was to our father in his professional career," Mark Christopher says. "Of course, growing up, we only knew him as Dad but whenever we saw him in a professional setting, people always commented on the positive effect he was having on the patients. We wanted to honor his years of dedicated service with a lasting legacy."

When Mark was 2 years old, he required surgery at Le Bonheur. "For weeks afterward, all he talked about was the Bunny Room," his father says. "He selected a toy truck and was thrilled and wanted to know when he could go back to the hospital."

Dr. Christopher was recruited to the University of Tennessee Health Science Center in 1967

from the University of Michigan where he had completed his residency and was serving as assistant professor. He had developed an interest in pediatric rehabilitation and when the opportunity arose to come to Memphis and work with Le Bonheur, he accepted UT's offer.

When Dr. Christopher arrived here, there was only one physical therapist and no occupational or speech therapists on the hospital's staff. Within two years of his arrival, demand



— — — — —
 "Exceptional health care
 for children is the future
 of any community
 and I know that every
 dollar given to Le Bonheur
 will directly benefit
 children in need."
 — — — — —

for these services had grown enough for Le Bonheur's physical therapy department to expand and offer these services to patients. Dr. Christopher spent the rest of his career rehabilitating the lives of hundreds of Le Bonheur's children.

The Christopher family

When Le Bonheur celebrated its Grand Opening on June 15, the entire Christopher family attended. They met in Memphis, arriving from their homes in Illinois, Georgia and Florida, to participate in the festivities and enjoy an intimate family reunion.

"All of us were very pleased to do something that would help children for a long time to come," Dr. Christopher says. "We are proud to contribute to the community and do something as a family. Exceptional health care for children is the future of any community and I know that every dollar given to Le Bonheur will directly benefit children in need."

"The teaching function Le Bonheur fulfills is so important," he adds. "This is why I encourage others to join with their colleagues, friends or their own family to do the same. I've been a proud member of the Le Bonheur family since 1967 and I will be forever." ■

— Kini Kedigh Plumlee

GEt Involved Team Makes a Difference

GET INVOLVED. THAT'S THE BUZZWORD AT GE Capital Aviation Services Asset Management Services. Better known as GECAS AMS, this worldwide supplier of refurbished and recertified parts and components for Airbus, Boeing and Douglas aircraft is also known around the halls of Le Bonheur for making a difference in the lives of patients, especially those in the Infant Care Unit.

"We are blessed to have such a generous, car-

with craft projects, carnival games and pizza and a lunch for the nurses and staff in celebration of National Healthcare Week.

"We sensed the warmth and dedication Le Bonheur's staff has for the children," Long says. "Working with them to plan events for our adopted floor as well as for other patients has truly made this year special for our volunteers and we hope for Le Bonheur as well."

Upcoming activities the team has planned for patients include a Fall Fling in late October and a holiday event in December. Additionally, as the "adopter" of the Infant Care Unit, the team has plans to fund a washer and dryer for unit families to use during their children's stay and to purchase 24 crib mobiles for each of the beds in the unit once patients have moved into the new hospital.

With the full support of corporate leaders, the GEt Involved Team also sponsors a monthly bake sale and Jeans Week. Employees may wear blue jeans to work the last week of each month for a \$10 donation to Le Bonheur and all bake-sale proceeds support the team's Le Bonheur fund.

"Just as we put a lot of focus on providing superior products and services to our customers, we are also committed to helping Le Bonheur," Connolly says. "The crescendo will be the company's match at the end of the year."

In December, each participating employee will receive a receipt for the total contributions they made to the team's projects throughout the year. They will then register their donation total on the GE Matching Gifts website and the team's donation will be doubled by

the company.

For team members and Le Bonheur, it's a win-win.

"At every event I learn something new from the kids at Le Bonheur," says Liz Brown, purchasing assistant. "To see the smiles on their faces is priceless and I can't wait to do more. I've never felt so good."

Adds national account manager Cari Smith, "I volunteer to bring a smile to the children's faces but they bring a smile to my heart." ■

— Kini Kedigh Plumlee

If your company or employees would like to get involved, call Michelle Connors at (901) 287-4599 or e-mail connorsm@lebonheur.org.



The GEt Involved Team at GE Capital Aviation Services Asset Management Services

ing company be a part of our lives," says Holly Smith, RN and unit patient care coordinator. "What they are doing really makes a difference for each child, their family and our staff. They are going above and beyond and we cannot thank them enough."

GE has a "GEt Involved Team" that is made up of employees throughout the business, according to AMS general manager Steve Connolly. Cyndi Long, international sales account manager, is chairperson for the GEt Involved Team. Long championed the idea of naming Le Bonheur as the company's signature charity to her coworkers.

"We wanted to be more concentrated in our giving and Memphis has a great tradition of providing health care for children," Connolly says. "We took our idea to the company's leadership and they gave it their unanimous support. Le Bonheur is front and center of our local giving and it's easy for us to see the fruits of our efforts."

The GEt Involved Team has hosted a number of special events for the unit, including a party and egg hunt at Easter, a summer fun party

— — — — —
 "We took our idea to the company's leadership and they gave it their unanimous support. Le Bonheur is front and center of our local giving and it's easy for us to see the fruits of our efforts."
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Couple's Gift Will Impact Future Generations

EIGHT YEARS AGO, DR. M. CECIL GRAY AND his wife, Joan, moved from their home in Florida to the quiet, rural community of Arlington, located 20 minutes east of Memphis. Cecil, a retired veterinarian, had lived in Florida for 75 years but after visiting Tennessee, he loved the idea of moving here and enjoying four seasons. For Joan, it was time to live closer to her family so they could spend more time with her sons, Rick and Michael Bowers, and grandchildren.

Cecil, now 83, and Joan, 81, married in 1995. Both were widowed and met at their church.

Now that they are permanently settled in the Memphis area, the Grays have made a decision that will help thousands of children who live in the region receive the highest level of health care for years to come. They have designated a bequest through their estate plans to Le Bonheur Children's Hospital.

"Both of us are very concerned about children," Cecil says about naming Le Bonheur as a beneficiary in their will.

Their motivation in philanthropy is very personal. Many years ago, Joan's granddaughter, Drena Lynette Bowers, died at Le Bonheur during open-heart surgery. She was only 9 months old.

"I have always had a special place in my heart for Le Bonheur," Joan says. "The care my granddaughter received was truly outstanding. The physicians and hospital staff were very compassionate during this difficult time."

Cecil, too, experienced a tremendous loss when he and his wife of 44 years lost an infant. They were living in Jacksonville at the time.

"I've always been drawn to young ones and they've always been drawn to me," Cecil says. "We love children and wanted to do something for them. Our entire estate is going to charity," he says.

A native of Jacksonville, Cecil attended Alabama Polytechnic Institute (now Auburn), graduating in 1949 from veterinary school. At that time, it was one of only five vet schools in the country. After completing his degree, he returned to Florida and opened his own veterinary practice. He also served in World War II and Korea.

The couple lives in a modest home on eight acres across the street from her son Rick. Joan loves to garden and feeds the birds. She sews for the infants in Le Bonheur's Neonatal Inten-

sive Care Unit and sings in the choir of Faith Baptist Church in Bartlett where Cecil serves as a deacon.

Philanthropy has always been important to the Grays. When the University of Florida at Gainesville began a fundraising campaign to build a veterinary program there, Cecil was the first donor to make a contribution. While living in Florida, the Grays volunteered at the Jacksonville Baptist Children's Home. Addi-

 "We love children
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*Dr. M. Cecil Gray
and his wife, Joan*

tionally, they support the Florida Baptist Association and the Tennessee Baptist Children's Home located in Bartlett.

"We want our support of Le Bonheur to continue beyond our lives," Cecil says. "The new Le Bonheur hospital will not only impact the lives of young children but also the adults of our region. The parents and grandparents will be the ones who really appreciate what the new hospital can offer to the children." ■

— Kini Kedigh Plumlee

Editor's Note: With great sadness we report that Joan Gray passed away on September 24 after this story had gone to press. She will be greatly missed.

NICU “Knights” to Remember

Prior patients of Le Bonheur’s Neonatal Intensive Care Unit (NICU) gathered for a reunion Sept. 18 to tour the new hospital and reminisce with their former caregivers. The event was held to highlight the successes and growth of the unit since it opened at Le Bonheur in 2004.

The **Knights in Shining Armor**-themed party included carnival games, storytelling, face painting, puppets, a magician, little red wagon rides and patients’ photographs taken with a pink Cadillac, a fire truck and an ambulance.

“This was an opportunity for the doctors, nurses and these special babies and their families to come together to celebrate how far these children have come,” says **Michelle Connors**, director of development for the Le Bonheur Foundation. “Everyone was thrilled to see the NICU graduates as well as remember those who have passed away. NICU patients will always be a part of the Le Bonheur family and legacy.”



Beads Honor Patient Milestones

Le Bonheur Children’s is participating in a national program designed to honor the challenging journey children undergo while receiving care for chronic and long-term illnesses.

The **Beads of Courage**® program, implemented at Le Bonheur in April, begins with patients receiving a string with beads that spell out their first name. As their care progresses, patients are given colorful and decorative beads to honor milestones they have achieved during their treatment process, such as needle sticks, transfusions, surgeries and acts of courage.

“The program gives patients and their families a physical memento of their medical journey,” explains Child Life specialist **Jessica Kellough**. “Not only is this fun and rewarding for our patients but it’s also a coping mechanism for the parents. Families are able to tell their stories one bead at a time.”

Funding for Le Bonheur’s Beads of Courage program is made possible through the **John Talley Pediatric Neurological Research Fund**, established in memory of John Talley, a former patient of Le Bonheur neurosurgeon **Dr. Rick Boop**.



Shirelle Dordies receives Beads of Courage for her necklace.

Le Bonheur Associate Earns CMN Award

Children’s Miracle Network named Le Bonheur’s Brain Tumor Program director **Tracy Tidwell** as the national winner of a **2010 Children’s Miracle Achievement Award**. This award recognizes individuals for their commitment to children’s health and the notable work they have made in their respective fields.

Tracy will be one of only four individuals – and the only nurse – recognized at the CMN’s annual celebration in November at Walt Disney World Resort in Orlando, Fla. Tracy was nominated by Le Bonheur for her consistent implementation of the best characteristics of patient and family-centered care through her efforts in the Neuroscience Institute and with the Family Partner’s Council.

Tracy Tidwell



Le Bonheur Receives Vision Award

Le Bonheur Children’s Hospital was recently honored by **Memphis’ Center City Commission (CCC)** for its commitment to downtown and the medical center district.

The hospital was recognized by the CCC as one of the country’s best children’s hospitals and Le Bonheur was presented with the CCC Vision Award for its efforts to help establish Memphis at the forefront of pediatric healthcare.



Meri Armour accepts Vision Award from CCC board chair Bobbi Gillis.

"Greetings" from Le Bonheur

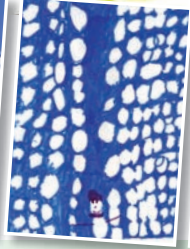
This year, when you send holiday greetings from Le Bonheur, you will touch the recipients with an extra dose of cheer.

Select from six colorful and creative cards, each designed by a child who has been cared for at Le Bonheur. Packaged in sets of 10 with preprinted holiday greetings, the cards may be purchased for \$12 per set.

Honorarium cards are also available with a \$12 donation per card and we will do the mailing for you. Just send us your individual message and mailing list and we will take care of the rest.

Le Bonheur holiday cards will warm the hearts of your friends and family with their unique and youthful designs and the recipients will be honored, knowing your thoughtfulness has helped a Le Bonheur child.

To place your order, call Liz Salton at (901) 287-4440. To view the cards and learn about the artists, visit www.lebonheur.org/holiday-cards.



Holiday Enchantment

For more than 30 years, the Enchanted Forest Festival of Trees has marked the beginning of the holiday season for many Mid-South families. This year, from Nov. 20 to Dec. 31, children of all ages will again be captivated by the sights and sounds of Christmas at the annual holiday event at the Memphis Pink Palace Museum.

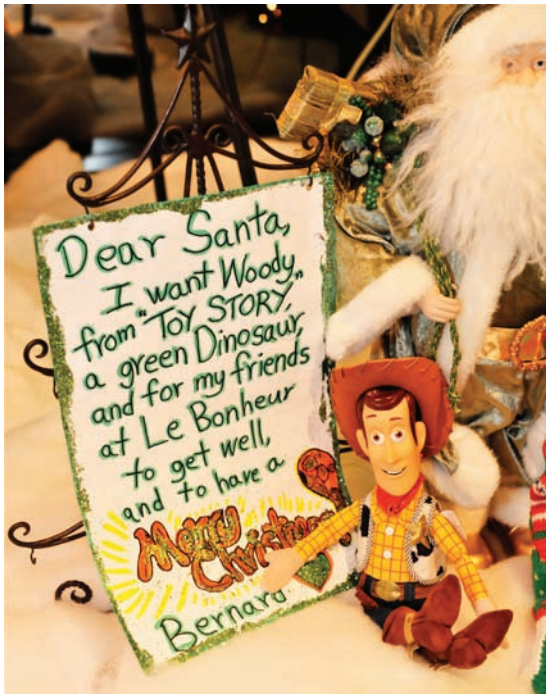
Thanks to TWIGS of Le Bonheur, the museum will be transformed into a winter wonderland for the holidays with animated characters and over 50 illuminated Christmas trees.

Santa arrives by helicopter at 9 a.m. on Nov. 20 on the front lawn of the mansion. He will be visiting with children and making his list daily through Dec. 24.

Stroll down a snowy lane to the Gingerbread Village where the enticing creations of local chefs, artisans and children are showcased. Visit Holidays Around the World to learn how other countries celebrate the season. Stop by the Penguin Pond to

recognize the many individuals who help make the season brighter for Le Bonheur patients. Because of their generous contributions, patients who are hospitalized over the holidays receive a plush penguin pal just like those skating in the pool. Other special activities

It takes 25,000 volunteer hours every year to produce the wonders of the Enchanted Forest. If you or your company would like to sponsor a tree in the Enchanted Forest, contact Erin Duncan at (901) 287-6101. The Enchanted Forest Festival of Trees will run Monday-Saturday



include the Snow Forest Ball, a Daddy-Daughter dance, from 2 to 5 p.m. on Nov. 21; Senior Stroll with Santa from 9 a.m. to noon on Dec. 6; and Story Time with Santa from 6:30 to 8:30 p.m. on Dec. 7 and 17.

from 9 a.m. to 5 p.m. and on Sundays from noon to 5 p.m. Entrance fee is \$5 for adults, \$4 for seniors and children ages 3-12. Group rates are available. For more information, call (901) 525-TREE or visit www.TheEnchantedForest.org.

C A L E N D A R

NOV. 19

Enchanted Forest

Preview Party

Memphis Pink Palace Museum
7:30 p.m.

NOV. 20 - DEC. 31

Enchanted Forest

Memphis Pink Palace Museum
M-S, 9 a.m.-5 p.m.; Sun., noon-5 p.m.

NOV. 21

Snow Forest Ball

Memphis Pink Palace Museum
2-5 p.m.

DEC. 6

Senior Stroll with Santa

Memphis Pink Palace Museum
9 a.m.-noon

DEC. 7 & 17

Story Time with Santa

Memphis Pink Palace Museum
6:30-8:30 p.m.

DEC. 31

Enchanted Forest Closes



Art with Heart

Among hundreds of art enthusiasts gathered Aug. 26 at "Art with Heart" to view the new Le Bonheur Children's art collection were (pictured far left) Shaun Barber and Jaclyn Suffel. The collection includes works by some of the region's top artists, including Valerie Berlin, Dolph Smith, Annabelle Meacham, Fred Burton and Greely Myatt. Guests were invited to be a part of the new hospital and given the opportunity to sponsor a work of art in honor of someone special while enjoying refreshments and a tour of the art. More than \$230,000 was raised by the event co-chaired by Lee Duncan and Susan Warner (pictured at left).

Le Bonheur's Art Development Committee (below left) has been working for more than a year to fill the new hospital's walls with uplifting and inspirational artwork. Their efforts garnered them the 2010 Visual Arts Award from the Germantown Arts Alliance presented Oct. 29. The Le Bonheur Club was awarded the Patron of the Arts Award. Committee members (from left) are Catherine Peña, Dianne Papasan, Kathy Albers, Art Committee chairman Linda Hill and Linda Ross.

Selections are still being added to the collection and are available for sponsorships. Go to lebonheur.org/art for details.



Go Jim Go!

News Channel 3 meteorologist Jim Jagers took to the roads of the Mid-South, riding 333 miles to help the children of Le Bonheur Children's Hospital Sept. 15-22. Over the last five years, Go Jim Go! has raised more than \$300,000 for Le Bonheur Children's Hospital. This year's ride added more than \$120,000 to the total.

Father-Daughter Gumtree Ball

Sydney Duggar of Guntown, Miss., gets a hug from "Snow White" (Makel Hutchins) at the Father-Daughter Gumtree Ball in Tupelo, Miss., on June 26. The 8th annual event hosted by the Gumtree TWIGS of North Mississippi entertained 680 daddies and their daughters who danced the evening away. Guests were treated to horse-drawn carriage rides and enjoyed shopping for auction items. This year's event raised \$18,710 for the hospital. Hutchins, a junior at Saltillo High School and a former Le Bonheur patient, is the reigning Miss Teen Tupelo and Le Bonheur is her platform. She participated as one of several costumed storybook characters to sign autographs and pose for photo ops with the girls.





Fore the Kids

The 2010 Fore the Kids Golf Benefit raised \$4,500 in support of the John Talley Pediatric Neurological Research Fund at Le Bonheur. The first-place team, sponsored by Tri-State Truck Center, was congratulated by Kavanaugh Casey (center), executive director of the Le Bonheur Foundation. Winners (pictured from left) were Jim Maddox, Will Maddox, Paul Maddox and Simon Lacon.



NUCOR Tees Off

The 2010 golf tournament hosted by Nucor Steel Arkansas (Hickman Division) raised \$112,000 to benefit Le Bonheur Children's. Pictured with Kavanaugh Casey (center) is (from left) Melissa Trout, credit supervisor, Sam Commella, vice president and general manager, Kellie Crain, human resource supervisor and Chuck Ryan, shipping supervisor.



Fred's

Fred's employee Brittany Little raised one dollar at a time for Le Bonheur during the 2010 Children's Miracle Network campaign. Fred's is a national CMN partner and this year's balloon sales generated more than \$118,000 for Le Bonheur. Employees at individual stores sold paper balloons to customers for a contribution and the balloons were displayed in the store. Brittany is an employee of Fred's Super Dollar store on Getwell Road in Memphis.



FedEx Employee Credit Union

FedEx Employee Credit Union raised over \$14,000 for Le Bonheur Children's by holding a variety of fundraisers, including a pecan sale and a silent auction. FECU supports Credit Unions for Kids and Children's Miracle Network. Presenting the check from FECU (pictured from left) are Kristin Babula, Jason Quon, Mica Morris and Lauren Denney.



Pumpkin Run

Alyssa Adair (pictured) was the honorary chairperson for the 6th annual Le Bonheur 5K Pumpkin Run and Family Walk on Oct. 9. The event included a post-race Boo Bash and costume contest, live music, family activities and refreshments. More than 1,200 participants turned out for this fall fundraiser that raised more than \$75,000 for the hospital.



FedEx Pilot Wives

The FedEx Pilot Wives' association has pledged \$25,000 toward funding of a suite at the new FedExFamilyHouse for Le Bonheur families. Located on the corner of Poplar Ave. and Ayers across from the new hospital, FEFH will offer overnight accommodations to out-of-town patient families by the end of the year. Presenting their first pledge payment of \$18,000 to Susan Graf, chairman of the FEFH Advisory Council and Le Bonheur Foundation executive director Kavanaugh Casey are (front row from left) Linda Hills, Susan Graf, Sue Johnson, Beth Williams, Donna Searce, FEPWA president Renee Cook, Susie Noziglia, Kavanaugh Casey (and back row from left) Lisa Redley, Mary West and Tina Caron.



Watermelon Treat

Le Bonheur associates and patients received a cool summer treat to beat the July heat. Steve Roberts (holding melon) delivered a truckload of 300 fresh-picked watermelons from his farm in Forest City, Ark., with the help of Eugene Worley of Worley's Produce (far left). The melons were served up to patients and Le Bonheur associates on one of the hottest days of the year. Enjoying the fruits of their labor at the great watermelon giveaway are Le Bonheur associates Lauren McCann, Nick Moore and Jessica Kellough.

Kids Caring for Kids

TEENAGERS HAVE NO SHORTAGE OF OPINIONS AND Le Bonheur has tapped into the views and observations of young people to enhance the hospital experience for adolescent patients.

In 2006, Le Bonheur formed a Teen Advisory Council in conjunction with the hospital's emphasis on patient and family-centered care. Council members share insights on topics important to them as well as to patients and patient siblings.

Over the past four years, teen advisers have provided input on everything from the new hospital's design and infotainment system to Le Bonheur's website and inpatient food service. They also created and host the Wacky Tacky Prom, an event held annually for the past three years to give patients who miss their prom night a chance to celebrate.

"The council serves as advisers, representing the patient and sibling perspective," says Thomas Hobson, director of Child Life services. "They are a sounding board for ideas. I have been stunned by the wisdom that comes out of their mouths. They are given a voice in our organization that is heard and taken seriously."

The group is made up of kids ages 12 to 18 and numbers about 40 members. Some are patients who visit Le Bonheur regularly for treatment of chronic illnesses while others are

siblings of patients with acute medical issues. A few have joined the group through word-of-mouth.

"Council members have had experiences in various parts of the hospital, which provides a variety of viewpoints about different patient needs," Hobson says. "This is important because each area has its own set of patient experiences. Working with children every day, it is easy to assume what they need. Having the council serve as advisers has helped us better serve current and future patients and their families."

— — — — —
"I feel like
I'm part of something
that is a greater cause."
— — — — —

For 15-year-old council member Alexis Barganier, sister of spina bifida patient Ginny Barganier, being on the council has been personally rewarding.

"I've been in Le Bonheur so many times with Ginny and I noticed whenever she felt scared, so I brought this to the council's attention," Alexis says. "Being able to make suggestions so children feel more confident and not afraid

makes it better for the patient and their parents. I feel like I'm part of something that is a greater cause."

Bekah Wright, 19, an alumna council member, sums it up beautifully: "One of the greatest feelings ever is to see a child who is sad and make them laugh," she says. "It makes it all worthwhile." ■

