



# Le Bonheur

Fall 2009

A Magazine for the Friends of Le Bonheur Children's Medical Center

**Stevens  
Gift Gives  
Pharmacy  
Shot in  
the Arm**

**Uplifting Art To  
Adorn "New"  
Le Bonheur**

**Gooch Family  
Is Grateful for  
Le Bonheur**



# HEART of the Matter

## Dear Friends of Le Bonheur,

Our commitment at Le Bonheur Children's Medical Center is to provide the best care possible for the children of our area. We do this by providing services to nurture all families and respect them as individuals. Guided by the principles of our faith-based ministry, we support a holistic family approach to healing and hope. We are dedicated to the spirit of teamwork that supports collaboration among professional caregivers, the patient and their family.

We are doing all of this for our patients now and will continue to extend this promise to future generations. It is the enormous support from those in our community which makes our vision possible.

In this issue of *Le Bonheur* magazine, you will read about individuals and entire families who have made the decision to fund the expansion of Le Bonheur and to support its clinical programs and research capabilities.

The cover story, featuring Debbie and David Stevens, highlights their commitment to our pediatric pharmacology department and Le Bonheur's research in children's medicine. Their gifts have helped us move beyond the hospital's walls to prevent illness and keep children healthy all over the world.

The Gooch family of Memphis joined forces and made a gift together to help other families who might experience a life-threatening crisis similar to their own when young Robert Gooch required a liver transplant. Their generous contributions will fund the parent scrub station in the new Le Bonheur Pediatric Intensive Care Unit.

You will also read about Memphis residents Bruce Edenton and his son, Carlisle, Martha Jones and Benny and Dianne McClung of Oxford, Miss., who have memorialized their loved ones through special gifts. Each has developed a personal relationship with Le Bonheur and their dedicated tributes are a testament to their belief in our promise that Le Bonheur will do everything possible to investigate, research and treat common and uncommon causes of illness for generations to come. These caring individuals are a big part of the reason we are poised to be a national leader in children's health care.

Their generosity will help us accomplish great things. As time goes on, and with your support, we can do even more to ensure that the best care, the top specialists and the necessary equipment are here when any child needs it. Please tell your friends and colleagues about all the wonderful things happening at Le Bonheur Children's and how they, too, can lend their support.

Our outside appearance may be changing, yet the heart of what we do will always remain. On behalf of our patients and their families, thank you for your ongoing support of Le Bonheur and for joining our cause. We couldn't do it without each of you.



Meri Armour with  
Madeline Flack

Warmest Regards,

Meri Armour, M.S.N., M.B.A.

President and CEO

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*Le Bonheur*, the magazine of Le Bonheur Children's Medical Center, is published three times a year for donors and friends of Le Bonheur Children's. To share your comments about *Le Bonheur* magazine, please write to Le Bonheur Foundation, P.O. Box 41817, Memphis, TN 38174-1817, call (901) 287-6797 or visit [www.lebonheur.org](http://www.lebonheur.org).

### On the cover:

David and Debbie Stevens pictured with Le Bonheur heart patient Madeline Flack



*Le Bonheur* magazine has been recognized with multiple awards from local, state, regional and national organizations for three consecutive years. In 2009, the magazine received a Prism Award from the Tennessee Society for Healthcare Marketing & Public Relations for best internal publication, a gold certificate for best in-house publication from the Healthcare Marketing Report and a Silver Aster Award from Marketing Healthcare Today. The magazine has also been recognized by the Association for Women in Communications with Clarion Awards in 2008 and 2007 for feature writing and best overall internal publication and by the Public Relations Society of America Memphis Chapter with a 2008 Vox Award for feature writing and best internal publication.



# It's All About the

# KIDS

By Kini  
Kedigh  
Plumlee

## Donor Gift To Fund Pediatric Pharmacy



As Le Bonheur's capital campaign winds to a close, David Stevens finds himself busier than ever helping raise funds for Le Bonheur's future.

"With the opening of the new Le Bonheur, the hospital's needs do not diminish," says David, Le Bonheur Foundation Board chairman and chair of the campaign. "We're still raising money for the campaign but must also begin to focus on raising support to fund the expansion of Le Bonheur's clinical programs and research capabilities. There is also a need to fund programs such as Child Life, which substantially improves the patient and family experience at Le Bonheur but is not reimbursed."

David has had a deeply personal investment in Memphis' only comprehensive

pediatric hospital since he first worked there in the 1970s. He and his wife, Debbie, a former Le Bonheur Club member, made a significant contribution to the campaign to build the new Le Bonheur and have chosen the pharmacy as the area that their gift will fund. The couple has also funded the Stevens

Professorship in Pediatric Clinical Pharmacy at Le Bonheur,

which was established in 2005. Together, these gifts have combined the couple's passion for Le Bonheur with David's expertise in the field of pediatric pharmacology.

"Virtually all new FDA drug approvals in the U.S. are derived from pharmaceutical research performed on

adults," David says of their choice to fund the pharmacy. "Unfortunately, pediatric patients are not just small adults. Dosage appropriate for the adult patient may be very dangerous if given to a pediatric patient with the same illness. The size of the pediatric patient (neonate, infant,

*"To have a wonderful resource like Le Bonheur in our backyard is an enormous asset to the Memphis community."*

teenager) requires very different levels of dosing. Mike Christensen (see story on page 8) and his staff are using our funding to help create clinical analysis that optimizes the dosing of drugs to individual patients. Their success can obviously help improve patients' clinical outcome."



David and Debbie Stevens

Pharmacy director Brandon Edgerson gives David and Debbie Stevens a tour of the outpatient pharmacy.



### First-hand Le Bonheur Experience

Debbie and David Stevens met in junior high school and were high school sweethearts in Pulaski, Tenn. They have been married for 36 years. Their daughter, Jennifer, was a patient at Le Bonheur when she was an infant and underwent five surgeries. This gave them first-hand knowledge of what Le Bonheur means to parents and families when a child is ill.

“When you have one of your own treated at the hospital, it makes Le Bonheur more personal,” David says. “There is nothing more important to our children’s future than to give them good health. If we can’t provide a healthy life for them we’re doomed. We must give them a chance to be wholesome, productive adults.”

Jennifer now has two daughters of her own and David and Debbie are grateful that Le Bonheur is here if either of their granddaughters, Taylor and Payton, require Le Bonheur’s services.

“It’s great to know that if they needed Le Bonheur’s services, world-class solutions are available on a local level,” David says. “It’s a huge hardship for patients and their families to travel out of town for quality health care. To have a wonderful resource like Le Bonheur in our backyard is an enormous asset to the Memphis community.”

### Committed to Le Bonheur

David Stevens got a taste of the medical field after college, when he managed a physician practice. He later worked as director of finance for a medical group before Gene Cashman, Le Bonheur’s former CEO, recruited him in 1979. Over the next 17 years, David served in several capacities at Le Bonheur before founding Accredo Health, Inc., a leading provider of specialized contract pharmacy services to serve patients with long-term chronic diseases. Medco Health Solutions acquired Accredo in 2005 and David remained through 2006 to help them with the transition.

Today, he remains on the board of directors at Medco, along with two other Memphis public companies, Wright Medical Group and Thomas & Betts. Since leaving Medco he has worked in private equity, exclusively for health-care services.

The Stevenses have been contributors to Le Bonheur since David was first employed there.

“Le Bonheur employees truly believe that it is their duty to do whatever it takes to

improve the lives of children,” David says. “Because of that experience, Debbie and I continue to be committed to helping Le Bonheur in any way we can.”

“Le Bonheur serves not only the patient but the entire family,” Debbie adds. “There is a need to provide resources to these families that no one else pays for.”

Both agree that giving back to Le Bonheur is top on their list.

“Debbie and I have been very fortunate,” David says. “I spent 18 years working in the Le Bonheur system and it’s where we created the predecessor company that eventually became Accredo Health Systems. It only makes sense to give back to the organization that helped make us successful.”

### Changes and Challenges

Having been involved with Le Bonheur since the late ‘70s, David has a unique perspective on how the hospital has “grown up” over the past two decades. The most significant change he says he has witnessed is the degree of severity of illness in the children Le Bonheur cares for.

“With the changes in technology, pharmaceuticals, advancement in clinical skills and equipment, Le Bonheur is now able to successfully treat children with much more challenging injuries or illnesses,” he says. “The cost of these advances is significant but the positive clinical outcomes make it all worthwhile.”

The Stevenses note that Le Bonheur has expanded many of its programs to become nationally recognized, including the hospital’s world-class neuroscience program and the recruitment of leaders in cardiovascular surgery and critical care.

“I really feel we can take advantage of the

opportunity in these areas to help accelerate our ability to become nationally recognized for our pediatric clinical programs and other areas,” David says.

### Raising Funds for the Future

The Stevenses believe that Le Bonheur must have additional resources to take it to the next level.

“People have taken Le Bonheur for granted for a long time,” Debbie says. “On-going funding, including building their endowment, is required to place Le Bonheur among the top pediatric facilities in the country and to keep it there.”

“Unlike many other children’s hospitals, Le Bonheur doesn’t have the advantage of a large endowment to draw upon to enrich operations,” David explains. “After building the new hospital, our next objective will be to put the Le Bonheur Foundation on a strong financial base so that no matter what happens, the endowment will always be there. There will never be a decline in services.”

There is no better way to accomplish that challenge, David says, than to tell the Le Bonheur story.

“We’re guilty of not tooting our own horn and talking about what world-class programs we have now,” he says. “The creation of new or expansion of current programs requires capital to implement. Pediatric health care is substantially improved with resources committed to research and teaching and this is not an expense that families or third parties should be expected to pay. Most of all, it’s important to make sure we have funding so that all patients, regardless of their family’s ability to pay, receive the same high level of care.” ■



Brandon Edgerson



PICU Satellite Pharmacy

## Pharmacy Program Is Among Top in U.S.



The Pharmacy Residency Program at Le Bonheur Children's Medical Center and the University of Tennessee

Health Science Center has been around since 1976 — almost as long as the Director of Pharmacy, Brandon Edgerson, has been alive. Edgerson, 36, is among the youngest hospital pharmacy directors around. He and the Residency Program Director have focused their efforts on expanding the program and making it more competitive for recruitment.

Le Bonheur's program is one of the most established pediatric pharmacy residency programs in the country and covers a wide range of options for those who wish to train in pediatric pharmacy, including parenteral nutrition, general pediatric pharmacy and neonatal and pediatric critical care. To date, there have been more than 90 graduates from the program.

"Our focus is on trying to create an environment at Le Bonheur that promotes comprehensive pharmaceutical care that will attract highly trained pharmacists who want to stay and work here," Edgerson says, noting that for the past three years Le Bonheur has retained 80 percent of the pharmacists trained.

Le Bonheur's Pharmacy Residency Program depends on its collaboration with the University of Tennessee to provide the highest level of training. Under the tutelage of clinical pharmacy faculty and clinical pharmacists, the residents have the opportunity to precept pharmacy students, facilitate small group discussions and prepare and deliver lectures at the



*"Our goal will be to function as one single department providing the same high level of service 24 hours a day, seven days a week. We will strive to have in place a consistent level of clinical pharmacy expertise."*

College of Pharmacy. Residents find this opportunity invaluable when they begin their careers as pharmacists.

The program is accredited through the American Society of Health Systems Pharmacists and is undergoing re-accreditation this fall. The program offers two options for residency training. Residents in their first year of training receive education in a variety of pediatric areas. There are four first-year postgraduate residency positions

available with eight applicants screened for each position. The second training option is available to candidates who have already completed one year of residency training. This program offers advanced training in pediatric pharmacotherapy and emphasizes pediatric and neonatal critical care. Residents are recruited locally and from all over the country.

### Satellite Pharmacy Model Attracts Residents

One of the reasons Le Bonheur has been successful in recruiting a high number of residents is the expansion of the pediatric pharmacy department into a satellite model.

"From a pharmacy standpoint, our primary goal is safety," Edgerson explains, about the four satellite pharmacies that are planned for the new Le Bonheur Children's. "The margin of error is much smaller with a pediatric



(far left) Cindy Hanson, pharmacy resident; Mark Rayburn, pharmacist; (above) Barbara Smith-Davis, certified pharmacy technician

patient, so the intensity of providing a higher level of oversight becomes critical.”

When the new Le Bonheur Children’s opens in 2010, there will be six pharmacy locations, up from three that are currently in operation. The existing outpatient pharmacy in the Physicians’ Office Building will remain where it is. The main hospital pharmacy will move from the ground floor of the existing hospital to the third floor of the new facility. Satellite pharmacies in the new Le Bonheur will be located in the Emergency Department, on the second floor for surgery and the Cardiovascular Intensive Care Unit (CVICU) and in the Neonatal Intensive Care Unit (NICU) on the fourth floor. The existing satellite pharmacy, now located in the Pediatric Intensive Care Unit (PICU), will move to the new PICU on the fifth floor.

“Decentralizing the pharmacy and moving into satellite locations throughout the hospital enables our pharmacists to connect with patients and their families in a much closer relationship than currently possible,” Edgerson says. “The satellite pharmacies will provide a much higher level of care to our patients, families and health-care providers since this practice model allows pharmacists to be integral

members of the health-care team and more involved in the clinical decision-making process.”

Le Bonheur’s pharmacy currently has 22 pediatric pharmacists and 24 pharmacy technicians. The number of pharmacists and technicians required to operate the six different sites will expand. Over the next three years, there are plans to create 18 new positions, with at least six new staff on board when the new hospital opens. (In 2008, five full-time pediatric pharmacists and one pediatric pharmacy tech were added.)

“Our goal will be to function as one single department providing the same high level of service 24 hours a day, seven days a week,” Edgerson says. “We will strive to have in place a consistent level of clinical pharmacy expertise.”

Edgerson emphasizes that, as the new hospital gets closer to opening, much time and focus will be spent on improving the safe delivery of medicine to patients. New medication carousels utilizing bar-code technology will be implemented to assist with appropriate product selection.

“Our overall goal for incorporating technology into our workflow processes is to reduce the possibility of harm to our patients,” Edgerson says. ■

## Madeline “Sugarpea” Flack

Madeline is one of hundreds of Le Bonheur patients who regularly need specialized pediatric medicine for their health-care treatment.

Madeline, 4, a student at Trinity Preschool, is the daughter of Tim and Bridgette Flack of Memphis. When she was 10 months old, Madeline was diagnosed with a hole in her heart, WPW Syndrome (an arrhythmia problem) and pulmonary hypertension. After Madeline had two heart catheterizations and heart surgery at Le Bonheur, physicians found a fourth cardiac

condition called mitral valve stenosis which may require more heart surgery.

“If Madeline had been born only three years prior to diagnosis, she wouldn’t be alive today as there was no medicine for pulmonary hypertension then,” Tim says. “Even though Madeline’s condition is ongoing, we’re glad it’s ongoing at Le Bonheur,” Bridgette adds.

Tim and Bridgette are members of Le Bonheur’s Family Partner’s Council. The Flack family serves as spokespeople on behalf of the hospital at numerous fundraising events. During the 2009 Family Advocacy Day hosted by the National Association of Children’s Hospitals in Washington, D.C., the entire Flack family represented Le Bonheur. They are also part of Le Bonheur’s Grassroots Advocacy Network.



**Likes:** Ballet, learning the violin, riding bikes, art projects, reading, swimming, going to school, writing, drawing, visiting the zoo and the Children’s Museum.

**Dislikes:** The Wicked Witch of the West in the “Wizard of Oz,” the Stepsisters in “Cinderella,” getting my hair washed.

**What I do for fun:** Play with puzzles and games, dress up, play with my doctor kit, build with blocks, play with my brother, take pictures with my camera.

**Accomplishments:** Traveled to Washington, D.C., to meet with Sen. Lamar Alexander and state representatives Marsha Blackburn, Steve Cohen and John Tanner as a 2009 ambassador for Le Bonheur and pediatric health-care reform.

**Dreams:** Of becoming a ballet teacher.

**If I could change one thing in the world:** Make sick people happy again.

# Endowed Professorship Enables Expanded Research



When David Stevens and his wife Debbie funded the Stevens Professorship in Pediatric Clinical Pharmacy at Le Bonheur in 2005, their intention was to help expand the research opportunities at Le Bonheur's Children's Foundation Research Center (CFRC).

"Drug studies are primarily focused on adults, and we all know that children are not small adults," David Stevens says. "Until the last 10 years, drugs that have been available for treating children have been adult doses that have been scaled down. The endowed professorship has enabled Le Bonheur to expand the pharmacy's involvement in the research of pediatric dosing and has given Le Bonheur a stronger academic program that is becoming nationally recognized."

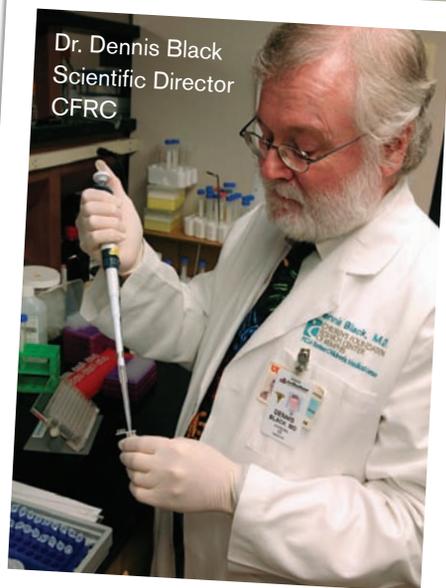
Mike Christensen, who has held the position since it was established, has passionately focused his efforts on building Le Bonheur's pharmacy program to stay abreast of the recent worldwide interest to get drugs for children studied properly.

"Until Congress passed a series of legislation beginning in 1997 [FDA Modernization Act], all studies in pediatric pharmacology had been voluntary," Christensen explains. "Now it is mandatory that pharmacy companies conduct these studies, which is great news for our patients."

According to Christensen, the process from discovery to approval takes about 14 years and costs upwards of \$1 billion. Doing studies with children adds another \$10 million to \$30 million to the drug

development process.

"People don't understand what it takes to bring a drug to trial," Christensen says. "For every 10,000 compounds that are discovered, 250 will be tested in the laboratory, five will enter

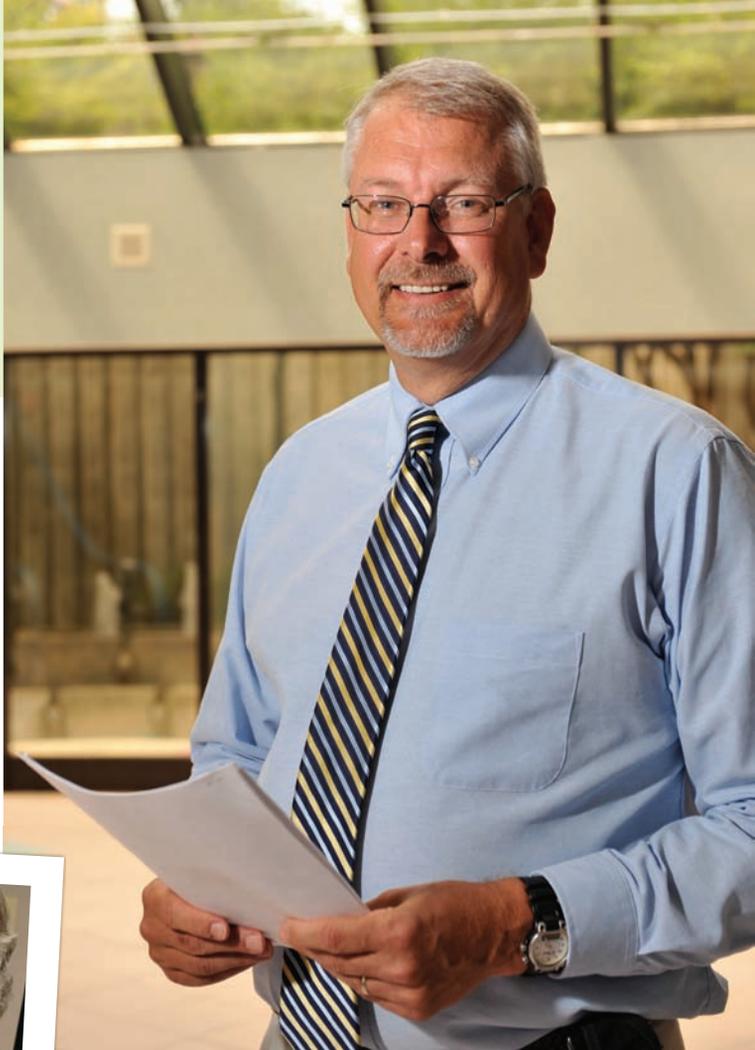


Dr. Dennis Black  
Scientific Director  
CFRC

adult medications, has kept it on the back burner of pharmaceutical companies until now."

Christensen, who completed his pharmacy residency at Le Bonheur in 1983, runs the pediatric clinical research unit, which is part of the CFRC and the University of Tennessee Clinical and Translational Science Institute that was established in 2007. He received a bachelor of science degree in pharmacy from North Dakota State University in Fargo and his Pharm.D. from the University of Tennessee Memphis.

As Christensen explains it, Le Bonheur is unique among academic children's hospitals around the country. "Many academic



Mike Christensen

into human clinical trials, and only one will become FDA-approved. Additionally, the cost to study pediatric drugs, which have a smaller market than for

pharmacists have their primary appointment in the department of pediatrics, however, at Le Bonheur, academic pharmacists are part of the pharmacy," he says. "This gives our pharmacy residents as well as all of our pharmacists a strong mentoring program and a close working relationship with the academic medical staff that most hospital pharmacists do not have."

Le Bonheur's pharmacy research program now employs four RNs, three research assistants and an administrative assistant. They support more than 40 clinical studies currently being conducted in children. Among areas of study are autism, obesity, hypertension, diabetes, gastrointestinal diseases, infectious diseases, kidney diseases, cystic fibrosis and migraines. Children from all over the United States have come to Le Bonheur to participate in a study in autism, Christensen notes.

"The last frontier in pediatrics is determining doses, safety and efficacy of drugs in neonates," Christensen says. "Le Bonheur is doing very well with this in older children, but we've still got a long way to go." ■

# Champions for CHILDREN

## Father and Son Memorialize Loved One



Bruce Edenton III met his wife Lisa while shopping in a men's clothing store in Chicago. He knew immediately that she was the kind of woman he would want to marry. She helped him pick out a shirt to purchase. He took her to dinner. After a two-year courtship, Lisa joined Bruce in Memphis and they married.

Bruce is the president and managing partner of the Hampton Inn Resort in San Juan, Puerto Rico, which opened in 1997. He loves golf.

A detailed planner and organizer, Lisa worked full-time at Promus Corp. to recruit MBA students to the company. Active in the Junior League, she loved to write and was editor of the league's magazine, *Volunteer Voices*. Together, they adored their son, Carlisle, a student at Evangelical Christian School who will be 12 this November. They were happily married for 17 years.

Then Lisa was diagnosed with lung cancer. She had never smoked. They traveled to Houston where she underwent treatment for six months at M.D. Anderson. During that time, Bruce checked into a hotel to stay nearby.

Lisa fought hard and was tough in the face of her adversity and unwavering in her love for her family and friends. Even in the most difficult times, she was thoughtful and caring to those around her, always offering up an encouraging smile despite her illness. Remembered by friends for her gentleness and kindness, Lisa lost her struggle Aug. 3, 2007.

When Lisa died, life changed immediately for Bruce and Carlisle. As part of their healing process, they chose to memorialize Lisa's passions by making donations to the charities she loved, especially those supporting orphans and animals.

"We can't solve all the problems in the world but we can pick and choose what our passions are and support those causes," Bruce says.

In memory of Lisa, Bruce and Carlisle have funded a suite at the FedExFamilyHouse now being built for Le Bonheur families to stay while their child is in the hospital.

For Bruce, "turning success into significance" is the mantra by which he lives.

His life work — developing hotels — closely aligns with the FedExFamilyHouse and Le Bonheur's mission to provide a comfortable and tranquil home-away-from-home for families amid the stress of caring for a critically ill child.

"When Lisa was sick, we realized how many people have a loved one in the hospital and can't afford a hotel room to stay near

them," Bruce says. "When we read about the FedExFamilyHouse, we decided we wanted to do something there for Lisa."

Two years ago, Bruce encouraged Carlisle to consider having his birthday party for Le Bonheur to teach him about philanthropy. In lieu of receiving presents, Carlisle invited his friends to make a donation to the hospital. His party raised \$315 for Le Bonheur. After presenting his gift to the Le Bonheur Foundation, Carlisle took a tour of the hospital. "I wanted him to see sick kids at Le Bonheur

because good health is a blessing and shouldn't be taken for granted," Bruce says. "Carlisle was proud to be a good steward and it made him realize how truly blessed we are."

Carlisle hosted a second party for Le Bonheur last year and Bruce says birthdays will continue to be a time for doing something charitable.

For this business entrepreneur and third-generation Jackson, Tenn., native, "This is the halftime of my life."

"We should be good stewards of God's gifts and share our blessings with those who are less fortunate," Bruce says. "If you just take a tour of Le Bonheur and see the good work they are doing, it will touch your heart. Once you see it, you can't help but open your wallet. We can't take any of this with us." ■ — *By Kini Kedigh Plumlee*

*If you would like to make a gift to support the FedExFamilyHouse, please call Kavanaugh Casey at (901) 287-6332 or e-mail caseyk@lebonheur.org.*



photo courtesy of Kathy Patterson

Lisa Edenton



Carlisle, Bruce and Puzzle Edenton

# For the LOVE of Le Bonheur

## Oxford Teachers Dianne and Benny McClung Give in Loving Tribute



When Stephanie McClung was 5 years old, she developed a kidney problem and spent a week at Le Bonheur. Her parents, Dianne and Benny McClung, remember that time well.

“When she was there, we were treated wonderfully,” Dianne says. “The nurses and everyone made us feel like we were at home. Stephanie’s situation was taken care of and she’s never had another problem.”

That was 30 years ago and the McClungs have never forgotten what Le Bonheur did for their daughter. For many years they supported various fundraising events presented by the Tupelo-area TWIGS, purchased Le Bonheur holiday cards to send at Christmas and made year-end contributions. About five years ago, they made a decision to remember friends with tribute gifts to Le Bonheur.

“We talked about what we could do and decided that we would send

memorial gifts to Le Bonheur instead of sending flowers,” Benny says. “We are doing something for someone else besides just the family of the person who passed away. It makes a lot of sense to us.”

Sending memorials and honorariums is an easy way to give regularly,

years, including elementary and middle schools in the Tishomingo County School System, Slatton, Iuka and now Oxford, where Dianne is currently a third-grade remedial teacher and Benny serves as assistant superintendent of Lafayette County Schools. And they still attend ball games —

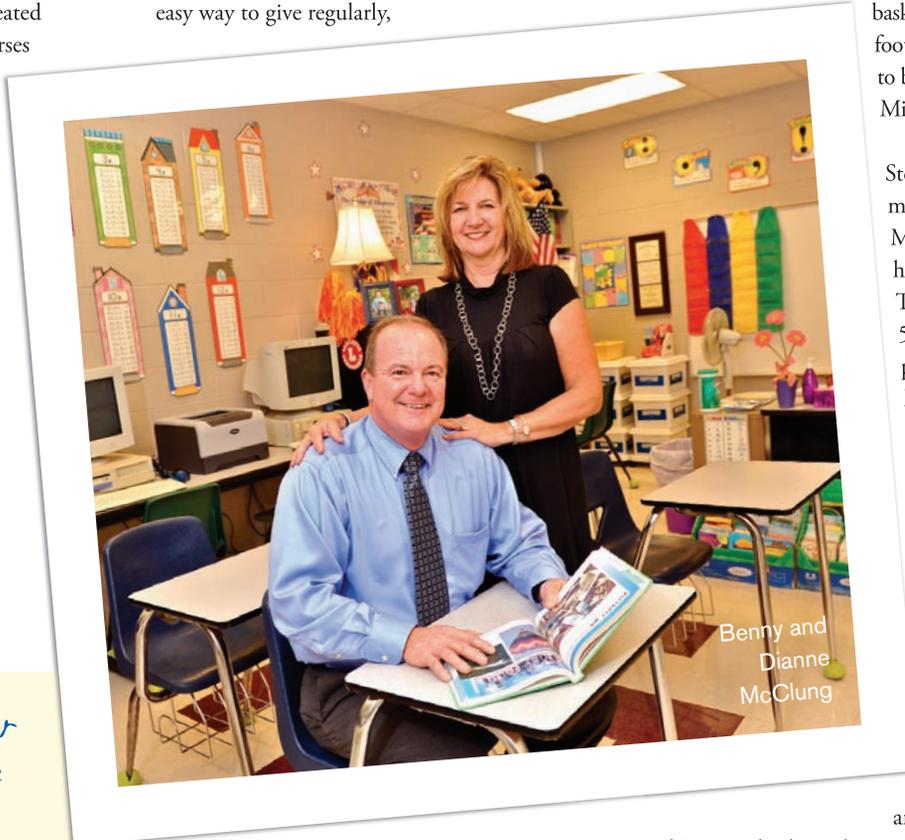
basketball, baseball and football — and admit to being diehard Ole Miss fans.

Their daughter Stephanie is now married to Coke Magee and they have two children, Trip, 9, and Kyle, 5. Coke is the principal of Slatton Elementary School, where Benny served as principal prior to moving to Oxford. The couple’s son, Josh, is married to Laci Huddleston and they have two sons, Carson, 5, and Clark, 2. Josh

and Laci are both teachers at Guntown Middle School. The roots of education run deep in this family tree.

As educators, the McClungs have had many children in their schools and in their classrooms who have been cared for at Le Bonheur over the past 30 years. This has inspired the couple’s continued giving. “We know how important a child’s health is to learning,” Dianne says. “We are fortunate to live so close to Le Bonheur and believe it is an obligation to give.”

Benny adds: “We work with children all day and see the things that families go through, especially when a child is sick. Le Bonheur never turns anyone away. Without outside support, Le Bonheur cannot continue. Giving is just something that should be done and we have chosen to make our gifts to Le Bonheur.” ■ — *By Kini Kedigh Plumlee*



Benny and Dianne McClung

### *How To Honor or Memorialize a Loved One*

If you would like to honor the memory of a loved one, consider making a gift in his or her name to Le Bonheur Children’s. Your gift may also convey your appreciation, best wishes or congratulations to the special people in your life. We will notify the appropriate family member(s) of the deceased or the person being recognized by your gift with a card and you will receive a note of appreciation from Le Bonheur. Gifts should be mailed to Le Bonheur Foundation, P.O. Box 41817, Memphis, TN 38174-1817, or can be made through our website at [www.lebonheur.org](http://www.lebonheur.org). Call (901) 287-6308 for more information. ■

the McClungs explain. “It accomplishes two things: it honors or memorializes the person and it helps a child and just might extend their life,” Benny says. “It blesses us when we can do this.” The McClungs note that people often tell them how much the memorial gift to Le Bonheur means to them and how much it would have meant to their loved one.

The McClungs are native Mississippians, both having grown up in Iuka. They met in high school — both played basketball at different schools — and married right after graduation.

They supported each other as, first, Dianne and then Benny studied and graduated with bachelor of science degrees from the University of Northern Alabama in Florence. Benny later returned to school at UNA for a master’s in Art administration. They have each taught for 34

# Grateful FAMILY

## When Robert's Liver Failed, Le Bonheur Didn't



It was probably a virus that made Robert Gooch ill but no one knows for sure. When he arrived at Le Bonheur's Emergency Department with liver failure, it was clear he didn't have much time to wait for the transplant he needed.

Eight days after Robert got sick, he received a new liver. His uncle, John Monaghan, was the donor, and Robert became Memphis' first pediatric living-donor liver recipient.

"Robert's transplant was a blind-siding explosion of superlative emotions ranging from unfathomable lows to euphoric highs all in an ephemeral span of 24 hours," John recalls. "I am truly humbled to have played a small role in Robert's fight for life."

Today, Robert, 13, is a student at Memphis University School, and spends his free time swimming and playing lacrosse, tennis and basketball. He lovingly (and willingly!) babysits his younger brothers, William, 5, and Owen, 3. On the weekends he looks forward to waterskiing at a nearby lake, visiting the zoo and attending Redbirds games with his father, Robert Gooch III, Molly, his mom, grandparents Kate and Robert Gooch Jr. and, of course, his uncle John and his aunt Katie, all of Memphis.

In between all this fun, Robert still comes to Le Bonheur Children's for quarterly checkups and blood tests. "He is so healthy," Molly says. "We count our blessings all the time."

When the Gooch family learned of the campaign to build a new Le Bonheur hospital, they knew the time was right for them to make a family gift.

"We're very family-centered and when Kate and Robert suggested that we join forces and give together to make a bigger impact, we agreed wholeheartedly," Molly explains. "We know that Robert wouldn't be here today if it weren't for Le Bonheur. Robert was within hours of losing the fight for his life when he was admitted to Le Bonheur. Le Bonheur feels like our second home now and to be even a small part of improving and expanding what is already in our book A-plus, gives us a great feeling."

"We would never wish for another family to experience our crisis," Kate Gooch adds. "However, it is encouraging to know that the new Le Bonheur facility can give other families this life-saving opportunity. We are honored to play a small part in the 'new' Le Bonheur. We look forward to joining other Memphians as we all contribute to making this world-class project a reality."

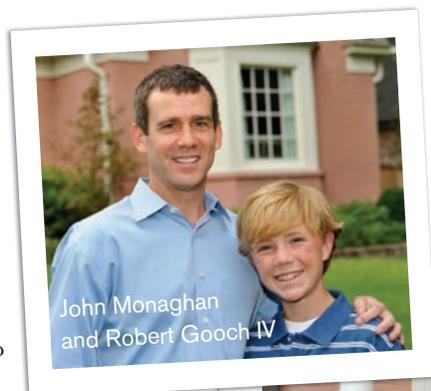
When young Robert got sick and was referred to Le Bonheur for care, Molly, a native Memphian, did not even know where Le Bonheur was located. "Even though we knew it was here [Memphis] it never crossed our minds we would ever need Le Bonheur," she says. "You never know when you'll need top-of-the-line, life-saving emergency health care for your children. Not to mention that when a child is sick or injured, that alone is unsettling enough without having to travel to another city or state to get the care your child

needs. Le Bonheur saved our son's life. Our family automatically wants to give back to the place that gave us so much."

Robert stayed about five weeks at Le Bonheur. Three of those weeks were in the Intensive Care Unit (ICU) before and following his liver transplant. In order to visit him, his family spent a lot of time at the parent scrub station washing their hands. That is why the Gooch family has chosen this location to be funded by their gift.

"Each time we went into the ICU, those minutes were filled with anxiety," Molly says. "You can't wait to see your child but first you must scrub. The thought that a parent might somehow be even slightly comforted or put at ease for even a moment knowing that other families have survived the ordeal led to our choosing the scrub station."

It has been almost nine years since Robert's transplant, yet Molly still has nagging thoughts about her son's future. "We try not to fret over possible complications and to stay focused on how fortunate we are," she says. "We try to take one day at a time and just give thanks for Robert's and all of our good health." ■



John Monaghan and Robert Gooch IV



The Gooch Family

### *Giving for the Next Generation*

If you or someone you know would like to honor a loved one, consider making a contribution to Le Bonheur Children's. Your gift may be designated to the new hospital, toward a special area or department of the hospital, provide the latest medical tools and equipment or fund research that solves childhood illnesses. To make a gift, call (901) 287-6308 or visit [www.lebonheur.org](http://www.lebonheur.org).

## Tops Bar-B-Q Serves Up Big Hearts for Le Bonheur



When Le Bonheur Foundation special events coordinator Joanie Taylor

received the third phone call from Stephanie Turner, the manager of Tops Bar-B-Q on Lamar Avenue in Memphis, she knew the store was doing exceptionally well with the 2009 Children's Miracle Network heart pin-up promotion.

"Stephanie would call me every couple of days and tell me they were going to need more hearts before lunch," Taylor says.

In three weeks, the employees of the Lamar store raised \$2,245 in donations for the CMN heart pin-ups. Contributions received at 14 Tops Bar-B-Q Memphis locations, was more than \$4,600.

"We're proud of all of our stores that have put forth the extra effort to raise money for a great cause," says George Montague, operations manager for the Mid-South regional barbecue chain. "I'm especially proud of Stephanie Turner and her crew for coming out on top. Tops is always happy to lend a helping hand to those who need it and it is our desire to aid Le Bonheur in accomplishing their mission."

Turner says that she and her dedicated staff ask every customer who comes in the door to make a contribution and at least six or seven out of every 10 customers will donate \$1.

"I tell them the dollar you give might not buy a piece of medical equipment but it may help toward the purchase of one," Turner says. "Many of our customers are regulars and they look forward to putting their names on the hearts and then looking around the walls for the



The top Tops team (from left to right): Howard Yancy, Arica Brison, Stephanie Turner, Mona Culbreath, Sheila Parker, Elitia Fisher

names of their friends. We appreciate everyone in the community who has supported us one dollar at a time."

This year, the hearts cover every wall, are pinned up over every booth and surround the order windows. They even line the walls in the hall to the restrooms. The Lamar store has held the top spot for raising funds for the past three years and each year they have surpassed their goal.

Employee Arica Brison is most proud of the store's customers in helping to raise money for Le Bonheur. "We are located in one of the poorest neighborhoods in the city and our store raises the most for the children," she says. "We're just trying to help the kids."

"We worked hard to raise money for Le Bonheur," employee Mona Culbreath adds. "Everyone in the Orange Mound community was more than willing to participate."

For employee Howard Yancey, Le Bonheur means a lot to families like his. "I've got four girls and two boys and Le Bonheur always helps my children," he says.

Tops Bar-B-Q has been around since 1952, the same year that Le Bonheur was founded. Owner George Messick says that Tops Bar-B-Q is proud to serve third and fourth generations of customers and that Tops "looks forward to helping children of the Mid-South for many more years to come." ■

Corporate contributions are crucial to Le Bonheur to continue to ensure the health of this generation and the next generation of children. Many opportunities abound to help us meet urgent needs on a daily basis. Your company and your employees can make an important difference for children through donations or sponsorships. If you, your company or your employees would like to get involved, call the Le Bonheur Foundation at (901) 287-6308 or visit [www.lebonheur.org](http://www.lebonheur.org) for more information.

# KUDOS

## All Aboard for Safety!

### Children's Museum of Memphis' Train Safety Exhibit Funded by CN



When Hootin' Andy's eyes pop open and he begins strumming his guitar, laughter erupts, jumping-up-and-down excitement ensues and little arms

begin waving and pointing to the talking robotic owl voiced by folk singer Arlo Guthrie. Made possible by a generous gift from CN — Canadian National Railway Company and its operating railway subsidiaries — and developed in partnership with Le Bonheur Children's Medical Center, this new interactive railroad safety exhibit opened at the Children's Museum of Memphis in late August.

A portion of the gift made by CN to Le Bonheur Children's was used to create the exhibit while the remaining balance went toward the campaign to build the new Le Bonheur scheduled to open in 2010. CN and Le Bonheur partnered with the Children's Museum of Memphis to touch the museum's far-reaching audience. The Children's Museum has welcomed more than 2.7 million visitors from Memphis and across the country.

Children's safety is an important issue to both CN and Le Bonheur Children's.

"CN has a strong commitment to rail safety," says E. Hunter Harrison, president and chief executive

officer of CN and a native of Memphis.

"Every year, our employees speak to more than a quarter of a million children and adults about the importance of safety at railroad grade crossings and about the dangers of walking near railroad tracks or on railroad property."

Hootin' Andy greets museum visitors with humor and warns them that a train is approaching. He begins with an original train safety song, then visitors hear a loud train whistle and two railroad crossing gates begin flashing their lights and ringing their bells. The arms lower along with a large projection screen, blocking visitors from crossing the railroad tracks on the floor.

The sound of the train and the whistles build. Suddenly, the train appears, zooming through the crossing, carrying its long payload. Grinding machine noises blend with hissing and the dull sound of box cars cutting through the air. Then, as suddenly as it appeared, the train is gone, trailing off into the distance.

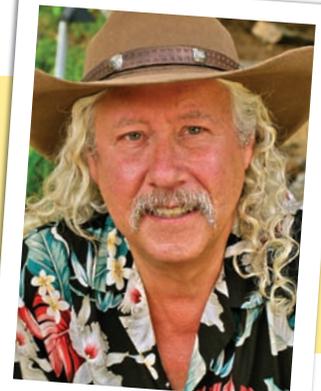
Hootin' Andy resumes singing and leads visitors in a sing-along. Children may then take the train safety quiz to see how much they learned.

According to Safe Kids USA, about 430 people are killed and 4,900 injured each year in incidents involving trains. "Children don't realize that trains can't stop as quickly as cars can," says Susan Helms, director of injury prevention and Safe Kids Mid-South at Le Bonheur. "It can take more than a mile — or 20 football fields — for a train to stop. That's why it's so important to teach children in a fun environment how dangerous trains can be if you don't follow certain rules." ■



Arlo Guthrie is the eldest son of America's beloved singer/writer/philosopher, Woody Guthrie. Influenced by musicians Pete Seeger, Leadbelly, Ramblin' Jack Elliott, Sonny Terry and Brownie McGhee while growing up, Guthrie has performed in public since age 13. His career exploded in 1967 with the release of "Alice's Restaurant" and he went on to star in the 1969 Hollywood film version of the song directed by Arthur Penn. An artist of international stature, Guthrie is an accomplished musician and is a natural-born storyteller, whose tales and anecdotes figure prominently in his performances. Guthrie is the "voice" of Hootin' Andy in the new train safety exhibit made possible by CN, one of the largest railroads in North America.

photo by Michelle McDonald, courtesy of Rising Son Records



# Champion for CHILDREN

## Great Aunt Puts Numbers To Work on Behalf of Niece and Le Bonheur



Kiah Robinson spent six-and-a-half months at Le Bonheur Children's. Born 16 weeks premature and weighing only 1.5 pounds, Kiah was admitted to Le Bonheur's Neonatal Intensive Care Unit (NICU) when she was only six days old. During her stay, she underwent three intricate surgical procedures to repair and treat a perforated bowel.

When Kiah was discharged from Le Bonheur, her great aunt, Martha Jones of Memphis, made a gift designated for the NICU and Special Care Unit (SCU) where Kiah had spent the first months of her life. Jones, vice president of accounting for First Horizon National Corporation, decided to recognize each of the 198 days Kiah spent at Le Bonheur.

"I came up with the idea to donate \$10 for every day she was at Le Bonheur," Jones says. "I wanted my contribution to tie to my niece. As an accountant, numbers come easily to me."

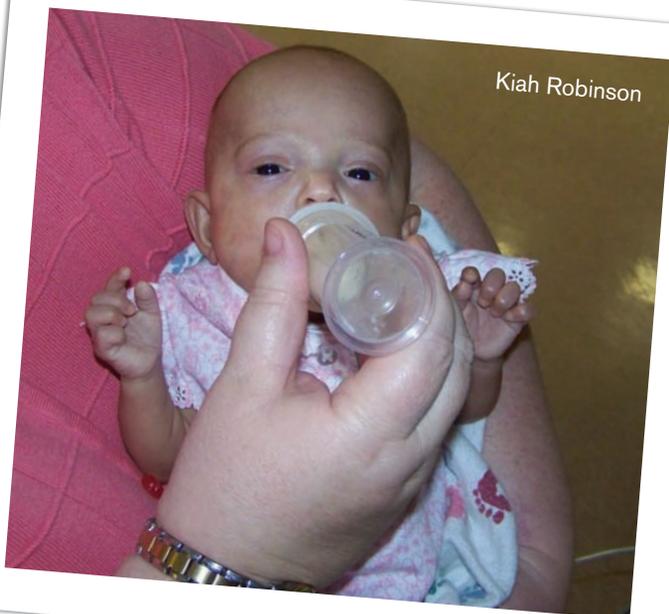
Jones continued to put the numbers to work for Le Bonheur and established an ongoing monthly gift to the NICU in Kiah's honor. Unfortunately, not long after Kiah went home, she developed complications and was admitted back to Le Bonheur. This time she didn't make it and died June 3, 2008.

"Kiah was a bright spot on earth for a short period of time and now she's a bright spot in heaven," Jones says. "Her story is one of love and shows the dedication of the doctors and staff at Le Bonheur. I want everyone to know about their dedication and to keep Kiah's story going."

Jones continues to make gifts to Le Bonheur's NICU in Kiah's memory. On what would have been Kiah's first birthday, Jones and



Martha Jones



her sister, Tona, visited Le Bonheur and made a gift in her memory of "one dollar for each day Kiah was with us," Jones says.

This spring, Jones' three youngest godsons, Andrew, 12, Brandon, 9, and Jackson, 4, each made a donation to the NICU in memory of Kiah. Jones matched their donations. The family has also donated clothing and other items to the NICU.

"Le Bonheur was Kiah's home for the first six months of her life and everyone there is like family to us," Jones says. "The NICU and SCU staff became an extension of our family. They loved Kiah as much as we loved Kiah. Everyone went the extra mile on her behalf. My gift is designated to the NICU specifically so the staff can purchase all the little extra things that mean so much to the babies and their families."

Jones says her contributions to Le Bonheur in Kiah's memory will continue.

"There will be other babies like Kiah whose families might not be able to contribute," she says. "I've been blessed with the ability to give back and I will continue to support Le Bonheur for a long time to come."

— By Kini Kedigh Plumlee

Check with your company to see if they offer a matching gift program and double your donation to Le Bonheur Children's. ■

# TIME and Talent



Linda Hill

## Art Project Will Lift the Spirits of Le Bonheur Patients



With Le Bonheur's new facility set to open in 2010, an effort to fill its walls with soothing, inspirational artwork has begun.

A team of artists, art teachers and art lovers, led by volunteer art consultant Linda Hill, will select the artwork and make sure that all pieces fit within the vision for art in the new facility.

"Art for a children's hospital is not like collecting art for the home or office," Hill explains. "It has a specific goal and must speak to a broad spectrum of ages and interests. It has to aid in the healing process and in no way become a distraction. It has to be safe in terms of interaction. The look of the hospital cannot be Disney World and by the same token it cannot be staid and static. It is a mark that is tricky to hit but essential."

Hill and her volunteer team of art enthusiasts have creatively developed a plan to gather artwork from throughout the area. Art pieces will come from school art contests held throughout the region. Art workshops will be led by teachers in school settings and commissioned artwork will be featured in key focal points at the hospital. Hill's committee is in charge of the collection of local and regional works created by all ages, from toddlers to seniors. The UrbanArt Commission is

handling the search for commissioned art pieces that will also be on display.

"The recurring theme of all the art is one of being uplifted," Hill says. "We want pieces to be designed that literally lift your eye and the content will lift your spirit. We want the artwork to provide hope and delight and create a sophisticated, whimsical distraction.

The excellence of the art will reflect the excellence of Le Bonheur and speak to the level of care and professionalism that the hospital represents. We want to develop an expansive art collection that can provide layers of discovery for patients



### How You Can Get Involved

Schools and organizations that would like to participate in the Le Bonheur art project should e-mail the Le Bonheur Foundation at [jenkinsf@lebonheur.org](mailto:jenkinsf@lebonheur.org).

and visitors and in some cases kinetic movement to distract and defray stress."

Without limiting creativity, the committee is requesting that art pieces be designed with reassuring subjects of hope and healing, nature and environment and be delightful to look at. Among suggested subjects are gardens, outer space, cities, animals, nature, transportation, food, hobbies, sports, doctors, nurses, health, courage, healing, family, faith, hope and happiness. Hill explains that subjects were suggested so that when the pieces are installed they can be displayed with groupings of similar subjects to provide a cohesive look. "A random collection of children's art can look chaotic," she says.

The art committee is looking for art in all media, including mosaics, cartooning, photography, collages and assemblages in addition to drawings, paintings and watercolors. Children's art will be displayed on the walls of the patient corridors, flanking doors to patient rooms, "so when you step off the elevator you'll see a collection of kids' art and feel at home," Hill says. "Art should give families hope and help them celebrate the joys of childhood."

Originally from Arkansas, Hill graduated from Newcomb College of Tulane University and came to Memphis for postgraduate work

at the Memphis College of Art. She had a pottery studio and studied sculpture and painting. Most recently Hill has been designing and marketing jewelry.

"Le Bonheur's art project is an opportunity for children to give

back to the community by creating art that will soothe and comfort

Le Bonheur's patients for years to come," Hill says. "I love art and I am in awe of all that Le Bonheur does for children. I am honored to 'watch over' the artwork and put the two together." ■ — *By Kini Kedigh Plumlee*

# SCRAP

For the fourth year in a row, News Channel 3 meteorologist **Jim Jagers** bicycled 333 miles across the roads of the Mid-South to help raise more than \$86,000 for Le Bonheur Children's. Jim's journey kicked off Sept. 25 from Peabody Place in downtown Memphis during *Live at 9* on Channel 3. The following day, Jim joined in the community's family fun ride in Bartlett before continuing his six-day adventure on wheels. As he biked through surrounding towns, including Oxford, Miss., Brownsville, Tenn., and Forrest City, Ark., Jim was greeted by school children along the routes. The kids and others in these communities made contributions to Le Bonheur on Jim's behalf. His ride ended with a live televised event at Le Bonheur on Oct. 2. Since 2006, Jim has biked more than 1,400 miles and has raised more than \$200,000 for Le Bonheur's kids. Pictured with Jim (wearing red jersey) in Brownsville, Tenn., at the end of their 60-mile ride on day five are (at far right) Le Bonheur cardiologist Dr. Joel Lutterman and Blake Robertson, Le Bonheur's support services manager.



**Monica Lemmon** (center), TWIGS board president for 2008, presents Le Bonheur president and CEO Meri Armour (left) and Le Bonheur Foundation director Kavanaugh Casey with a check for \$195,200 from the organization's fundraising efforts for the past year. The funds will support the capital campaign, LEAD and Swank TV, the hospital's new inpatient, family movie channel.



Members of the **Children's Foundation of Memphis** attended Research Day at Le Bonheur on Sept. 23. The group met with president and CEO Meri Armour and Dr. Dennis Black, scientific director of the Children's Research Center and vice president for research at Le Bonheur Children's. The CFOM has contributed \$2.5 million to Le Bonheur to help expand the hospital's inpatient research unit.



The **5th annual Le Bonheur 5K Pumpkin Run and Family Walk** Oct. 10 raised more than \$75,000 for the hospital. A post-race Boo Bash Party ended the three mile race and included a costume contest, family activities, live music, refreshments and race awards. More than 1,000 runners and walkers turned out for this family-centered, festive fall fundraiser. Pictured are Le Bonheur pharmacists (from left) Curtis Petty, Will Batts, team captain Jasmine Sahni and Bryan Edmundson from Team Rx.



Cowboys, cowgirls, broncos and buckaroos of all ages rode in the **2009 Cowboys for Kids Cattle Drive** fundraiser for Le Bonheur. Held at the El Dorado Farm in Jackson, Tenn., on Oct. 16 and 17, the cattle drive began in the early morning and lasted until the cows came home. Activities included cowboy competitions, hayrides, pony rides, a cowboy auction, live music and silent auction. This was the second year for the event which raised \$31,000 in 2008.

# BOOK

**MALCO Tupelo Commons** has held three fundraising events for Le Bonheur this year totaling more than \$5,900. Presenting the check to Le Bonheur Foundation special events coordinator Connie Haygood (second from right) are assistant manager Monye Hill, manager Scott Briscoe, and senior operations manager Ed Breedlove.



## Gold Tag Fund Drive Begins in January

The 2010 Gold Tag Fund Drive for Le Bonheur runs Jan. 6 through March 7. Chairmen of the project are Lauren Barnett and Sally Perry.

Introduced to the community in 1962, this project has raised in excess of \$10 million since its inception, according to Mary "Mac" Carrier, Le Bonheur Club immediate past president. This year, donations raised during the fund drive will support Le Bonheur's Child Life Program. Their gift will ensure that the social, emotional and educational needs of Le Bonheur patients are not only met but exceeded.

"Through this endeavor, the Le Bonheur Club can continue its legacy of providing comfort, care and concern for all Le Bonheur patients," says Denise Henning, Le Bonheur Club president. "The



The **19th annual reunion of patients from Le Bonheur's Transitional Care Unit (TCU)** was held Sept. 19 to celebrate how far the patients have progressed in their treatment. There were 15 families and many medical staff who attended the Mardi Gras-themed reunion that was planned by Daphne Warren of the ICU and Sharon Swanson, Rhonda Johnson, Ray Alls and Gena Evans of the TCU. Pictured enjoying the get-together are Jeremy Rease, Jr., and his mother, Porsha Hall.



## Thanks For Tuning In



Le Bonheur patients surround **FM-100 deejays** Ron Olsen and Dana Fox, two of Memphis' best-known on-air personalities, during the live broadcast from Le Bonheur's lower lobby during the radiothon Aug. 27-28. The event raised \$55,000 for the hospital. Pictured with Ron and Dana are, from left, Outreach therapist Diana Childs, patients Alyssa Adair and Ginny Barganier, and "Bernard."



Incredible, heartwarming stories of Le Bonheur's kids were shared with listeners on the 8th annual Le Bonheur radiothon hosted by **WYN 106.9** at the Old Hickory Mall in Jackson, Tenn., Sept. 9-11. The event raised \$87,000 for the hospital. Pictured (from left) are deejay Shane Conner, Le Bonheur's puppet "Bernard", Brooklyn Barton, and Marcie Tebben, Le Bonheur Foundation special events coordinator.

**2009-2010 Le Bonheur Club board members pose after presenting the club's 2008-2009 gift of \$266,000 to the Le Bonheur Foundation.**

community holds the key to opening this door for the patients. Contributions to the fund drive will provide support for Le Bonheur and the child life programs required to ensure that all aspects of a child's treatment are addressed."

Le Bonheur Club, founders of Le Bonheur Children's Medical Center, has been actively involved in fundraising efforts for more than 50 years, beginning before the original hospital broke ground. Through the years, the club has contributed to funding a variety of projects within the walls of the hospital, including the sensorimotor playground, an art therapy room, the Bunny Room and the Emergency Department.

"The enthusiasm of our entire Le Bonheur Club membership promises that the 2010 Gold Tag Fund Drive will be an exciting and rewarding endeavor for Le Bonheur," Barnett says.

For information on contributing to the 2010 Gold Tag Fund Drive, contact Le Bonheur Club headquarters at (901) 682-9906 or [lbcgoldtag@bellsouth.net](mailto:lbcgoldtag@bellsouth.net).



**Wizard 106.7** in Tupelo, Miss., used their magic to generate \$65,000 in contributions for Le Bonheur Children's during the annual radiothon at the Mall at Barnes Crossing Sept. 2-4. Pictured are deejays Kelli Karlson and Bill "Road Kill Bill" Hughes.

# HOLIDAY Happenings

## 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 cards 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 make perfect gifts for friends, family members, customers, teachers and even the postman. Our 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 patient at Le Bonheur.

To place your order for cards, call Liz Salton at (901) 287-4440. To view the cards and learn about the artists, visit [www.lebonheur.org/holiday\\_cards](http://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. 21 to Dec. 31, children of all ages will again be captivated by the sites and sounds of Christmas at the annual



illuminated Christmas trees.

Santa arrives by helicopter at 9 a.m. on Nov. 21 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 include the Snow Forest Ball, a daddy-daughter dance, from 2 to 5 p.m. on Nov. 22; Senior Stroll with Santa from 9 a.m. to noon on Dec. 7; and Story Time with Santa from 6:30 to 8:30 p.m. on Dec. 8 and 18.

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 Mondays through Saturdays 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. Children 2 and under are free. Group rates are available. For more information, call (901) 525-TREE or visit [www.TheEnchantedForest.org](http://www.TheEnchantedForest.org). ■

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

**November 20**

**Enchanted Forest  
Preview Party**

Memphis Pink Palace Museum  
7:30 p.m.

**November 21 – December 31**

**Enchanted Forest**

Memphis Pink Palace Museum  
Mon. - Sat., 9 a.m. - 5 p.m.  
Sun., noon - 5 p.m.

**November 22**

**Snow Forest Ball**

Memphis Pink Palace Museum  
2 - 5 p.m.

**December 7**

**Senior Stroll with Santa**

Memphis Pink Palace Museum  
9 a.m. - noon

**December 8 & 18**

**Story Time with Santa**

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

**December 31**

**Enchanted Forest Closes**

# Upcoming **EVENTS**



## Pair Up for Wine, Women & Shoes

It will be a "shoe-in" for well-heeled Memphis women who are looking for an opportunity to "pair up" for a GNO (Girl's Night Out). The 2010 Wine, Women & Shoes Sip-n-Shop Marketplace at the Mercedes-Benz of Memphis dealership on Jan. 28 will be the second year for this successful fundraiser for Le Bonheur. It was attended by more than 300 guests this past January.

From fancy footwear to some of Napa Valley's greatest grapes, the event promises attendees a chance to slip on fabulous designer shoes while enjoying a delectable array of tasty temptations from Memphis' finest restaurants. All this will be topped off with a fashionable footwear fashion show presenting the hottest styles and trendiest designs from formal to casual and everything in between, including heels, boots, sandals, purses and other accessories. All merchandise will be available for sale.

Be one of the first to enjoy premium wines from participating vineyards at the pre-party event, hosted by Fleming's Prime Steakhouse and Wine Bar on January 27. Enjoy a delicious dinner while tasting from more than 30 premier wines from the greater Napa Valley area. The evening features exclusive auction lots where you can plan for a weekend or week with vineyard owners and enjoy the sights and tastes of true Napa life!

Tickets for the Jan. 27 event are \$250 each. Sip-n-Shop Marketplace tickets are \$50 for general admission and \$100 for VIP, which includes valet and table seating. For reservations, call (901) 287-6308 or contact Michelle Stubbs at stubbsa@lebonheur.org. ■



Molly Carr  
and Angelo  
Anastasio

# Save the **DATE**

**January 27**

**Wine, Women & Shoes  
Wine, Steaks & Stilettos**  
Fleming's Prime Steakhouse  
and Wine Bar

**January 28**

**Wine, Women & Shoes  
Sip-n-Shop Marketplace**  
Mercedes-Benz  
of Memphis

**February 20**

**Generosi-Tea Party**  
The Tower Room

**February 25**

**Tupelo Family Affair Kick-Off**

**March 4**

**Memphis Family Affair Kick-Off**

**April 10**

**YALL Big Wig Ball**  
Minglewood Hall

**April 22**

**Tupelo Miracle Maker Blast**

**April 26**

**Memphis Miracle Maker Blast**

## Flip Your Wig at the 2010 Big Wig Ball

Don't miss your chance to flip your wig at the 2010 Big Wig Ball presented by YALL (Young Adult Le Bonheur Leaders). The smash event of last spring returns for the third year on April 10 from 8 p.m. to midnight at Minglewood Hall.

Hosted by the hospital's young professional support group, the Big Wig Ball is all fun and big hair when party guests don their coolest cocktail attire with outrageous and colorful wigs, dance to live music and imbibe refreshments from featured restaurants. Among the look-alikes seen in the crowd of extreme bouffants at the 2009 party were Don King, Marge and Homer Simpson, Marilyn and Elvis.

Tickets are \$50 per person in advance and \$60 at the door and go on sale March 2010. They may be purchased online at [www.lebonheur.org/bigwigball](http://www.lebonheur.org/bigwigball) or by calling the Le Bonheur Foundation at (901) 287-6308. ■



## Mark Your Calendar



**June 15, 2010**

**Grand Opening of the new  
Le Bonheur Children's Hospital**

# Around the

# HALLS

## FedEx Breaks Ground on “Home-Away-From-Home”



Le Bonheur Children's and FedEx Corporation broke ground in August on a state-of-the-art facility that will provide housing for families of patients receiving extended care at Le Bonheur.

The FedExFamilyHouse will open in late 2010, coinciding with Le Bonheur's move into the new 255-bed, \$340 million hospital.

“The FedExFamilyHouse will be the only facility of its kind to provide rest and comfort for Le Bonheur patients and their families who travel here for care from around the world,” says Meri Armour, president and CEO of Le Bonheur Children's. “FedEx realized our need to accommodate our families comfortably and decided that the FedExFamilyHouse was the perfect answer. We are grateful to FedEx for making this a reality and for their continued support. Never again will a family come to Le Bonheur and there not be a room at the inn.”

The 33,000-square-foot house will provide overnight accommodations for the families of patients who live outside of Memphis and for those needing to remain near their loved one during longer hospital stays. The facility will feature 24 suites, dining facilities, a small business center, living and family rooms and a community conference room. Amenities offer indoor and outdoor recreational spaces, a lounge and laundry on each floor and four kitchens with a stocked common pantry, 24 refrigerators and storage space for each family. Additionally, the



Alan B. Graf

FedExFamilyHouse will be one of the first sustainable pediatric residence facilities in the U.S. and will be LEED-certified.

FedExFamilyHouse, designed by Loony Ricks Kiss, is under construction by Montgomery Martin. Wilson Hospitality Services will run the day-to-day operations.

The FedExFamilyHouse is a \$6.3 million investment made possible by donations from FedEx Corp. and personal donations from Frederick W. Smith, FedEx chairman, president and CEO, and his wife Diane, and Alan B. Graf, Jr., FedEx executive vice president and CFO, and his wife Susan. FedEx and its employees have also generously agreed to underwrite the operational cost for the facility. ■

## Critical Care Chief Named



K.J.S. “Sunny” Anand, MBBS, D.Phil., is the new chief of Le Bonheur's Critical Care Program. Anand is internationally acclaimed for his research in the field of pediatric critical care. He comes to Memphis from the Department of Neurobiology and Developmental Sciences at the University of Arkansas for Medical Sciences.

Anand also serves as the director of the Division of Pediatric Critical Care for the University of Tennessee Health Science Center and holds the St. Jude Children's Research Hospital Endowed Chair of Critical Care.

Anand will focus on quality improvement, academic and research programs and an optimal standard of care in the field of pain management in infants and children. His joint position will enable him to isolate specific opportunities in the field of pediatric critical care and address them simultaneously across the three facilities. Anand is also pursuing approval from the National Institutes of Health to conduct a multi-center study on pediatric pain management.

Anand received his medical degree from Mahatma Gandhi Memorial Medical College in Indore, India, and completed his doctorate in philosophy at the University of Oxford's Jesus College in Oxford, England. He received the 2009 Nils Rosén von Rosenstein Award from the Swedish Society of Medicine. ■

## Tidwell Receives Family Choice Award

Brain Tumor Program Director Tracy Tidwell, PNP, is the recipient of the Family Partner's Council's inaugural Family Choice Award. The award — given to an individual who demonstrates an exemplary dedication to the principles of patient- and family-centered care — was presented to Tidwell at the Family Partner's Council meeting in June.



Tracy Tidwell and Dylan Wallick

Tidwell's nomination was based on her interaction with Le Bonheur's patients and their families. The selection committee noted that Tidwell relates as well to the children as she does to their parents.

Principles of patient- and family-centered care include dignity and respect for the patient's family, candid disclosure of information regarding patient care, family involvement in care planning and delivery and family collaboration with clinicians about policy decisions and staff education.

“In her work, Tidwell takes these values to heart and practices these principles even under the most difficult circumstances,” FPC president Joanne Cunningham says.

“Thanks to programs that she helped implement, parents are now able to schedule their child's medications and therapy while at the hospital, giving them greater control of their child's care.” ■

# Kids Caring for

# KIDS

## “Snack Attacks” for Le Bonheur Teach Briarcrest Middle Students Philanthropy



For more than 10 years, students at Briarcrest Christian Middle School (BCMS) have been raising contributions for Le Bonheur with clever “fun-raisers.” In the past, members of the National Junior Honor Society (NJHS) have coordinated “Pizza and Pepsi for Le Bonheur” and “Smash Your Coke Cans for Le Bonheur” as a way for the entire student body to support Memphis’ only comprehensive children’s hospital.

Most recently, the NJHS students have sold candy and chips after the weekly

to advertise the fundraisers and that parents of the students often donate the candy and snacks to help increase the school’s contribution to Le Bonheur.

The NJHS students only have the second semester of eighth grade to implement their fundraising projects, according to Horton. “These are well-rounded young people who are blessed with strong academic skills and are motivated



Dixie Stancil Horton

assemblies and, at the encouragement of their principal, Sharon Watson, this past year they added a new project that has proven most successful. “Jeans and T-Shirt Day for Le Bonheur” has been a big hit among all the kids, especially since they can

don their own casual attire instead of wearing the school uniform for a \$2 donation. The addition of this new event helped push their 2009 donation over the top, making it the largest amount raised by the school for Le Bonheur during one school year.

“Almost every middle school student participates in the fundraisers,” says Dixie Stancil Horton, NJHS adviser for BCMS. Horton notes that the NJHS students are responsible for making posters and flyers

by the previous year’s students to beat their fundraising total,” she explains. “The students learn the joy and responsibility of giving back to their community and to the many children and families touched by Le Bonheur.”

In addition to their monetary contribution each year, the NJHS members collect new toys for donation to Le Bonheur’s Child Life Department each spring. On their annual field trip to the hospital, after presenting their donations, students take a tour of the Bunny Room, the Teen Room, surgery and Studio 8, Le Bonheur’s in-house television station.

“When we visited Le Bonheur, it was cool to see where our money was going,” student Angela Vanderslice says.

Caleb Clark, NJHS fundraising project co-chair, notes that “candy appeals to students and Le Bonheur is such a great cause that everyone chips in.”

“It’s going to a wonderful cause and kids who need our help,” says Caroline Acosta, project



Briarcrest NJHS officers pictured, from left: Parker Smith, Lauren Mohler, Angela Vanderslice, Caroline Acosta, Caleb Clark, Maddy Sanders, Hannah Swanner

co-chair, noting she would like to work at Le Bonheur some day. “It’s a small sacrifice in our lives and it makes all the different in theirs.”

Horton says that her students are learning at an early age what an incredible facility Le Bonheur is and how blessed the Memphis community is.

“Many of our students have been patients at Le Bonheur and have their own stories to tell,” Horton says. “They learn the importance of philanthropy and see how much fun it is to give their time and raise money for such a worthy cause.”

A strong advocate for Le Bonheur, Horton has a personal connection to the hospital that makes her especially proud and honored to serve as the adviser to these NJHS fundraisers. Her son, Stephen Stancil, a Briarcrest graduate, worked in Le Bonheur’s Emergency Department before he started medical school. His residency at the University of Tennessee Health Science Center included many hours at Le Bonheur and he is now a pediatrician with the Memphis Children’s Clinic. ■

If your school would like to donate to Le Bonheur, we have many programs to choose from. For a complete list, go to [lebonheur.org](http://lebonheur.org) and click on Ways to Help, then special programs and events, then special events and Kids Caring for Kids. Or contact Liz Salton at (901) 287-4440 or [saltone@lebonheur.org](mailto:saltone@lebonheur.org).

# Planned **GIVING**

## Physician Gets Creative With Contribution



When Dr. Martin Herman arrived at Le Bonheur Children's in 1994, he enrolled in the hospital's retirement plan where his contributions were matched by Le Bonheur. Later, when Le Bonheur became part of Methodist Healthcare, Herman rolled his retirement funds into an IRA where they have remained until now.

As Le Bonheur embarked on the campaign to build a new hospital, Herman and his wife, Lynette, talked about how they could make a gift to the new hospital through the Physicians' Campaign. It was then they remembered the untouched fund that Herman had participated in 13 years earlier. Both agreed it was a great idea to donate the funds they had invested at Le Bonheur. "Part of the funds were matched by Le Bonheur so we wanted to give it back, Herman says.

The Hermans recently cashed in the plan to make a significant gift to the new hospital.

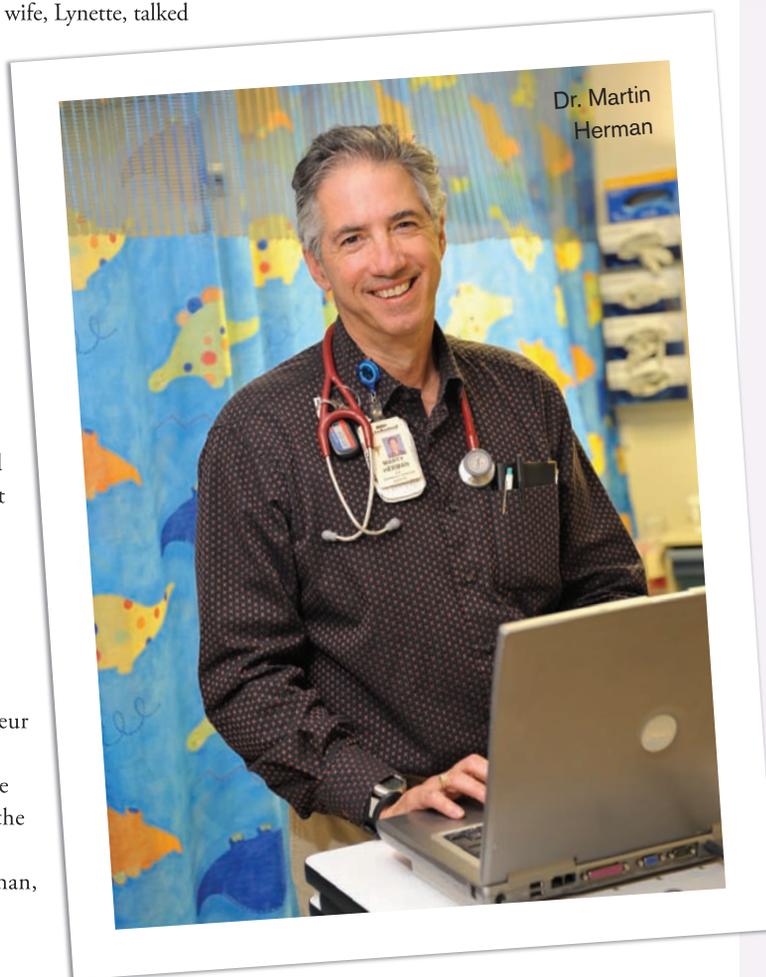
"It's a privilege to serve the children of this community," Herman says. "The reason we decided to make this gift was because physicians should support Le Bonheur. Le Bonheur is home for us. We spend 50 percent of our life here and the children of Memphis deserve the best care possible."

One late-summer day, Herman, who is a pediatric emergency specialist in Le Bonheur's Emergency Department (ED), cared for a mother and child who were both sick and in need of medical care. Treating a parent and child together is not typical of the cases that the ED sees daily. They treat 70,000 children each year, which makes Le Bonheur one of the busiest pediatric EDs in the U.S.

"Le Bonheur's the only game in town," Herman says. "People in the community are not aware that there is only one comprehensive children's hospital in this area. Le Bonheur is the only place in this region to take care of all children. There's no other children's hospital for 150 miles or more in any direction. If Le Bonheur went away, so would a lot of children's

health care in this area. There is no place else to take up the baton."

Married for 26 years, the Hermans have five adult children between them. Herman worked as a mechanic to pay for his undergraduate college degree. While enrolled in pharmacy school at the University of Maryland, he sold encyclopedias door-to-door. When he attended medical school at the University of Maryland, he worked as a pharmacist



at Johns Hopkins. His internship at the University of Maryland was followed by residency at Sinai Hospital of Baltimore. He worked three years for the National Health Services Corp. providing care in rural Mississippi before opening his own practice.

Herman believes that in life you must give back. "I give to Le Bonheur every day but I also take a lot from this place," he says. "There is nothing in the world like working with a child who starts out crying and fearful and in the end is hugging you and gives you a great big smile. There's not enough money in the world to replace that feeling." ■

— By *Kini Kedigh Plumlee*

## *The Benefits of Tax-wise Giving*

Dr. Herman and his wife Lynette chose a tax-wise way of giving back to Le Bonheur—his home away from home—with the gift of his retirement plan assets that would otherwise be subject to both income and estate taxes if left in their estates.

Retirement plan assets are not subject to tax until you or your survivors withdraw assets, but careful planning can help minimize the double taxation of estate and income taxes when retirement plan assets are left to your children or grandchildren. If you would like to support Le Bonheur, a good option may be to leave part or all of your retirement assets to Le Bonheur and to leave other assets to your family members. This can actually result in more assets being received by your loved ones.

To make an estate gift of your IRA, 401(k) plan or other retirement accounts, you may simply name Le Bonheur as a death beneficiary on the appropriate forms. Gifts of retirement plan assets allow you to give more than you thought possible by eliminating estate and income taxes that deplete your estate assets.

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*To explore this opportunity or to learn more about the benefits of other planned gifts, please contact Roberta Bartow Matthews, J.D., Director of Planned Giving, Le Bonheur Children's Medical Center Foundation, at 901-287-5575 or at [matthero@lebonheur.org](mailto:matthero@lebonheur.org).* ■

# Ways To GIVE

Amelia  
Summy



When you give a gift to Le Bonheur Children's Medical Center, you become a partner with our physicians and caregivers in providing a future full of hope for children. Le Bonheur Children's is the only hospital in our region with the range and depth of pediatric specialists necessary to care for the sickest and most fragile children. Children are transported daily by helicopter and ambulance to our door from a six-state area for care they can only receive at Le Bonheur Children's.

Give a gift and see how your investment makes a difference for children. Listed here are some of the ways you can give back to Le Bonheur Children's. Our Le Bonheur Foundation staff will be happy to work with you to achieve your wishes. A donation envelope can be found inserted in this magazine for your convenience.

## Planned Gifts Can Benefit You and Le Bonheur

A planned gift, including a bequest, charitable remainder trust, charitable gift annuity or a gift of real estate or retirement assets allows you to combine your philanthropic interests with your financial needs and tax-planning strategies. Not only can a planned gift provide possible tax savings, a charitable remainder trust and a charitable gift annuity can provide increased income for you and your loved ones. Through the use of a planned gift, you can secure your own financial future as well as ours. For more information, please call Roberta B. Matthews, J.D., at (901) 287-5575 or e-mail [matthero@lebonheur.org](mailto:matthero@lebonheur.org).

## Endowment Gifts for Cutting-Edge Programs

Provide a legacy of perpetual support to Le Bonheur Children's by making an endowment gift. Your gift is combined with gifts from other donors and invested on a permanent basis. The income earned annually by your gift is used to support the program of your choosing. Gifts made to Le Bonheur Children's endowment may honor or remember a special person or celebrate an event or personal milestone. For information, call the Le Bonheur Foundation at (901) 287-5575.

## Volunteering & Special Events

Volunteers, supporters and friends of Le Bonheur Children's host more than 120 events each year. Among the special events you are invited to support are gala parties, silent auctions, golf tournaments, walks and runs and the annual Enchanted Forest Festival of Trees. You support our patients by your participation. Also, please consider volunteering your time with patients and families. For information, call the Le Bonheur Foundation at (901) 287-6308.

## Gifts of Securities

A gift of appreciated securities held for more than one year may provide significant benefits to you as a contributor. For wire transfer instructions and other information, please call the Le Bonheur Foundation at (901) 287-5575.

## Young Philanthropists

Encourage your child or your child's school to become involved with Le Bonheur Children's. Learn more about our Kids Caring for Kids programs by visiting [www.lebonheur.org](http://www.lebonheur.org) or calling Liz Salton at (901) 287-4440.

## Annual Gifts for Urgent Needs

There are many opportunities to give unrestricted donations that help Le Bonheur Children's meet urgent needs on a daily basis. You can make a one-time gift by check, credit card or online donation. Become a DreamMaker monthly donor through credit card or monthly bank draft. You can also make a donation to honor someone special in your life, celebrate a special occasion or remember someone who has passed away. Visit [www.lebonheur.org](http://www.lebonheur.org) to learn more or call the Le Bonheur Foundation at (901) 287-6308. (Check with your employer to get information on matching contributions.)

## Contributing to the "New" Le Bonheur

Nothing is more important than ensuring the health of this generation and the next generation of children. Your contributions — large or small — are needed to help us raise \$113 million to build the new Le Bonheur Children's. Make your gift or pledge today and turn dreams into reality. Call (901) 287-4430 or visit [www.lebonheur.org](http://www.lebonheur.org).



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# Fill a Stocking with Healing & Hope



During the holidays, many of the young patients at Le Bonheur Children's Medical Center will be unable to go home to celebrate with their families. We're making their lives healthier and you can make their lives happier by giving a gift that provides hope for the future. Your financial gift will help provide so many comforts and will make certain that all our programs and services will be available to every child who needs it this holiday season.

You can make a gift in honor of a friend, colleague or customer – what better present to give someone this holiday season? To make your holiday gift, simply return the envelope found inside this magazine, or go online at [www.lebonheur.org](http://www.lebonheur.org) and click on Ways to Help.

*Thank you for remembering our children this holiday season!*

Give online at [www.lebonheur.org](http://www.lebonheur.org)  
or call (901) 287-6308.

