MILLION-DOLLAR TRIBUTE

to daughter’s love of children

ONE OF MORT NOVEMBER’S FAVORITE MEMORIES OF HIS DAUGHTER, DEBRA ANN, RECALLS A YOUNG TEENAGER RUNNING A MAKESHIFT SUMMER CAMP FOR NEIGHBORHOOD CHILDREN.

Her backyard camp had everything from organized games to homemade sandwiches. Debra Ann was so fond of children that the selfless teen used the money she earned in those summers to buy gifts for her little campers.

Today Mr. November, an insurance salesman, and his wife, Iris, honor Debra Ann’s life by supporting various children’s causes in the Cleveland community. Their latest philanthropic endeavor constitutes a $1 million pledge toward future expansion of the Cleveland Clinic Center for Autism at The Cleveland Clinic Children’s Hospital for Rehabilitation. The expansion will allow the center to help more children with autism and consolidate autism services into one area of the hospital. Mrs. November, a retired librarian whom Mr. November affectionately refers to as his “bookie,” is pleased to help increase the resources available to a leading autism research program.

In addition to ongoing research, the Center for Autism offers a year-round school, including an early childhood program. A nearly 1:1 teacher-to-student ratio helps children who have trouble interacting with the world around them. The Center for Autism also trains education and medical professionals and offers community outreach services.

The Novembers, Beachwood, Ohio, residents, have funded building expansion at the Cuyahoga Valley National Park and at an East Cleveland library. And, each year, they send two Cleveland elementary school classes that demonstrate academic excellence and outstanding community service on an overnight field trip to the Great Lakes Science Center or the Cuyahoga Valley Environmental Education Center.

“I’m doing what I feel Debra Ann would have done if she’d lived,” Mr. November says. The Novembers are funding the Center for Autism project with an IRA, a giving vehicle typically reserved for bequest gifts. These PYRAMID Legacy Society members wanted to put their savings to work now and see in their lifetimes, a building named for Debra Ann with autistic children busy learning inside.

To learn more about supporting the Center for Autism, please call Tracy Ketcham, 216/721-7019.
Newly appointed Chief Nursing Officer Claire M. Young, R.N., M.B.A., previously served as director of the Clinic’s Office of Quality Management, managing all accreditation activities for the hospital and the Cleveland Clinic Health System. She joined the Clinic in 1995. Ms. Young has worked as an exercise physiologist, a staff nurse in the Cardiothoracic Intensive Care Unit and an administrator in Preventive Cardiology and Cardiac Rehabilitation. She earned her bachelor’s, nursing and master’s degrees at Texas A&M University, Houston Baptist University and Lake Erie College, respectively.

The Cleveland Clinic’s renowned Digestive Disease Center will host what is believed to be the first chair in laparoscopic colorectal surgery in the United States and second in the world, thanks to the philanthropic support of Alan M. and Karen L. Krause.

The couple’s $1.5 million commitment to fund the Krause-Lieberman Chair in Laparoscopic Surgery in the Department of Colorectal Surgery will support research, database development and recruitment of research fellows in laparoscopic surgery, says Victor Fazio, M.D., chairman, Colorectal Surgery. The chair will rotate every five years to springboard the work of many up-and-coming doctors. This is the first rotating chair at the Clinic. The inaugural chair holder, Anthony J. Senagore, M.D., Colorectal Surgery, plans to investigate the physiological differences between laparoscopic and open surgery; research new surgical instrumentation, including robotics; and analyze the cost-effectiveness of laparoscopic surgery, quantifying advantages such as faster recovery time.

“In general, all clinical research is more difficult to fund than basic research. In particular, cost-effectiveness study is difficult to fund and depends almost exclusively on philanthropy. Without this support, we would have had to slow the pace of research,” says Dr. Senagore.

The chair is dedicated in memory of Mr. and Mrs. Krause’s parents, Pearl and Henry H. Krause and Mildred and Philip Lieberman, and Mrs. Krause’s brother, Dr. Kenneth I. Lieberman.

“It’s a feeling of sentimentality that their names will live on after their children pass away,” says Mrs. Krause.

In addition to creating a lasting tribute, the Krauses met their goal of supporting the Colorectal Surgery Department. Following surgery performed by Dr. Fazio, Mrs. Krause quickly returned to a normal, active life. She is pleased to help improve other patients’ experiences, especially given that her father passed away from colon cancer at a time when surgery was not as advanced. Mr. and Mrs. Krause also contribute to this cause by serving on the Cleveland Clinic Digestive Disease Center National Leadership Board.

Your property may be one of your greatest assets, and incorporating its worth in your charitable giving strategy can benefit you and your favorite organization. There are three main ways to take advantage of the value of your private real estate for charitable purposes – each offers distinct benefits. First, if you no longer require use of the real estate, you may donate it outright to a not-for-profit organization for the maximum tax advantages, including complete avoidance of capital-gains tax.
HIRSCH CANCER RESEARCH ENDOWMENT HONORS

a generous life

You could always count on William B. Hirsch to lend a hand, spare a few dollars or solve a problem. Now, thanks to his children’s collaboration with the Cleveland Clinic Taussig Cancer Center, Mr. Hirsch’s compassionate, generous nature will live on. His three surviving children – Ronald Hirsch, Carl Hirsch and Gayle Simon – presented an initial gift of more than $100,000 to establish the William B. Hirsch Cancer Research Endowment Fund. The endowment will support cutting-edge cancer research and innovations at The Cleveland Clinic in memory of their father, a Beachwood, Ohio resident and former Cleveland Clinic Health System patient.

“If the research saves or prolongs one person’s life, to use my father’s words, and gives them quality extended life, his legacy of caring will live on,” says Carl Hirsch. A plaque recognizing the family’s philanthropic contribution was placed in the lab of Ram Ganapathi, Ph.D., at the Cleveland Clinic Taussig Cancer Center. The Hirsch family intends this gift to be the foundation for further support of cancer research, to pinpoint early warning signs and ultimately find a cure. They encourage others to join this cause.

Mr. Hirsch was founder of Hirsch Electric Co., an electrical contracting firm in Cleveland and Akron. In addition to his children, he is survived by Birdie Hirsch, his wife of 59 years.

You could always count on William B. Hirsch to lend a hand, spare a few dollars or solve a problem. Now, thanks to his children’s collaboration with the Cleveland Clinic Taussig Cancer Center, Mr. Hirsch’s compassionate, generous nature will live on. His three surviving children – Ronald Hirsch, Carl Hirsch and Gayle Simon – presented an initial gift of more than $100,000 to establish the William B. Hirsch Cancer Research Endowment Fund. The endowment will support cutting-edge cancer research and innovations at The Cleveland Clinic in memory of their father, a Beachwood, Ohio resident and former Cleveland Clinic Health System patient.

“You could always count on William B. Hirsch to lend a hand, spare a few dollars or solve a problem. Now, thanks to his children’s collaboration with the Cleveland Clinic Taussig Cancer Center, Mr. Hirsch’s compassionate, generous nature will live on. His three surviving children – Ronald Hirsch, Carl Hirsch and Gayle Simon – presented an initial gift of more than $100,000 to establish the William B. Hirsch Cancer Research Endowment Fund. The endowment will support cutting-edge cancer research and innovations at The Cleveland Clinic in memory of their father, a Beachwood, Ohio resident and former Cleveland Clinic Health System patient.”

Mr. Hirsch was founder of Hirsch Electric Co., an electrical contracting firm in Cleveland and Akron. In addition to his children, he is survived by Birdie Hirsch, his wife of 59 years.
Thankful for care received at The Cleveland Clinic, onion farmer Charles Hanline has designated The Cleveland Clinic as recipient of an estate gift.

Charles Hanline gladly proclaims the health benefits of onions. Granted, as owner of the largest onion farm in Ohio, he has an interest in promoting the value of the pungent bulb. But the fit, active 85-year-old also stands as a personal testament to eating nutritious foods, including plenty of onions, exercising and sticking to a preventive check-up schedule with The Cleveland Clinic.

Whether reeling in monster swordfish or snapping pictures on safari, Mr. Hanline enjoys his good health to the fullest by entertaining an adventurous streak. However, he typically gets his exercise walking with his dog Lucky, and sometimes with several energetic grandchildren. Anything but retired, Mr. Hanline recently toured onion farms in South America to study advanced organic farming methods.

Mr. Hanline’s ongoing pursuit of excellence extends not only to his business, but also to managing his personal health. Though The Cleveland Clinic is a two-hour drive from his farm in Plymouth, Ohio, Mr. Hanline heads there at least twice a year because he knows that’s where he’ll find the best care and expertise. He has been coming to the Clinic for more than 50 years, ever since his Plymouth doctor referred him for chest pain as a result of lifting heavy bags of fertilizer on the farm. His hometown doctor suspected heart trouble, but Clinic physicians diagnosed bruised cartilage.

“If I hadn’t gone to The Cleveland Clinic, my local doctor would have had me on heart medication unnecessarily for the rest of my life,” says Mr. Hanline. This was a wake-up call for Mr. Hanline, who has visited the Clinic for regular physicals ever since. During these check-ups, doctors have diagnosed early-stage melanomas, potential prostate problems and the need for a pacemaker.

Mr. Hanline is thankful for the care he receives at the Clinic and the lifestyle his good health allows. And, regarding more urgent situations, “The fact that you can have a complete record is a benefit when something happens,” he says. When Mr. Hanline became disoriented after hitting his head, for instance, Clinic doctors had instant access to his full medical history.

He has expressed his gratitude for decades of quality care by planning a six-figure estate commitment to the Clinic’s area of greatest need. He also participates in the Clinic’s PYRAMID Legacy Society events.

Mr. Hanline has other Cleveland connections, as well. The son of a telegraph operator, Mr. Hanline actually began his career as a civil engineer for Standard Oil Co. in Cleveland. But Plymouth-based onion farmer John Stambaugh soon recruited the young Mr. Hanline to engineer a solution to his drainage problems. Mr. Hanline’s system improvements reclaimed drainage on 900 acres and marked the beginning of a successful partnership. When he passed away, Mr. Stambaugh left Mr. Hanline shares upgrading him to majority owner of the onion farm. He later became the sole owner.

While Mr. Hanline focuses on raising onions and potatoes, his children operate a successful produce re-packaging and regional distribution operation from the 900-acre farm, serving outlets such as Wal-Mart Stores, Inc. and Wendy’s Old Fashioned Hamburgers.

The Hanline family’s secrets to success are integrity and persistence, traits handed down by Mr. Hanline and his late wife, Alice. These characteristics have served Mr. Hanline well as a farmer and when he was an airman during WWII. His plane was shot down over Germany during the war. After parachuting from 20,000 feet, legs peppered with shrapnel, he was held prisoner for ten months. But, Mr. Hanline persevered and went on to raise a family and become one of Ohio’s most fruitful farmers.
Eric Topol, M.D., Chief Academic Officer and Provost, Cleveland Clinic Lerner College of Medicine of Case Western Reserve University, Comments on Goals and Priorities for the New Medical College Partnership.

Q: What is the mission of the Cleveland Clinic Lerner College of Medicine of Case Western Reserve University?

A: Less than three percent of doctors in this country are actively doing research, which is the whole future of medical care. The new Cleveland Clinic Lerner College is dedicated to repopulating the physician-researcher pool. This is the only medical college in the United States that is 100 percent dedicated to turning out physician-investigators. As such, the number one entry criteria is a curiosity and a passion to go beyond patient care and do the work that will greatly impact disease prevention and promote good health. The first class of students will start in July 2004. We hope that through the innovative five-year curriculum they will gain all the tools, experience and mentoring needed to be great physician-researchers in the years ahead.

Q: How will the partnership with Case Western Reserve University function?

A: The Cleveland Clinic’s college program is an integral part of the Case Western Reserve University Medical School, and the degree is awarded through the university. Students will receive all training on The Cleveland Clinic campus, but will collaborate with Case Western Reserve faculty members in research. It’s a true collaborative effort and ideal experience. Case Western Reserve is an outstanding university that just happens to be two blocks away. Amazingly, we have never worked together in a significant way, so mutually forming the Cleveland Clinic Lerner College of Medicine is a tremendous and exciting accomplishment.

Q: What do you see as the most important philanthropic opportunities?

A: While each class will be small, we believe these students are going to lead American medicine in the years ahead. We want students to stay focused on the mission rather than worrying about debt, so we set up an endowment to offset the economic burden. I feel that we need further support in this area. Also, it would be great to purchase equipment for a clinical skills center for simulating medical procedures, such as a colonoscopy, using a computer rather than a patient. There are also many programs, such as genetics, that we want to fortify. We’d love to have endowed faculty chairs and funds to recruit new faculty mentors in areas such as cancer, neurology and heart disease.
When Joyce Ebisch of Erie, Pa., was diagnosed with severe rheumatoid arthritis at the age of 32, a specialist in Buffalo, N.Y., told her that she'd be in a wheelchair within a year. Three months later, she had lost the ability to operate a pair of scissors and could barely rise out of bed on her own. Yet, over 30 years and 23 surgeries later, she still walks with the help of crutches.

Shortly after her diagnosis, Mrs. Ebisch’s Buffalo rheumatologist referred her to a colleague, Arthur L. Scherbel, M.D., then head of the Department of Rheumatic Disease at The Cleveland Clinic. Dr. Scherbel and the Clinic offered life-enhancing expertise.

While her arthritis has forced many sacrifices, from teaching first grade to driving a car, Mrs. Ebisch is thankful for the things she can do, such as lovingly stroking her cats, Snuggy and Frannie. She feels immense gratitude to The Cleveland Clinic, where she turned for help soon after her diagnosis. That is why she and her husband, Robert, have supported the Clinic with regular gifts over the last decade.

“I have had such good luck and good care at The Cleveland Clinic. It is one of our charities that we give to automatically,” says Mrs. Ebisch. At the Clinic, she was among the first arthritis patients anywhere treated with methotrexate, a cancer treatment that in a milder form works for rheumatoid arthritis. More recently, she began taking a new TNF-alpha blocker drug and since has required only one joint operation. Before this treatment, she underwent surgical procedures at least once a year.

Mr. Ebisch, who suffers from bladder tumors, also has benefited from the Clinic’s position on the forefront of innovative treatments, undergoing incision-free tumor removal.

“There aren’t too many places offering the kind of specialty expertise and compassionate nursing care that we’ve found at The Cleveland Clinic,” says Mr. Ebisch. For this reason, the couple has offered the Clinic their enduring support.

When it comes to Brian Bolwell, M.D., Hematology and Medical Oncology, and his work, Jean Benson, of Naples, Fla., says with gratitude, “I have a kind spot in my heart.” As thanks for the successful, compassionate treatment that he offered her, Mrs. Benson now supports Dr. Bolwell’s clinical research efforts.

Dr. Bolwell, in turn, is grateful for the opportunity that Mrs. Benson provides to pursue his chosen area of investigation, bone marrow transplantation. Most research in this area focuses solely on physical treatment, but Dr. Bolwell, who serves as program director of the Bone Marrow Transplant (BMT) Team, broadens the scope to include the effects of psychological and social circumstances on transplant success.

Funding for this type of research is difficult to secure, and support from Mrs. Benson, who recently made a six-figure gift to launch the Mrs. Keith S. Benson Initiative Fund in BMT, is critical to Dr. Bolwell’s ability to pursue his goals.

“With her admirable leadership and support, Jean Benson is helping us try to make bone marrow transplant as humane as possible in addition to extending our clinical research efforts,” says Dr. Bolwell. As the Benson Initiative Fund grows, it will help Dr. Bolwell meet program goals such as further investigating psychosocial effects on outcomes and enhancing the compassionate treatment and comforting support given to patients and their families.

Mrs. Benson and her late husband, Keith, have generously supported many Clinic programs over the years. During their earlier days in Cleveland, Mr. Benson was a leader in Cleveland’s iron ore and coal management business. Aside from raising a family, which has grown to include six grandchildren and 10 great-grandchildren, Mrs. Benson has long volunteered her time to many charities in Cleveland and Naples.
PHOTO CLIPS

Making Connections Losing a loved one is difficult. To help family members cope, the Harry R. Horvitz Center for Palliative Medicine and Hospice of The Cleveland Clinic sponsored the first annual Camp Connect last May. At the one-day event, held at Cedar Hills Camp and Conference Center in Painesville, Ohio, children such as Carly Wachtel (left) and Lindsey Wachtel (right) and their families explored their grief over the death of a loved one in a safe, supportive atmosphere. Camp attendance was free of charge, thanks to private donations made in memory of Jerome B. Burkons, founding chairman of the Palliative Medicine Board of Advisors. The next Camp Connect will include an overnight stay, May 21 to 22, 2004.

Art on Loan MBNA Corporation loaned The Cleveland Clinic highlights from its Wyeth art collection for display in the InterContinental Hotel last July through September. This collection brings together the work of three generations of America’s Wyeth family, Newell Convers Wyeth (1882-1945), his son Andrew Wyeth (b. 1917) and grandson James Browning Wyeth (b. 1946). MBNA’s complete art collection includes the work of many highly regarded artists, with an overall emphasis on living artists and contemporary American realism.

(continued from page 2) Second, real estate gifts can alternately provide you with life-long income. Here’s how this works: You donate real estate to a charitable organization and create a charitable trust or gift annuity. The beneficiary (you or someone you choose) receives payments now, and the charity receives the principal in the future. In addition to life-long income, you also receive an immediate income-tax deduction, estate-tax savings and avoidance of capital-gains tax.

Finally, many people do not realize that you may live in your home for the remainder of your life but transfer title to a not-for-profit organization, such as The Cleveland Clinic, for immediate income-tax savings. Called a retained life estate gift, this well-kept secret enables you to make a gift to a charity now without any disruption in your lifestyle.

“My clients have found that making gifts of real estate to fund a charitable trust or gift annuity provides a greater source of income than traditional investments,” comments Bradley Schlang, certified financial planner with Eton Financial Services. “Such gifts increase diversification and liquidity while supporting the clients’ charitable goals. These vehicles benefit the charity and help transfer more wealth to heirs.” Mr. Schlang is currently working with Nelson J. Wittenmyer, director of Gift Planning at the Clinic, to facilitate a client’s real estate gift.

For more information on gifts of real estate, please contact the Office of Development at 216/444-1245.

HEART CENTER RANKED #1
For the 9th year in a row, U.S. News & World Report says the nation’s busiest heart center is also the nation’s best. The Cleveland Clinic Heart Center tops the magazine’s 2003 list of best heart and heart surgery hospitals. For the first time ever, The Cleveland Clinic also is recognized for excellence in all 17 medical specialties ranked by the magazine. Of these rankings, nine specialty care areas at the Clinic are listed in the top 10.

CLINIC’S LARGEST NIH GRANT
The National Institutes of Health has awarded The Cleveland Clinic a $17 million grant to establish a general clinical research center. The five-year, renewable grant is the largest NIH award ever received by the Clinic. The Cleveland Clinic General Clinical Research Center will expand the Clinic’s patient research capabilities significantly, providing centralized support for clinical and translational research and expanding clinical research training and career development programs.

QUALITY WEB SITE LAUNCHES
The Cleveland Clinic now offers detailed guides on the Internet to help consumers make informed decisions about treatment options. The site provides information on the criteria most often used to measure quality in health care. The site provides data on how the Clinic compares to other health centers, patient satisfaction data and quality measures for numerous and specific diseases and conditions. These guides are available on the Internet at www.clevelandclinic.org/quality.

(continued from page 2)
McLoraine’s $5 Million Estate Gift to Cancer Program

The Cleveland Clinic Taussig Cancer Center’s Scott Hamilton CARES Initiative, the Cancer Alliance for Research, Education and Survivorship at the Clinic, has received a $5 million estate gift from the late Helen McLoraine. Her gift will help extend patient education and outreach efforts that empower and inspire cancer patients and their loved ones by providing the best information available to help them through their illness. Mrs. McLoraine supported Scott Hamilton, a 1984 Olympic champion, from the early days of his skating career through his battle with testicular cancer and founding of the Scott Hamilton CARES Initiative at the Clinic.

Stem Cell Center Formed

Ohio Governor Bob Taft (right) presented state funding totaling $19.4 million for the Center for Stem Cell and Regenerative Medicine to Paul DiCorleto (right center), Ph.D., chairman of the Cleveland Clinic Lerner Research Institute, Stan Gerson (left center), M.D., director of the Center for Stem Cell and Regenerative Medicine and chief of the Division of Hematology Oncology at University Hospitals of Cleveland, and Gil Van Bokkelen (left), Ph.D., chairman, president and CEO, Athersys Inc. The new Center for Stem Cell and Regenerative Medicine, a consortium comprised of Case Western Reserve University, The Cleveland Clinic, University Hospitals of Cleveland, Athersys and other partners, will work to develop and commercialize new stem cell technologies to treat a broad range of diseases. Governor Taft returned to the Clinic campus for the groundbreaking ceremony for the new Cleveland Clinic Genetic and Stem Cell Research Center on Oct. 31. At least two of the six-story building’s floors will house the Center for Stem Cell Biology and Regenerative Medicine at the Clinic.

South African Couple Makes Major Pledge

Eric Samson, who heads up Macsteel Group, an international steel distribution service headquartered in Johannesburg, South Africa, traveled across the globe for the Cleveland Clinic Heart Center’s renowned care when he needed a heart bypass. Mr. Samson and his wife, Sheila, recently pledged a large, multi-million dollar gift to the Heart Center, in honor of his surgeon, Delos Cosgrove, M.D., chairman, Thoracic and Cardiovascular Surgery. The Samsons now come to the Clinic for major medical procedures, but also drop in for regular check-ups during business travels. Mr. Samson also serves on the International Heart Center Leadership Commission. The Macsteel Group, one of the largest private companies in South Africa, moves about 20 million tons of steel and iron ore in a year and oversees more than 100 international locations.