

# Legacy

Volume 2, Issue 1 ■ Spring 2008

## Ueberroth gifts promote early detection of breast cancer

Peter Ueberroth once described his longtime assistant, Sherry Cockle, as his brain — able to recall his past moves and anticipate his next ones.

They worked together more than 20 years, as Ueberroth built his impressive resume as an entrepreneur, president of the remarkably successful Los Angeles Olympic Games, and author of a best-selling book. During that time, Ueberroth says, he and Cockle developed a “rare relationship. I could have a thought, and before I committed it, she would bring it up.”

Cockle also became a close family friend, sometimes spending holidays and vacations with Ueberroth and his family. So when she died of cancer in 1987, Ueberroth and his wife, Virginia, knew they wanted to do something to honor their friend and establish a meaningful legacy in her name.

The result was the Sherry Cockle Memorial Endowment Fund, set up in 1990 through the Community Hospital Foundation to provide free mammograms for women who could not afford them. Cockle had been diagnosed with breast cancer and ultimately died of uterine cancer. She had retired to Carmel Valley to be close to her daughter, Pamela Shore Harris of Carmel Highlands. The Peninsula also has been something of a second home to the Laguna Beach-based Ueberroth, who is a partner in the Pebble Beach Company.

To start the fund, the Ueberroth Family Foundation provided \$50,000 in seed money, and that amount was matched with funds raised at the AT&T Pebble Beach



Peter Ueberroth, right, established a fund to pay for mammograms in honor of his longtime assistant, Sherry Cockle, left.

National Pro-Am golf tournament, played annually at the courses Ueberroth co-owns. A generous in-kind donation has come from Community Hospital radiologists, who review the mammograms at no charge.

Since the fund was established, hundreds of disadvantaged women on the Central Coast have benefited, receiving the screenings that are key to early detection of breast cancer. In the last three years alone, the fund has paid for 368 mammograms at Community Hospital's Breast Care Center.

Pleased with the results, the Ueberroths contributed an additional \$50,000 last year.

“It's working very well,” Peter Ueberroth says, “so we gave a little extra to help keep this vital service going.”

The Ueberroth Family Foundation, chaired by Virginia, has been supporting charitable works since 1984, focusing on youth, education, and cancer initiatives. Virginia is, herself, a breast-cancer survivor.

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**IMPORTANT**

**GIFT ANNUITY RATES TO BE REDUCED AS OF JULY 1, 2008**

This means lower payments to donors for gift annuities funded **after** July 1. *New rates will not affect current payout rates.* Act now to maximize gift annuity payments. For more information, call the foundation at (831) 625-4506.



FROM COMMUNITY  
HOSPITAL FOUNDATION'S  
CHIEF DEVELOPMENT  
OFFICER —  
**ALBERT J. ALVAREZ**

**M**any mornings, my wife Sally and I walk our two dogs on the trail along our beautiful waterfront around 5 a.m. I am always struck by how much noisy activity is going on even in that pre-dawn setting: Sea lions are barking, early commuters are going to work, and other folks, like Sally and me, are exercising their dogs or jogging. In many ways, our hospital community resembles that scene: Regardless of the time of day, doctors, nurses, technicians, and other professionals go about their important work of caring for their patients, even when the rest of us are comfortably asleep.

I am especially mindful of this as we celebrate the significant accomplishments of two great professions through Doctors' Day, recently held on March 30, and Nurses' Day, on May 8. We can never take for granted the unselfish commitment of physicians and nurses. Together, they form the nucleus of a team of providers who efficiently, effectively, and compassionately deliver excellent care to our patients. We can count on their professionalism day or night, weekend or weekday, holiday or workday.

Thank you, also, for your ongoing support of our hospital. Through your contributions, we are able to provide the best in staff and equipment. Your support underwrites our commitment to provide innovative healthcare with a human touch to all residents of the Monterey Peninsula and we definitely appreciate it.

Sincerely,

Albert J. Alvarez, Chief Development Officer,  
Community Hospital Foundation

## Targeted giving A catalyst for change



Lisa Holden, clinical dietitian, Tricia Vincent, clinical dietitian and Outpatient Nutrition and Diabetes Program manager, and Juliet Chandler, RN, are part of the Diabetes Program team at Community Hospital.

**I**f you don't have diabetes, it may be hard to imagine living with a disease that threatens your health and vitality, that elevates the incidence of heart disease, stroke, and high blood pressure, that is the leading cause of new cases of blindness among adults, that is the principal cause of kidney failure, that damages the nervous system, complicates pregnancy, exacerbates dental disease, and can result in limb amputation.

If you don't have diabetes, you may not even think of such devastating side effects. But if you are one of more than 20 million people in this country suffering from diabetes, such symptoms can be part of your daily life.

If you don't have diabetes, there is still a chance that you are one of more than 6 million people in this country who simply have not yet been diagnosed.

And the incidence is increasing.

Beverly Hamilton, who has, over the years, quietly and generously supported Community Hospital of the Monterey Peninsula, decided to do something about it. Hamilton, a former chairperson of the hospital's board of trustees, is a current member of the board of The California Endowment, a foundation dedicated to helping provide healthcare to the underserved in our state. Hamilton recommended that The California Endowment consider funding grants to the hospital's Diabetes Program for the purpose of outreach.

In 2006, The California Endowment awarded \$15,000 to Community Hospital, followed by a \$20,000 grant earlier this year.

"Diabetes is one of the major health issues facing people here in California and around the country," says Hamilton. "Yet many people don't even know they have diabetes or pre-diabetic conditions they should be treating. I simply brought together two institutions committed to this serious problem. Community Hospital has a wonderful diabetes program, and I wanted to make sure, through the support of The California Endowment, that in addition to treating patients who come to them, they are extending their reach into the wider community."

The impact of creating a collaborative relationship between two organizations with complementary missions has been exponential. The number of people throughout the community getting screened for diabetes has increased substantially.

"In particular," says Hamilton, "this increased screening has occurred at the RotaCare Clinic in Seaside, a free clinic that operates at the Seaside Family Health Clinic. This Wednesday-night clinic has operated for many years and is very popular in the Seaside-Marina area. Through this grant, diabetes screening has been added, not just for potential patients who happen to be waiting in line, but also for family members who are in line with them."

See *Targeted giving* . . . on page 3

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# Rayma Zwinge raises the bar on employee giving

When someone is dying or has already passed on, Rayma Zwinge gets in her car and heads out into the darkness to take care of the patient and the family. Sometimes she assists people who are sick. But mostly it is death that calls her out, no matter the time, and under all conditions, to help the family reach dawn.

Zwinge is a nurse who takes night calls for Community Hospital's Hospice of the Central Coast.

"Aside from getting lost in the dark now and then," she says, "I really enjoy my work. If the patient has died, or before they pass away, if they are in pain or in crisis, or if the family just can't handle it another minute, I go out to show them how they can, or that I'm going to do it for them."

Zwinge hails from a long line of nurses, and has done "just about every kind of nursing." Her hospice

work started in 2002, shortly after she joined Community Hospital — and she's been making charitable donations to the hospital all that time.

"I always give in memory of people who have died or in honor of a doctor I've liked," she says. "It isn't hard to figure out why: it's the local hospital. You've got to take care of your own."

Her most recent contribution was a pledge on behalf of the Pavilions Project, the hospital's \$153 million expansion. Hers was the largest employee gift to this project, and in recognition of that generosity a conference room has been named in her honor.

"It was just time," she says. "I'm getting older; I decided to put my money someplace I probably will be using someday. Once you reach a certain level of giving, you get to name something."

Zwinge also has donated a special photograph for this room, a shot of the Lincoln Memorial in Washington, D.C., snapped by singer Kenny Rogers.

Zwinge met the country star after winning a contest, and has kept in touch with him and his wife periodically ever since. The photograph was a gift from Rogers.

"I went to the Lincoln Memorial a couple of years ago," she says. "It was the most impressive thing I had ever seen. In every photo you see, they've had to 'scootch' everybody aside to get the picture. Kenny took this one at 2 a.m., and even then there are people in front of it. It's a piece of America. It's beautiful.

"They have such gorgeous art at the hospital. I've never seen a place that has such beautiful art. I just thought this one picture would be nice. It gets to you."

Zwinge thought the hospital would be a great home for the photo, and for her charitable contributions.

"It's not how much I give that's important," she says, "just that I do. And if telling others about it inspires someone else to give, then we'll all be that much better for it."



Rayma Zwinge supports her patients and Community Hospital.

## Partners in Caring

Community Hospital's supporters are thoughtful and generous people who have chosen to donate in support of providing the best possible healthcare to the community. We say "thank you" in many ways. To demonstrate our gratitude in a more personal way, a new program, *Partners in Caring*, was developed.

Community Hospital Foundation inaugurated the program 18 months ago, offering non-clinical support to donors and their families, should they become patients. Included are "concierge-type" services provided at a time they are needed the most.

### Benefits of *Partners in Caring* include:

- Access to 7-day-a-week, 24-hour-a-day phone numbers (non-clinical assistance only)
- Daily newspaper or other donor-preferred publication (i.e. Wall Street Journal, New York Times, Time, People, etc.).
- Amenity bag courtesy kit
- Personal assistance with other needs for comfort and peace of mind
- Plant, flower, or other gift

Donors who choose to use this service are given a telephone number, accessible at any time, and an identification card listing other pertinent numbers.

If you are a hospital donor and would like to learn more about the *Partners in Caring* program, please contact:

Debbie Howitt, (831) 622-2792  
debbie.howitt@chomp.org

or  
Janet Rappa, (831) 622-2793  
janet.rappa@chomp.org.



### Targeted giving . . . from page 2

In addition, The California Endowment grants were aimed at helping patients gain access to the FACTS diabetes-education classes at Community Hospital.

"Historically," says Hamilton, "the classes were not as well attended as anticipated. Part of it was cost, part of it was transportation, and part of it was language. Now, through this grant, the program has been enhanced

by updating class curriculum and incorporating bilingual materials."

The updated classes are designed to help those with pre-diabetes learn how to delay or prevent the onset of diabetes, and those with diabetes learn how to live healthfully with the disease.

Community Hospital also has hosted employee health fairs at local companies and provided

diabetes screening and education at area schools and community groups.

"The California Endowment has done major work on diabetes-obesity issues throughout the state," says Hamilton, "and it is glad to be supportive of an already-established program that just needed help to expand. This is an excellent example of how people in the community can target their giving to individual programs they, personally, would like to encourage.

"While the hospital always needs unrestricted contributions, if someone in the community is really interested in supporting a particular issue, this, too, is welcomed. When you care deeply, it's good to know there are opportunities for targeted giving. Sometimes you can be a spur to increase focus on a particular cause."

For more information about Community Hospital's Diabetes Program call 649-7220.

Ueberroth . . . from page 1

Last year, the foundation made grants of more than \$1.3 million, assisting more than 75 nonprofit agencies.

“Most of them are anonymous; I think it’s best to keep them there,” Peter Ueberroth says.

“There were two reasons I agreed to make this a little public. One is that Community Hospital is, I think, exceptional in its work and its follow-through, and the second is to get the word out a little more,” especially among disadvantaged communities.

“The more this is available,” he says, “the better off we’re going to be.”

The ongoing mission to ensure early detection is the subject of a fundraising initiative at Community Hospital this year.

Sherry Cockle’s breast cancer was found at an advanced stage, “hence the idea of trying to help people through early detection,” Ueberroth says.

Ueberroth described Cockle as quiet and accomplished. They met a week after she had retired from a successful career as an executive assistant. He was looking for someone to fill that role for him as he launched a travel business.

Ueberroth’s company, First Travel Corp., became the second largest travel company in North America, with more than 300 wholly owned retail travel agencies. He sold it in 1980, after he was named president of the Los Angeles Olympic

“She worked longer than she wanted to,” he says, “to get me through the games.”

Afterward, she did retire, but Ueberroth lured her back to work again, at least briefly. He had become the commissioner of Major League Baseball, and he also was writing a book about the Olympic experience, and he turned to Cockle for help.

“We’d work about three hours in the morning and three hours in the late afternoon,” he told the Los Angeles Times at the time. “I’d dictate it into a machine, and then Sherry would transcribe it. Having been my assistant and my brain for 16 years, she knew my every move, she knew where I was at any given time, and could correct things like dates, and she knew things like how to spell people’s names.”

The finished book, “Made in America,” became a best seller.

And Sherry Cockle finally, officially, retired.

Afterward, she did retire, but Ueberroth lured her back to work again, at least briefly. He had become the commissioner of Major League Baseball, and he also was writing a book about the Olympic experience, and he turned to Cockle for help.

“I told her that I couldn’t pay her a whole lot (because) I was starting my own business,” he says. “But I could give her some travel benefits, a couple of international trips every year, so that kind of enticed her and she became a very close personal friend, a friend of the family.”

Organizing Committee. He led the privately financed 1984 games to an unprecedented success, ending with a \$238 million surplus and earning Ueberroth Time magazine’s Man of the Year title.

Throughout the four-year planning process for the Olympics, Cockle worked alongside Ueberroth.

## Free mammogram . . . firsthand

Tight finances caused Michele Pietrantonio to cancel her health insurance, but it had been a year since her last mammogram and she knew she was due.

Driving by Community Hospital’s Breast Care Center one day she stopped to ask whether there was a program that offered a reduced rate to an uninsured person.

“They said absolutely not,” Pietrantonio says.

What they did have was even better — free screenings for those who qualify. She filled out a form and got a response a short time later: She was eligible.

“The facility is just fabulous, very professional,” she says. “I’m in the salon industry so I’m always in tune with how people are taken care of. They treated me equally with the woman next to me, who probably had medical insurance.

“The staff and technicians were off-the-charts excellent. You really feel that you’re getting the best care.”

Pietrantonio got her results soon after her screening, and everything was fine. She quickly sent a note to the center, thanking the staff for its time and care — and for the Sherry Cockle Memorial Endowment Fund, which paid for the screening.

Cockle’s daughter, Pamela Shore Harris, lives on the Peninsula and has referred women to the Breast Care Center because of the fund.

“I think it really has been wonderful,” she says.

Each year, interest earned on the fund pays for mammograms for many women who can’t afford them. Screenings also may be paid for by Community Hospital’s general sponsored-care program. Between the two programs, 137 free screenings were

performed in 2005; 191 in 2006; and more than 200 were done last year.

“As a vital service to women in our community, the Breast Care Center is committed to providing early detection in the effort to save lives,” says Dr. Susan Roux, breast radiologist and medical director of the Breast Care Center. “Whatever the economic circumstances faced by individual patients, the hospital and the Breast Care Center have long-partnered to ensure accessibility.”

That’s welcome news to people such as Michele Pietrantonio.

“I had Blue Cross and then I had to drop it,” she says. “I had to make a choice. I was putting my child through college, so I had to drop it and it made me sick. It still does. Everyday I’m working toward that goal of getting insurance again. It’s frightening not to have it.”

### How you can help

Ensuring early detection of breast cancer is the subject of a fundraising initiative this year at Community Hospital of the Monterey Peninsula. Community support has enabled the hospital and the Breast Care Center to provide regular, prompt, comprehensive, and personalized care in a single setting. With continued support, we can maintain our commitment to provide access to the best care and most up-to-date equipment and technology available. To learn how you can help, please visit us online at [www.chomp.org](http://www.chomp.org) or call (831) 625-4506.



# Hat trick

## Donation gives confidence and self-esteem to cancer patients

For 25 years, Julie Jones had shiny, dark-brown hair cascading down her back. And lush eyelashes. And vivid eyebrows.

And then she didn't.

The first time she was diagnosed with breast cancer, in fall 2004, she didn't lose her hair. With her second diagnosis and its treatment a year later, it was gone.

"I went to all the stores, and all the arts and crafts shows, looking for a hat that would cover my head and be secure," Jones says. "But I found nothing — nothing that reminded me of me and helped me feel better about myself."

Until she attended the Mendocino Art Center Annual Thanksgiving Arts & Crafts Fair. Until she noticed the rich, crushed-velvet hats with big bows and prominent flowers. Until she met the designer and learned that she, too, had undergone cancer treatment, that she, too, understood just what was needed in such a hat, and how to make it.

"This hat is a kind of turban with velvet inside and out," Jones says. "And it has a wire that tightens and twists to create a bow that will make the hat snug. Because of its shape, it ends up fitting the head, unlike sock-shaped hats and most others, so you don't necessarily look like you are in chemotherapy and don't have hair."

Jones bought herself a couple of hats, and once she looked in the mirror and saw the familiar face in the chic hat, she realized she wanted others to have the same opportunity. She wanted other women undergoing cancer treatment to have such a marvelous hat without having to look for it, and without having to wait to look beautiful again.

So, she and husband David made a deal with the hat designer and made a generous gift to Community Hospital of the Monterey Peninsula with the desire that it be allocated to the Cancer Resource Center for the express purpose of buying these velvet hats.

"The beauty of the hat was inspiring," says Sandy Larson, recently retired director of the resource center. "For women going through treatment, it is a low point when they lose their hair. Anything that helps them feel more attractive, more like who they are is crucial. Julie's generosity was so well intentioned. She translated that into a gift to the community."

Meanwhile, Barbara Stivers had just lost her hair. The chemotherapy treatment she had undergone for lymphoma was doing its job, and it showed. Then she and husband Paul discovered the crushed-velvet hats.

"Going through chemotherapy is such a trying experience," says Paul Stivers. "To go to this tremendous resource center at the hospital, try on a hat, and walk away with something that makes you feel good despite the loss of hair and all you're going through, well, it's hard to describe what an incredible change something so simple can make. It's amazing what a pretty hat can do."

### Self-esteem is only part of

the sacrifice associated with losing one's hair to chemotherapy. Since most of our body heat escapes through the head, it gets downright cold without that cap of hair most of us take for granted.

At night, when the body is tucked snugly beneath warm covers, the chemotherapy patient who has lost her hair is cold. During the day, whether the sun is shining or not, the patient will likely feel a chill. Unless she is wearing a hat.

"My goal in making a gift to the hospital," says Julie Jones, "was to create a budget for the Cancer Resource Center, so they could continue to provide appropriate hats to patients undergoing cancer treatment. But my donation bought only so many velvet hats."

Sandy Larson, recently retired director of the resource center, says Jones' hat was beautiful, fit well, and was fun to wear.

"This inspired us to want to create a special fund that would enable us to buy hats, of various styles, that would be available to women over time," Larson says. "Maybe others will respond to such a human condition of going through treatment, becoming completely bald, and feeling so low. Maybe someone else will be inspired by Julie's story and want to buy more hats."

To contribute to our hat fund, please visit [www.chomp.org](http://www.chomp.org) and click on ways to give, or call (831) 625-4506.



David Jones, Paul Stivers, Barbara Stivers (seated), and Julie Jones admire the stylish velvet hat that has been embraced by cancer patients.

## Tyler Heart Institute celebrates its first anniversary



February 2008 marked the one-year anniversary of the Tyler Heart Institute. In recognition of this occasion, Community Hospital hosted a special reception attended by donors, former cardiac patients, physicians, nurses, and other staff. Under the leadership of renowned surgeons Drs. Vincent Gaudiani and William Reed, more than 160 open-heart surgeries have been performed to date with truly remarkable outcomes.

The institute brings together all the services of Community Hospital's comprehensive cardiac care. It was made possible in large part by a significant donation from William and Susanne Tyler.



Community Hospital of the Monterey Peninsula

Clockwise from top left: Dr. William Reed flanked by patient Dominic Mineo and Mr. Mineo's wife, Ninfa; William Tyler with Dr. Steven Packer and Ann Packer; Tyler Heart Institute donors Dr. John Rhodenbaugh and Rosemary Rhodenbaugh; Dr. Vincent Gaudiani and his wife, Candace, enjoy a laugh with Ian Arnof, chairman of the Board of Trustees.

## Desert gathering for Community Hospital supporters



Many supporters and friends of Community Hospital divide their time between the Peninsula and other parts of the country. Occasionally, the foundation organizes gatherings in other areas to provide part-time Peninsula residents updates on the hospital and to get to know them better. In March, Nanci and Jim Dobbins graciously opened their La Quinta home for a gathering of the hospital's friends in the Palm Springs area. Photo at left: Event host Jim Dobbins, left, with guests Lisa Tripp, Stuart Tripp, and Dennis Plummer. Photo at right: Dr. Steven Packer, Jerry Packer, and hostess Nanci Dobbins (holding Zoey).