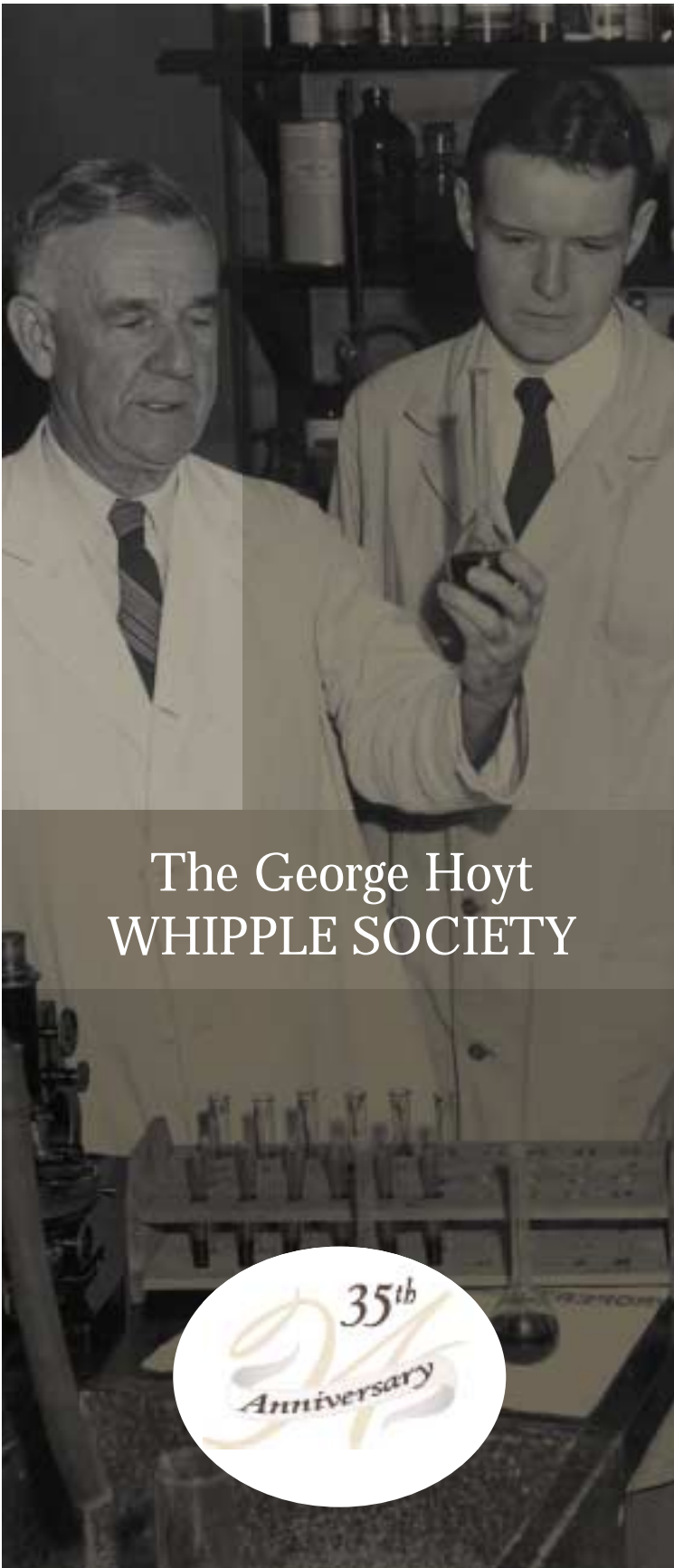


The Whipple Society is dedicated to the preservation and advancement of medical education, a cause to which George Hoyt Whipple, the first Dean of the School of Medicine and Dentistry, devoted his life and intellect. For 35 years, alumni and friends have supported the School through their leadership giving and membership in the Whipple Society.

Today, Whipple's integration of patient care and academics remains at the core of medical education and practice at the School of Medicine and Dentistry. Through gifts to the annual fund at the Whipple Society level, this tradition is brought to life in the 21st century across our teaching, patient care, research, and community health missions.

George H. Whipple

The George Hoyt Whipple Society
School of Medicine and Dentistry Development
300 East River Road
Rochester, NY 14642



The George Hoyt
WHIPPLE SOCIETY



Message from the Dean

While there are a number of external forces that have caused some to become cynical about the future of biomedical science and practice, I believe that this is an extremely exciting time to be working in the field of medicine. The prospects for the creation and dissemination of medical knowledge have never been greater, and the application of this knowledge to patient care through translational research will be rewarded in longer and healthier lives. The University of Rochester School of Medicine and Dentistry is proud to be in the thick of the excitement.



Alumni support of these efforts is more critical than ever. To set a national standard for clinical and research education, and become the school of choice for the nation's most talented and motivated young people, we have focused our investment priorities on what students tell us they need to excel. Your contribution to the annual fund helps us meet these critical needs every day.

I encourage all our alumni to learn more about the exciting changes that are taking place at the School of Medicine and Dentistry. Please visit our website at www.urmc.rochester.edu/smd, where you will find my newsletter as well as information about our education, clinical, research, and community health activities.

Thank you in advance for your generous financial support.

Sincerely,

David Guzik, M.D., Ph.D.
Dean, University of Rochester
School of Medicine and Dentistry



Why Whipple?

The fact is, **Whipple Society** members have been—and will continue to be—our School's most important catalysts for innovation and positive change, representing the critical link between our School's storied past and the future. Leadership giving helps ensure that the School of Medicine and Dentistry can continue to rigorously prepare physicians and scientists in the traditions that are the hallmark of a Rochester education. Please join us in helping the School of Medicine and Dentistry write a new chapter of achievement in medical research and education.

Some Current Investment Priorities

Your gifts directly offset the cost of medical and graduate student education, as well as expand educational opportunities through tuition relief, merit scholarships, and access to national educational opportunities. Some examples of where we have invested **Whipple Society** gifts and recent outcomes:

Scholarships— With a new development emphasis on the funding of scholarships for our students we have secured more than 50% of the three-year \$10 million scholarship initiative

Curriculum Development— New curricular offerings have been developed in response to medical student surveys including a two-week pharmacology course; revision of the Disease Process and Therapeutics Course; and Master Clinician Rounds to promote expert reasoning.

Learning Environment— Enhancements include wireless Internet capability in the Case-Method Room, conversion from analog to digital technology in the Problem-Based Learning rooms, and an upgraded student lounge.

Community Health— Medical students will have more educational opportunities than ever before to work in the community with the establishment of a Center for Community Health (CCH)—a new organizational structure to coordinate and support community health efforts across the Medical Center.

Donor Card

Name _____
 Title _____
 Practice Name or Institution _____
 Preferred Address _____
 City, State Zip _____
 Phone Number _____
 E-Mail _____
 Class Year _____ Degree _____

I am pleased to have the opportunity to meet the qualifications for **Whipple Society** membership through my enclosed donation of _____ Fund. to the _____ Fund.

Please enroll me/ us in:

- \$50,000 + Whipple Benefactors
- \$25,000 - \$49,999 Whipple Founders
- \$10,000 - \$24,999 Whipple Advisors
- \$5,000 - \$9,999 Whipple Gold Headed Cane Patrons
- \$2,500 - \$4,999 Whipple Fellows
- \$1,500 - \$2,499 George Hoyt Whipple Associates

- Enclosed is my check \$ _____
- I would like to charge my gift of \$ _____ to:
 - Visa Mastercard Discover
 - American Express

Acct. Number _____
 Exp. Date _____

Signature _____

- I would like to make quarterly payments
- I have enclosed a matching gift form
- Gifts of Stock

For instructions on electronic transfer of stocks, bonds, or mutual fund shares to the University of Rochester Medical Center please contact Debbie Rossi at 800-333-4428.

Please contact

Trina St. Louis, Assistant Director of Development at 800-333-4428 ext. 3-5947 or tstlouis@admin.rochester.edu if you have any questions about your gift and the Whipple Society.