

STRONGKIDS NEWS



2011 VOL. 4



\$100 Million campaign launched to make care 'ever better'

Auctioneer Howie Jacobson helps kick off the campaign at the Wonderland-themed Children's Hospital Gala.

2011 Gala raises record \$1.3 million

| Pediatric sleep medicine services moves

| Golisano physician named AAP President



DEAR FRIENDS —

What an incredible fall this has been already!
An incredibly successful (and fun!) Gala, a fabulously popular Golf Tournament, a celebration of cardiac repair and health all the way in Buffalo – who could ask for more?

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But still, we at Golisano Children's Hospital see every single day that we have much work yet to do. We see the children whose illnesses might have been prevented but for enhanced education about risk factors and unhealthy behaviors. We see the children for whom medicine in the year 2011 just doesn't yet have the answers they need. We see the families for whom life is chaotic and access to resources is impossibly remote. And we see the effect economic hardship has on behavior, healthcare, research, and education. How do we keep going?

It is the children and the promise of a healthier tomorrow that gives us purpose, energy, vision. It is the families who hope and advocate and strive for their children that keep us reaching for that next cure, that future physician, that healthier lifestyle. And what better incentive could there be than the promise of a healthier tomorrow for our children and their children?

We have officially launched the Golisano Children's Hospital "Ever Better" campaign. And with it, we have launched a new era of healthier children, wiser parents, and better equipped pediatricians for all of Rochester!

As we say at the University of Rochester,

Meliora,

Nina F. Schor, M.D., Ph.D.
Pediatrician-in-chief



The capital campaign launches amid falling balloons and confetti at the 24th annual Children's Hospital Gala.

Golisano Children's Hospital launches \$100M campaign to make care ever better

Goal includes new building and enhancing clinical, research and education programs

Amid falling balloons and raining confetti, volunteers, University and Medical Center leaders, physicians, and staff at the 24th annual Children's Hospital Gala Oct. 29 launched an ambitious \$100 million campaign to transform Golisano Children's Hospital at the University of Rochester Medical Center (URMC) facilities, teaching, research, and patient care programs.

The capital project for the new hospital is the largest in the University's history. The \$100 million campaign also represents a large portion of URMC's overall \$650 million campaign. Both are components of The Meliora Challenge: The Campaign for the University of Rochester, which is the

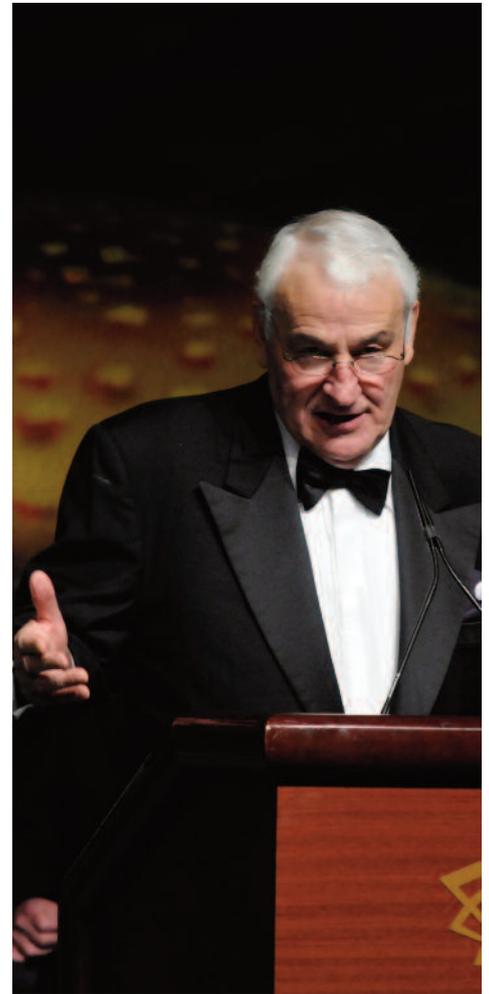
\$1.2 billion comprehensive campaign announced earlier in October.

"Meliora is not just our University and Campaign motto. 'Ever Better' is an ethic that we share as a community, a description of who we are and what we value," said Joel Seligman, president of the University of Rochester. "The planned transformation of Golisano Children's Hospital fits our motto perfectly. We need to make pediatric services ever better because it helps our region grow the next generation into healthier, happier, more productive adults."

"This is an aggressive but attainable fundraising goal. This is an incredibly giving community that understands that a new

children's hospital is critically important, and I thank all those who are contributing both money and effort to this campaign," said Bradford C. Berk, M.D., Ph.D., CEO of URMC. "Our inpatient pediatric facilities and programs must be improved to better support the world-class medicine practiced within."

The campaign announcement at the Gala (for more on the Gala, see page 5) is the latest step in URMC's plan to bring the Finger Lakes region a new children's hospital. In July, a \$20 million gift from hospital namesake B. Thomas Golisano was announced, along with plans for the hospital dedicated solely to children and their families. With Golisano's
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CAMPAIGN

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gift, about half of the \$100 million goal has been raised to-date, but with the campaign now in full swing, a groundswell of volunteers, physicians, employees, parents and former patients have all stepped forward to help.

Golisano Children's Hospital has recruited three volunteer leaders of the campaign to ensure its success: Mark Siewert, former owner of Siewert Equipment Company and current chair of the Golisano Children's Hospital board, Michael Smith, owner of the Cabot Group and member of the hospital's board, and Elizabeth "Lissa" McAnarney, M.D., former pediatrician-in-chief of the children's hospital, professor and chair emerita of the Department of Pediatrics at URM.

"The power of philanthropy has helped fuel the extraordinary success of Golisano Children's Hospital," Siewert said. "(However), we can't be satisfied with our current success. We need to take the next step. Investments large and small are needed to drive Golisano Children's Hospital to even greater heights."

As part of the Golisano Children's Hospital fundraising campaign, the hospital will focus on enhancing care, research and education for the benefit of current and future patients in seven priority areas: Cancer, Neonatology, Autism, Eating Disorders,

"The power of philanthropy has helped fuel the extraordinary success of Golisano Children's Hospital." —Mark Siewert

Cardiovascular Disease, Surgery and Supportive Care. Funds raised from the campaign will improve these programs in ambitious ways, such as, by advancing research, education and family-centered care in the field of autism; recruiting additional experienced pediatric surgeons; developing neonatal programs in lung injury prevention and neurological issues; and giving children with cancer access to early-phase clinical trials.

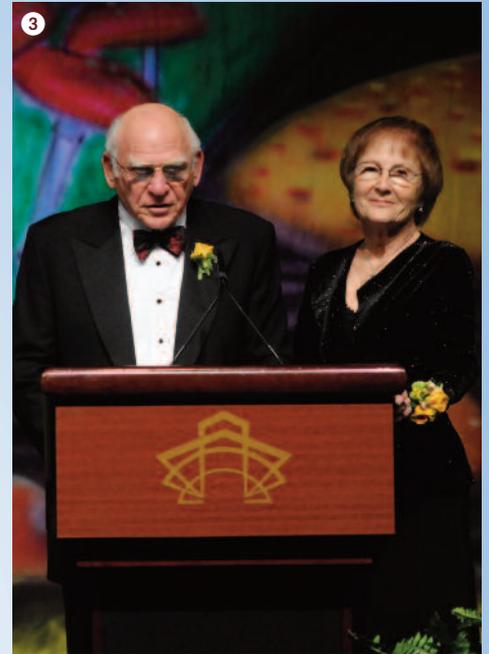
"Our region needs a hospital that measures up to the highest standards for safety, quality, and family-centeredness to better serve our children and their families. Our region must also make a commitment to improving and sustaining the child- and family-health programs that will develop, teach, support, and provide the very best healthcare practices long into the future. This incredible campaign leadership team will help us do that," said Nina F. Schor, M.D., Ph.D., William H.

Eilinger chair of Pediatrics at URM and pediatrician-in-chief of Golisano Children's Hospital. "A successful campaign will help us enhance our programs, so we can promise families we will always be on the leading edge caring for their children, whether they have an eating disorder or a congenital heart defect. We must and will be 'Ever Better.'"

Golisano's original \$14 million gift to name the Children's Hospital in 2002 helped URM recruit outstanding faculty and expand programs in cardiac care, general surgery, neuromedicine, and more. But, as a hospital-within-a-hospital, Golisano Children's Hospital has lacked an identity separate from Strong Memorial Hospital and the facilities to match the caliber of its programs.

The new hospital, which will be more than 200,000 sq. ft., is still in the planning process and will require approval by the State before construction can begin. The new facility will be located on Crittenden Boulevard, adjacent to Strong Memorial Hospital. A groundbreaking is expected in August 2012.

To stay up to date on the campaign and building progress, please visit the hospital's new blog: <http://bit.ly/GCHblog>



Wonderland-themed 2011 Gala raises a record \$1.3 million with 930 attendees

Magic was in the air at the 24th annual Wonderland-themed Golisano Children's Hospital Gala, as more than 930 elegantly-dressed guests entered through the looking glass. The event, which took place Oct. 29, raised funds for private pediatric rooms, set to go in the new children's hospital building, as well as equipment to outfit NICU rooms in the new hospital. Generous sponsors and guests recognized a world of possibility in the dreamy setting, and helped Golisano Children's Hospital reach an impressive fundraising total of more than \$1.3 million.

Visit our blog at <http://bit.ly/GCHblog> for Gala photos and a special video from the event, and also to learn more about Golisano Children's Hospital's exciting announcement about its campaign launch.

We'd like to thank the generous sponsors of the 24th annual Gala.

- Presenting Sponsors: Mike Smith and The Cabot Group
- Diamond Sponsors: Tops Friendly Markets and the William & Mildred Levine Foundation

- Platinum Plus Sponsors: Hammer Packaging and Roger and Carolyn Friedlander (who were also honorary chairs) ① and ③.
- Entertainment Sponsor: MVP Health Care
- Platinum Sponsors: DGA Builders, Inc., Philip & Beverly Gelsomino, Jackson Welding Supply Co., Inc., LeChase Construction and the Rainaldi Brothers Inc.
- Gold Sponsors: John W. Danforth Co., the Frank DiMino Family Foundation, Ballinger and John T. Smith and family.

In addition to these sponsors, we extend our sincere thanks to the more than 75 sponsors and the more than 930 guests –the largest turnout ever!

- ② Grateful parents Vinnie Esposito and Jennifer Johnson.
- ④ Hospital namesake B. Thomas Golisano with friends.



Paychex announces \$100,000 corporate gift CEO Martin Mucci says contribution is in honor of all Paychex employees

Paychex, Inc., a leading provider of payroll, human resource, and benefits-outsourcing solutions for small- to medium-sized businesses, announced a \$100,000 gift to Golisano Children's Hospital at the University of Rochester Medical Center (URMC) in September. The hospital bears the name of Paychex founder and chairman B. Thomas Golisano, the leading benefactor of the hospital.

The hospital announced plans to build a new Golisano Children's Hospital dedicated solely to children and their families. A key component of the new hospital is 56 private pediatric rooms. Each of those state-of-the-art rooms will cost \$100,000 to construct and equip. The first of those will now be built and named in honor of Paychex employees.

"I am proud to announce this gift on behalf of all Paychex employees. Their sense of community, here in Rochester and across the country, is an important part of who we are

and what we stand for as a company," said Paychex president and CEO Martin Mucci. "We are pleased to recognize our chairman's philanthropic leadership with our contribution. I hope other businesses in our community will join us in showing their support."

Elizabeth R. McAnarney, M.D., former pediatrician-in-chief of Golisano Children's Hospital and professor and chair emerita of the Department of Pediatrics at URMC attended the announcement and told the crowd of Paychex employees how grateful the hospital is for the leadership Paychex is showing with its gift.

"It should be especially noted that Paychex is among the first local corporations to support our new children's hospital. Paychex, its employees, and its esteemed founder and chairman, Tom Golisano, have always been very supportive of the children's hospital, and we are forever grateful," said McAnarney.

A ground-breaking on the new \$134 million Golisano Children's Hospital is planned for August 2012, pending state approval. In July, Golisano made a \$20 million personal gift to the hospital, which follows his gift of \$14 million in 2002.

At the Gala the following provided new gifts of \$100,000 or more (in addition to Paychex's gift!):

- The Cornell/Weinstein FAMILY Foundation gave \$100,000 toward a private room in the new building to honor Harry Cornell and his wife REGINA.
- The Re/Max brokers of Rochester combined (Re/Max Realty Group, Re/Max Plus and Re/Max First and Re/Max First Commercial) to commit \$100,000 toward a private pediatric room.
- The Fairport Music and Food Festival has committed to raising \$200,000 toward two private pediatric rooms in the new building.

Golisano Children's Hospital launches blog to keep supporters up-to-date on campaign progress

Can't wait until the next newsletter arrives to find out how the building progress is going? You don't have to! We've launched a new blog to highlight patient stories, clinical services, research and education more extensively, as we move forward with our \$100 million campaign for Golisano Children's Hospital at the University of Rochester Medical Center. Our Facebook page is ideal for quick tidbits of news, but the blog allows us to share campaign

news in greater depth, making it easier to share the exciting progress of the new building and the enhancement of our pediatric programs. Check out the blog here: <http://bit.ly/GCHblog> and subscribe so you are emailed all our updates as soon as they are posted.



Receptions held to raise awareness

As our campaign is gaining momentum, families with interests in specific programs have been holding receptions to learn more about how they can enhance the way Golisano Children's Hospital enhances care, research and education for the benefit of current and future patients. A reception was held Sept. 8 at the home of Peter and Victoria Knight to raise money for the Eating Disorders Program at Golisano Children's Hospital. Richard Kreipe, M.D., talked to families about the struggle of the disorders and need for funding.

To learn more about how the hospital supports patients through chronic or painful conditions, Howie Jacobson and URMCE CEO Bradford C. Berk, M.D., Ph.D., held a salon night. Attendees learned about how David Korones, M.D., is leading the hospital into new depths of child- and family-centered care by addressing the social, emotional and spiritual needs of the whole family of children with difficult, sometimes terminal, diagnoses. Contact the Office of Advancement for more information on attending or holding a reception: 585-273-5948.

More details to come about these gifts and other news about the capital campaign in the next edition of this newsletter.



3-YEAR-OLD BOY ON THE ROAD TO RECOVERY FROM HEART DEFECT

At 3-months-old, Charlie Levin wasn't thriving like a normal baby. He was losing weight, constantly vomiting and breathing rapidly. After a chest X-ray in his hometown of Buffalo revealed an enlarged heart, Charlie was diagnosed with hypoplastic left heart syndrome. Charlie's left ventricle was underdeveloped and unable to pump sufficient blood to his body. The right ventricle had to work harder to pump blood, making it enlarge.

Charlie was transported by ambulance from Buffalo to Golisano Children's Hospital at the University of Rochester Medical Center, where George Alfieri, M.D., chief of Pediatric Cardiac Surgery, performed the first in a series of open-heart surgeries that saved his life.

"Most people don't know that some of the heart babies from Buffalo, Syracuse and Erie, Pa. go to Rochester if they need surgery," said Meredith Levin, Charlie's mother.

Charlie stayed in the hospital for six weeks after undergoing his first surgery, which reduced the blood flow to Charlie's lungs and re-routed the right ventricle to pump blood to his body. At 13-months-old, he went in for his second surgery, which re-routed the blood flowing back from the top third of Charlie's body so that it went directly to his lungs.

Charlie went through physical therapy and occupational therapy after the surgeries and caught back up to where he should be.

Charlie has two more surgeries ahead of him before he reaches kindergarten – one surgery to repair a leaky valve and another to re-route the blood flow from his lower body directly to his lungs.

Cardiologists from across the region hold phone conferences regularly to discuss the courses of treatment for pediatric heart patients like Charlie.

"We all work together in Buffalo, Syracuse and Rochester to provide top-rate pediatric cardiovascular services to the kids of western New York," Alfieri said.

Now, Charlie is pretty much like any normal 3-year-old boy, but his parents will never forget what he went through. His diagnosis inspired his parents, Ken and Meredith, to start Heart Works, a group that aims to extend and improve the lives of children with congenital heart disease.

The first Heart Works fundraising event, held in East Amherst on Sept. 10, raised more than \$20,000 for Golisano Children's Hospital. Funds will help the hospital purchase new equipment to help children like Charlie. For more on the Levins' efforts, visit www.heart-works.org.

"Golisano Children's Hospital saved Charlie's life," said Levin. "We hope the funds we raise will help other children get the chance to live a normal life, just like Charlie."

Hospital Launches \$100 Campaign

WELCOME TO GOLISANO CHILDREN'S HOSPITAL'S BLOG

Hello and welcome! We're excited to share our new blog with our wonderful advocates, supporters and members of the community. Golisano Children's Hospital at the University of Rochester Medical Center is the only hospital dedicated exclusively to children in the Finger Lakes region.

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Hyundai grants give hope to Golisano Children's Hospital

Pediatric oncologists receive \$100,000 research grants from Hope on Wheels

This September, National Cancer Awareness month brought a wave of hope, courage and determination to the pediatric cancer patients, families and medical personnel at Golisano Children's Hospital at the University of Rochester Medical Center. Two pediatric oncologists have each been awarded a \$100,000 grant to be used for pediatric cancer research as part of the Hyundai Hope on Wheels campaign that donates millions of dollars to children's hospitals across the country each year.

On Aug. 23, Hyundai held a ceremony in honor of the grant awarded to Jeffrey Andolina, M.D., assistant professor of Pediatric Oncology at Golisano Children's Hospital. The pediatric cancer patients of Golisano Children's Hospital were invited to celebrate, alongside Dr. Andolina, to decorate the white Santa Fe that serves as the symbol of the Hope on Wheels campaign. The children

Andolina hopes his research will find better cancer treatments and more effective ways to prevent relapse after transplant.

placed colorful handprints on the car to celebrate hope. Andolina's grant will be used to lead a team in looking at genes in leukemia patients who have had a bone marrow transplant. Andolina hopes his research will find better cancer treatments and more effective ways to prevent relapse after transplant.

On Sept. 12, Craig Mullen, M.D., chief of Pediatric Oncology at Golisano Children's

Hospital, was also awarded funding from the Hope on Wheels campaign. A celebration of Dr. Mullen's grant took place on the play deck at Golisano Children's Hospital with patients and hospital advocates. Pediatric cancer patients were invited to put painted handprints on a poster to commemorate their courageous fight with childhood cancer. The funding that Mullen received will be used to study antibodies in the immune system after a bone marrow transplant to see if they may be used to attack leukemia cells and kill them.

The children and families battling pediatric cancer at Golisano Children's Hospital are extremely grateful for the generosity of the Hyundai Hope on Wheels campaign. Our hospital is ever appreciative of the difference Hyundai is making in lives of the children and families of our community.

PEDIATRIC SLEEP MEDICINE SERVICES MOVE AND EXPAND

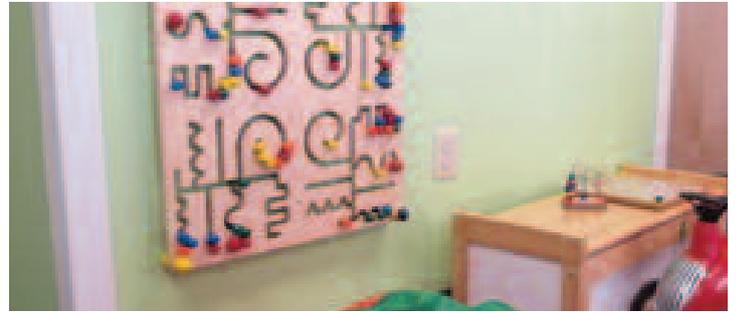
New site provides multidisciplinary, child- and family-focused care

Golisano Children's Hospital's Pediatric Sleep Medicine Services have moved to a new, larger location that will cut down on the wait time for appointments. The new location, 2180 S. Clinton, just north of Westfall Road, provides clinical visits and nighttime sleep studies with easier access for families. It has ample parking and no elevator or stairs to navigate.

"We're still providing the same multidisciplinary, child-centered care for kids, but now we can serve more children at once," said Heidi Connolly, M.D., chief of Pediatric Sleep Medicine at the University of Rochester Medical Center. "We have six rooms – two more than before – and we can do sleep studies with two infants and two children who require hospital beds in the same night."

The center's exam rooms are all handicap-accessible and double as sleep lab rooms at night, not only economizing on space, but also giving children some consistency. When they come for a sleep study, they come to a familiar place where they know the rooms, the toys and the staff. The beds are stored in the exam rooms, and curious children and parents can check them out ahead of time so they're more comfortable when they come back for a sleep study. Every room has a bed for a parent to stay with their child, and every room has a private bathroom.

The sleep clinic is now doing 2,500 office visits and 1,200 sleep studies, annually, with children from across upstate New York. Even though those numbers are expected to grow with the expansion, the wait time for getting in for an appointment is expected to drop within two weeks by the end of the calendar year. Since opening in 2007, the clinic, which is dedicated to treating only children and their families, has grown to include two pediatric sleep medicine physicians, a child psychiatrist and three pediatric nurse practitioners.



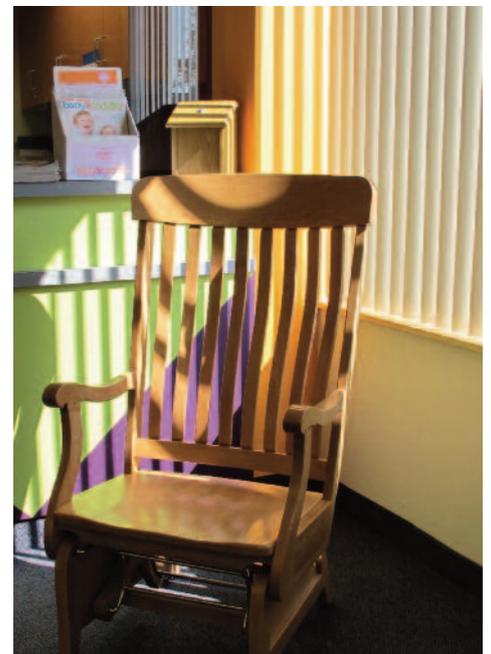
Every room has a bed for a parent to stay with their child, and every room has a private bathroom.

The clinic's most common referrals are for sleep apnea and snoring. Children with sleep apnea don't always stay in a deep sleep because sleep is interrupted by struggling to breathe. Connolly said that children who don't sleep well may have trouble focusing in school or may have behavior problems. Sleep is also important to brain development, learning and the immune system. In fact, Connolly said that even growth is affected by sleep.

"It isn't uncommon for a patient receiving treatment for sleep apnea to have a growth spurt." Connolly said this is because the growth hormone is released during sustained deep sleep. For all of these reasons, sleep problems in childhood should be addressed promptly, Connolly added. The clinic also helps families deal with children who have difficulty settling in to sleep, those who always need another hug, another glass of water and another bathroom run. Connolly said the clinic can also help children with chronic bedwetting problems.

Insomnia is surprisingly common in children, and with recent research news about the role sleep plays in cognition, heart health and longevity, it's important to head off insomnia in children as soon as it appears.

In addition to sleep medicine specialists who can evaluate any potential medical causes of insomnia, the sleep clinic's child psychiatrist can help identify and treat any



potential mental-health causes.

Connolly said children with developmental disabilities, such as autism or ADHD, commonly have sleep problems and they shouldn't be brushed aside as families focus on issues that seem more pressing. Learning good sleep habits (and parents may need some extra help to help them) can help children and their families address other medical and educational issues.

"We hired Child Psychiatrist Laura Cardella because when the causes of insomnia in children aren't medical, they are often mental-health causes, and she can help those children," Connolly said. "A large percentage of our children with insomnia have anxiety."

To see a video about the new location, visit <http://bit.ly/SleepCenter>

To make an appointment with the Pediatric Sleep Clinic, please call (585) 340-8949.



The Generosity Store brings joy to our community

Store exists to enrich the lives of children and young adults with special needs and developmental disabilities by creating an altruistic alliance between charitable supporters and non-profit organizations.

“Generosity is not an act, it’s a way of life.” This well-known quote speaks volumes for Karen Lynch, a longtime friend of Golisano Children’s Hospital at the University of Rochester Medical Center, who opened a non-profit gift shop called the Generosity Store in August. This store benefits the children and families of Golisano Children’s Hospital, along with the students of the School of the Holy Childhood.

“I had no doubt in my mind that opening this store was something I needed to do,” said Lynch. “Generosity is the driving force for these two organizations, and I knew this store was a perfect way for me to show my appreciation and give back to our community.”

Having spent many years working as Golisano Children’s Hospital’s assistant director of Advancement, the hospital holds a special place in Lynch’s heart. One of the many ways she gives back is by selling

merchandise, featuring the hospital’s mascot, Sandy Strong. All of the proceeds from those sales are donated to help Golisano Children’s Hospital provide better care to our community’s children and families.

The store also showcases the talents of the students at the School of the Holy Childhood, another great organization that helps children and adults with developmental disabilities. The Generosity Store sells various items made by the students, from pies to wooden chairs, donating all of those proceeds to the school.

The Generosity Store is a perfect example of what happens when someone takes hold of their passion and turns it into an amazing venture that benefits our community.

For more on the store, visit www.generositystore.org.

The Generosity Store

39 South Goodman Street

Rochester, New York 14607

Phone: 585.442.6779

Email: info@thegenerositystore.org

Store Hours

Monday 10:00–4:00pm

Tuesday 10:00–6:00pm

Wednesday 10:00–6:00pm

Thursday 10:00–8:00pm

Friday 10:00–6:00pm

Saturday 10:00–5:00pm

Sunday 11:00–3:00pm

GOLISANO PEDIATRICIAN NAMED PRESIDENT-ELECT OF AAP

Tom McNerny, M.D., F.A.A.P., associate chair for Clinical Affairs in the Department of Pediatrics at the University of Rochester Medical Center (URMC), was named the next president-elect of the American Academy of Pediatrics (AAP) yesterday. The AAP is the nation's largest pediatric organization, with a membership of 60,000 primary care pediatricians, pediatric medical subspecialists and pediatric surgical specialists.

McNerny took office as president-elect Oct. 17 at the 2011 AAP National Conference & Exhibition in Boston and will serve as the 2012–2013 AAP president.

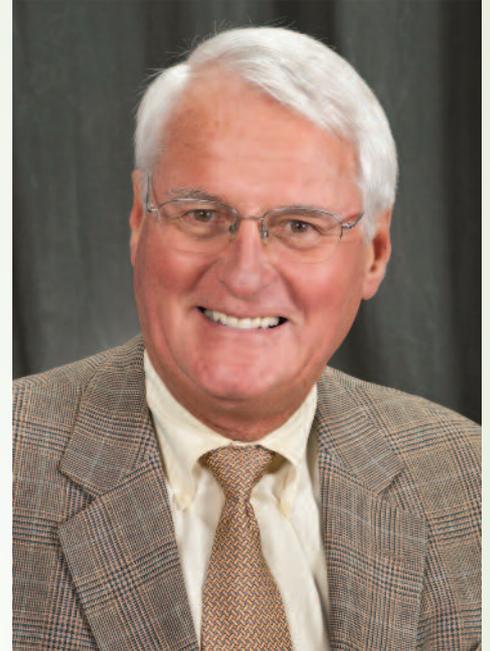
“The highest priorities for the AAP and its membership are to ensure that, as health care reform continues to unfold, all children have access to high-quality health care,” McNerny said. As president, he will work with legislators and other organizations to promote “facilitated enrollment,” which identifies and encourages eligible families to acquire continual health insurance for children. McNerny will also press for pediatricians to be paid appropriately for providing a coordinated medical home for children.

McNerny has been a pediatrician in private practice at Panorama Pediatric Group for 40 years and is the chair of the Town-Gown Committee which manages the relationship between the University and the community pediatricians, who all hold faculty appointments.

“The relationship between the University and our community pediatricians is absolutely integral to the ongoing success of our research initiatives and community outreach,” said Nina F. Schor, M.D., Ph.D., pediatrician-in-

chief of Golisano Children's Hospital and William H. Eilinger Chair of Pediatrics at URMC. “We owe Tom a debt of gratitude for all he has done to serve our hospital and our community's children and we're delighted to share his talents with the rest of the country's pediatricians.”

McNerny is a graduate of Dartmouth College and Harvard Medical School and did his pediatric residency training at Cincinnati Children's Hospital and Children's Hospital Boston. McNerny has held many elected and appointed positions in the AAP, and is editor-in-chief of the AAP Textbook of Pediatric Care and Pediatric Care Online. He served on the AAP Task Force on Mental Health, is a member of the American Pediatric Society, the Academic Pediatric Association, and a certified physician executive and fellow of the American College of Physician Executives. He served on the board of directors and was chief medical officer of the Rochester Community Individual Practice Association serving 500,000 patients.



“We owe Tom a debt of gratitude for all he has done to serve our hospital and our community's children and we're delighted to share his talents with the rest of the country's pediatricians.”



CHILDREN'S MIRACLE NETWORK HOSPITALS SPOTLIGHT ON PARTNERSHIPS



Local Boy Celebrates Miracle Story with Mickey Mouse and at the White House

Each year, Children's Miracle Network Hospitals (CMNH) recognizes one special child from each state who has endured and overcome severe medical challenges. CMNH is an international non-profit organization dedicated to raising funds and awareness for more than 170 children's hospitals throughout North America, including Golisano Children's Hospital at the University of Rochester Medical Center. This year, one of our very own miracle children at Golisano Children's Hospital was selected to represent New York state as a 2011 State Champion.

Mason Mitchell, a 4-year-old boy from Webster (shown above), was invited to Washington, D.C., and Walt Disney World. Mason was born with a congenital diaphragmatic hernia. After having undergone multiple surgeries to repair his diaphragm, Mason keeps a smile on his face and continues to touch the hearts of everyone he meets.

Mayer Hardware, the store that has taken on the role as Mason's personal sponsor for the Champion's program, held a send-off event for Mason on Sept. 28. There, owners Sara and Tom Green surprised the Mitchells with a \$150 gift card to Mayer Hardware.

On Oct. 19, Mason and his family boarded the plane to Walt Disney World and Washington, D.C., for a five-day trip, where they joined fellow 2011 State Champions to be celebrated for their incredible strength and resilience.

Tops Grocery Giveaway Brings Good Spirits to One Lucky Donor and Hospital

Thank you so much to Rochester-area Tops Friendly Markets for their generous donation of \$30,000 to Golisano Children's Hospital. From Oct. 9 through Oct. 22, local Tops grocery stores sold CMNH Hospitals balloons for \$1 and donated all the proceeds to the hospital. Congratulations to Delia Ramirez of Geneva, whose name was drawn as the winner of a year's worth of free groceries, compliments of Tops. The drawing took place on Oct. 29, at the Golisano Children's Hospital Gala at the Rochester Riverside Convention Center.

In addition, Tops stores raised close to \$40,000 through their balloon promotion in July and \$1,500 through the annual Miracle Jeans Day program.

Tops has been a strong partner with the Children's Hospital for many years. Tops never stops giving back to the community.





NOTHING BUT BLUE SKIES AT THE GOLF CLASSIC

This year's annual Golisano Children's Hospital Golf Classic had a sell-out year at all three of the golf courses at Monroe Country Club, the Country Club of Rochester and Oak Hill West, raising close to \$250,000.

Participants enjoyed a perfect day of golf, followed by a great dinner, during which plans for the new Golisano Children's Hospital Hospital were shared by URMCE CEO Bradford C. Berk, M.D., Ph.D., and Golisano Children's Hospital Pediatrician-in-Chief Nina Schor, M.D., Ph.D. Attendees also heard from our hospital namesake Tom Golisano and the family of Anders Swanson, a little boy who was diagnosed with a brain tumor in 2007, but is now cancer-free.

Golisano Children's Hospital would like to thank this year's presenting sponsors, 2009 Miracle Maker Award Winner LeChase Construction and EPIC Advisors, along with the many other sponsors, participants and volunteers.



CHESHIRE A/V HELPS GOLISANO CHILDREN'S HOSPITAL ON THE GREEN AND BEHIND THE SCENES

Cheshire brothers Jamie, Justin and Garrett have a great passion and enthusiasm for helping the children and families in our community get the health services they need. Together, the brothers make up Cheshire A/V – a family-owned and-operated audio and visual production company – which has done a great deal to support Golisano Children's Hospital at the University of Rochester Medical Center over the years. Since 2006, Cheshire A/V has helped the hospital in many ways, including hosting an annual golf fundraiser and volunteering and sponsoring a variety of community events throughout the year.

On June 20, golf lovers gathered at the 4th annual Cheshire A/V Golf Tournament for a relaxing day of fun to raise money for kids treated in our region's only children's hospital. This year, Cheshire A/V raised more than \$4,400 for the Kirch Development Center at Golisano Children's Hospital, which provides specialized medical care for children with developmental disabilities.

Cheshire A/V also plays a crucial role in the success of the Stroll for Strong Kids, an annual family-friendly event hosted by Golisano Children's Hospital. Justin Cheshire has served on the committee for the Stroll for six years, dedicating time and equipment to ensure the Stroll flourishes each year. Event Coordinator Steve Terrigno had nothing but kind words to say about Justin and his team.

"Cheshire A/V continues to help us take the Stroll to a whole new level year after year," Terrigno said.

Golisano Children's Hospital is ever-appreciative of the generous donations Cheshire A/V has made to the Kirch Development Center over the past four years, a grand total of \$13,286.97. Cheshire A/V's dedication to the hospital has truly made a difference in the lives of the children in our community.

Program launched to examine disease origins in womb, infancy, childhood

The beginning of life is an incredibly delicate period. Not only do those first few days of life play an important role in the development of a human being, but gestation, infancy and childhood play an integral role in lifelong health. Asthma, heart disease, diabetes – all have roots in early life and are a heavy burden for individuals, families and the health care system.

“We have just begun to scratch the surface of what so-called ‘diseases of aging’ have their origins in predictable or even preventable risk-imparting conditions or events of childhood,” said Nina F. Schor, M.D., Ph.D., William H. Eilinger Chair of Pediatrics at the University of Rochester Medical Center (URMC) and pediatrician-in-chief of Golisano Children’s Hospital.

That is why the Department of Pediatrics at URMC is launching a new program to study how early life impacts adult health and what can be done to prevent disease. The Perinatal and Pediatric Origins of Disease (or PPOD, for short) program will be directed by Michael A. O’Reilly, Ph.D., professor of Pediatrics, Environmental Medicine, and Oncology. O’Reilly’s research has focused on the harmful effects of oxygen on premature lungs, but he and colleagues in Pediatrics, Obstetrics, Environmental Medicine, Primary Care and Ophthalmology are interested in examining more than just lung biology.

“What starts in the lungs may not end there. We need to look at the effects of prematurity more broadly and look at the long-term effects of early birth and its treatments,” O’Reilly said “The March of Dimes estimates that prematurity costs society more than \$26 million every year.”

Premature babies, which account for about 1 in 8 births, are more likely later in life to get sick with the respiratory illnesses, have vision problems, develop high blood pressure and have a developmental delay. Their asthma is not as easily treatable because it isn’t caused by an inflammation that responds to steroids; it is usually a structural problem within their lungs that may be caused by the very oxygen they were given to save their lives, O’Reilly said.

PPOD will begin with studying the effects of prematurity on the biology of the lung, but it is expected to grow to include research aimed at full-term infants, children and adolescents.

“For example, we hope to consider how childhood exposure to cigarette smoke or air pollution and lead or other toxic metals effects lung and brain development. Similarly, how maternal diet and environmental exposures impact fetal development,” O’Reilly said.

The program will include researchers and clinicians from many departments within the medical center with the goal of speeding effective treatments into use.



Upcoming Community Events



Jan. 24 and Feb. 18 Battle of the Beaks

Nazareth and St. John Fisher Colleges. Men’s and women’s basketball teams will square off in a huge Empire 8 rivalry matchup. The first set of games will take place on Jan. 24, at Nazareth College’s Kidera Gymnasium, with the second set for Feb. 18, at St. John Fisher’s Manning & Napier Varsity Gym. Both sets of games will begin with women’s teams playing at 6 p.m. and the men tipping off at 8 p.m. Every penny from admissions, commemorative t-shirt sales and prize raffles will benefit Golisano Children’s Hospital at URMC. For more, please contact Becky Fahy at (585) 389-2735 or rfahy6@zimbra.naz.edu.

Feb. 4 Cycle for Hope

participating fitness centers. Burn calories and help kids at the same time. This event has a requested sponsorship of \$20 per hour from 8 a.m. to 2 p.m. Spin as many hours as you like within that time frame. The day of spinning will support two important local organizations – Camp Good Days and Special Times and Golisano Children’s Hospital at URMC. Participants will receive a commemorative t-shirt or towel. Visit www.campgooddays.org/CFH/CFHmain.htm for more information or call (585) 273-5948.

Feb. 5 Winter Walk for Strong Kids

Shults Center at Nazareth College. This family-friendly event has something for everyone. The event provides indoor activities, games, and entertainment, snacks, and a brief, brisk walk that embraces the wonders of winter in Rochester. Last year’s activities included a bounce house, face-painting, craft stations, manicures, free throw contests, and much, much more. Contact Becky Fahy at (585) 389-2735 or rfahy6@zimbra.naz.edu for more information.

Special Thanks ...

Many thanks to these and all generous supporters and event organizers that benefit Golisano Children's Hospital!

If you are interested in hosting a fundraiser please contact Michael Fahy at: michael.fahy@rochester.edu or 585-276-5176.

- Flowers for Julia raised \$2,000 for Golisano Children's Hospital. Thanks to Joyce Amici and Heather Amici-VanDeMark for this donation and all your hard work.
- The 4th annual Roc City Rib Fest raised \$20,191 for the kids at the hospital. Thank you so much to Brian Wemett, Todd Krupa and everyone involved in this donation.
- Thank you to Todd Sheridan and Saves for a Cure, Inc. for their \$15,000 donation to support the hospital. We truly appreciate all your support!
- Congratulations and a very special thank you to B&L Wholesale Supply, Inc. for another record year at their 17th annual Charity Golf Tournament. With this year's donation of \$123,695, B&L has surpassed the \$1 million mark in total contributions to Golisano Children's Hospital from this event. Thank you for your longstanding support!
- We appreciate the \$1,000 donation we received from the Wayne Central High School Extra Classroom. Thank you to Kim Muir and all of the students for your support!
- Thank you to the 7th annual Fairport Music & Food Festival for another tremendous year and incredible donation of \$112,825. We can't thank everyone involved with the event enough for all the time and energy they put into this great festival!
- Thank you to Debbie Milgate-Moyer and everyone involved with the 12th annual and last Tim Milgate Memorial Golf Tournament. This year's golf tournament raised just over \$20,000! Thanks again, and we look forward to working with Debbie and Jennifer Brush on TNT, a new venture to support Golisano Children's Hospital.
- The Photo City Browns Backers donated \$200 to support the kids in the hospital as they geared up for this year's football season. Thank you!
- Thank you to Fran DeSimone and all our friends at the Corner Bakery Café for their donation of \$1,234 in conjunction with their grand opening on Monroe Avenue.
- We greatly appreciate the \$3,322 donation from the 3rd annual K&A Contracting Golf for Kids event. Thank you to Ken & Jessica Welty and all those involved!
- The first-ever Evening with Heart Works benefit dinner raised \$20,500 for the Pediatric Cardiac Intensive Care Unit. Thank you to Meredith & Ken Levin for all of their hard work on this amazing event.
- Nancy Eichorn and the children who attend her Day Care donated \$180 to Golisano Children's Hospital from their annual Bake Sale and Garage Sale. Thank you all!
- Many thanks to Ron & Diane Schulmerich and everyone involved with the 11th annual WNY Optics/Photonics Golf Tournament. This year's event raised a record \$21,800.
- Brittany Asito, a senior cheerleader at Webster Thomas High School, organized the Cheer for Charity event and raised \$5,606 for Golisano Children's Hospital. Thank you!
- The Budda Foundation of America donated \$1,200 from their annual Golf Tournament to the hospital this year. We appreciate all you do for the kids!
- Thank you to Michael Pompa and everyone who participated in the A.T.H.L.E.T.I.C. Flag Football Fundraiser this fall. The event raised \$2,046 for Golisano Children's Hospital- we appreciate your support.
- This year's 9th Annual Kittelberger Florist Charity Golf event helped to raise \$2,650 for Golisano Children's Hospital. Thank you to everyone at Kittelberger for all you do for the kids!
- Thank you to the Deerfield Drive Kids for donating \$17 to Golisano Children's Hospital.

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