LYNN ELLIS—
KEEPING THE DREAM ALIVE
HEATH, DEARMON JOIN FOUNDATION BOARD

We’re very pleased to welcome William P. Heath, Jr. and Barbara Dearmon to the Riverside Health System Board of Directors. Both bring experience and insight that will help us achieve the Foundation’s goals.

A Hampton native, Mr. Heath has enjoyed a distinguished career in banking and financial services. He most recently served as the Chairman of StellarOne Corporation.

He received his B.A. in Business Administration at Christopher Newport University and graduated from the Stonier Graduate School of Banking at Rutgers University. During his career, Mr. Heath has served on the boards of various Chambers of Commerce, United Ways, community colleges, and civic clubs.

He served on the Board of Visitors of Christopher Newport University and held the position of Rector for two years. Mr. Heath also currently serves on the Riverside Regional Medical Center Board of Directors, the Riverside Regional Medical Center Make A Difference Advisory Committee, the CNU Educational Foundation Board and the Foundation Real Estate Board.

Ms. Dearmon is a Registered Nurse with more than 25 years of dedication to uplifting the lives and health of older adults. She recently retired from Riverside Health System.

In her 17 years of experience with Riverside, she served as Director of Nursing, then as Administrator and Executive Director of Warwick Forest Retirement Community. For the past four years, she worked as a Consultant and Advisor to the Lifelong Health and Aging-Related Service in Alzheimer, Dementia and Memory Support. Barbara has served on Advisory Councils for both the Alzheimer’s Association and the Peninsula Agency on Aging and chaired fund raising events for the Alzheimer’s Association.
EXECUTIVE DIRECTOR’S NOTE
Thoughts and commentary by Debbie Atkinson

If you’re like most of us, you’ve had a caregiver who went that extra mile to serve your needs – someone you would like to honor, to say “thank you” for caring.

I know that the greatest honor of my 24 years at Riverside is the privilege to accept gifts of gratitude from people who want to say “thank you” to members of our respected and talented Riverside Team. Donations for capital improvements and other service offerings are becoming critical to help improve patient care at Riverside. Estate gifts and private donations will make possible projects such as the J. Doswell Dutton Family Care Center at Riverside Walter Reed Hospital and the transformation of Riverside Tappahannock Hospital into an all-private room hospital. Many grateful patients have a “pay it forward” attitude and wish to help others who will face the same healing journey they have just completed. These gifts provide much needed support for patients with unmet needs and fewer resources than necessary. Without question, there is tremendous need and practical value in supporting Riverside.

As Riverside Health System Foundation pursues its mission, we continue to learn from other hospitals and health care organizations across the nation that are experiencing resounding success with similar efforts to channel the gratitude that many patients feel when their bodies are healed or their life transformed. Riverside cares for over 150,000 people each year. Enhancing and extending the grateful patient program to our patients, their families, and the community at large will strengthen Riverside’s mission “to care for others as we would care for those we love.”

If your desire today is to thank a caregiver, honor or memorialize a loved one, create a unique acknowledgement for a special life event, or leave a legacy by naming Riverside in your will or trust, please call me at 757-534-7070 or email debbie.atkinson@rivhs.com. I can help you plan your gift. The possibilities are as unique as you are, and you will definitely make a difference in someone’s life.
LYNN ELLIS—SHE’S KEEPING THE DREAM ALIVE

Dr. Mark E. Ellis passed away more than a year ago, but Lynn Ellis, his wife and professional partner, is carrying on their common dream to build, under one roof, a comprehensive Cancer Treatment Center in Williamsburg. The Center will unite integrative medicine, radiation therapy, and medical oncology, thereby re-establishing a complete holistic cancer care center.

It’s a dream this remarkable couple lived and worked for every day for almost two decades. Lynn has recently been asked to stand, and has agreed to be at the forefront of a growing grass roots effort to build The Mark E. Ellis, MD Cancer Treatment Center.

“I think such a facility would greatly enhance the cancer care already available in the Williamsburg community, and I am deeply honored and humbled by the existing desire in the community to build it,” she said. (The proposed site for the Cancer Treatment Center is adjacent to Riverside Doctors’ Hospital, which is scheduled to open in early 2013.)

“Mark was a pioneer in bringing integrative medicine to cancer treatment, Lynn said. “He believed passionately in caring for our patients’ total needs—physical, spiritual, emotional, and psychological—rather than just treating a disease. And his passion for this holistic approach made believers of everyone around him.”

Though Dr. Ellis was the more publicly visible and recognized of the husband-wife team, Lynn played a crucial role in pursuing their dream for 17 years.

“Mark went into practice for himself in 1993, and I joined him as practice administrator then. I’ve never once regretted that decision,” she said. “We made a great team professionally and at home.”

Lynn and Mark met in 1973 while in school at Wake Forest University. He was an aspiring medical student who played guitar in a rock band...as well as a cancer patient finishing up an experimental chemotherapy regimen. She was an English major who was set to begin work on an MBA. Lynn notes that his rock band was really pretty good, and as most of his patients know, he loved the Beatles music in particular.

The couple married in 1976, and in 1978 Lynn began her professional life in oncology at Wake Forest’s Bowman Gray School of Medicine where Mark was a student.

The Move To Williamsburg

After completing Medical School and internship, Dr. Ellis served for eight years in the U.S Air Force before the couple moved to Williamsburg in 1989.

Lynn and Mark quickly developed a strong commitment to the Williamsburg community. In 1993, Dr. Ellis left his group practice to open his solo practice, which was the first oncology practice devoted exclusively to serving Williamsburg area patients.
In 1996, the Ellis team built the Williamsburg Radiation Therapy/Williamsburg Physicians Center on Treyburn Drive in cooperation with Williamsburg Community Hospital and Riverside Health System, which successfully brought medical oncology and radiation therapy under one roof in the community for the first time. “This is why I say we are re-establishing the concept,” explains Lynn.

The Ellis’s dream came several steps closer to reality when Riverside CEO Rick Pearce called Mark while the couple was vacationing (actually, it was a short-lived attempt at retirement, Lynn notes). Pearce convinced Dr. Ellis to head Riverside’s Peninsula Cancer Institute and promised full support for the integrative medicine approach so central to the Ellis’s philosophy of treatment.

“If It’s Best For The Patient . . .”

“When we decided to take on this new challenge, the first thing we did was take a good long look at everything we had done up to this point in the way of providing treatment—the good and the bad—and how we could improve the patients’ experience,” Lynn said.

The guiding principle for the practice became, “If it’s best for the patient, it’s the right thing to do.” The staff at every level took the idea of patient-centered care to new levels. Lynn recounts training sessions in which she played the roles of various patients. Providing a comforting, compassionate environment in all departments for each patient was the goal.

“No matter how tight the schedule was, Mark walked nearly every patient back to the lobby after an appointment ended. It was one of his ways of saying, ‘You matter’, I think,” Lynn said.

“Our mission was to provide state-of-the-art, compassionate and kind care to each patient whatever it took.”

She went on to say, “I can recall many evenings when Mark would come home exhausted after long, long hours at work. If I expressed concern about him, his answer was always, ‘I’m living the dream.’”

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LYNN ELLIS—SHE’S KEEPING THE DREAM ALIVE CONTINUED

A Look To The Future

Retired from her former role as the administrative director of Riverside’s Peninsula Cancer Institute, Lynn spends much of her time these days helping to speak out for the Cancer Center and for integrative medicine. There has been an endowment, which is now called The Dr. Mark E. Ellis Endowment Fund for Cancer Care Advancement, in place to support integrative medicine in cancer treatment. Lynn helped the Riverside Foundation create the endowment in 2007 and she notes it is a crucial step – though in her mind simply a starting point.

She’s also completed a soon-to-be-published book The Humanity of Medicine, which chronicles her husband’s remarkable journey from cancer patient as a young man to visionary cancer physician. All of the proceeds from the book will go to furthering integrative medicine in cancer treatment for the Williamsburg area, as well as to the Wake Forest University Medical School.

“Integrative medicine which is provided free of charge to every cancer patient is very expensive. We need philanthropic support to sustain the program, “Lynn said. “And we need to keep our vision solidly on finding a way to fund and build the Cancer Treatment Center as soon as possible, no matter whose name is on it.”

Riverside Health System President Bill Downey reiterated Riverside’s commitment to comprehensive cancer care in Williamsburg as well as its long-term support for the proposed new Cancer Treatment Center.

“We know that Mark’s concept of care is best implemented when cancer care is delivered in a patient and family focused facility, to our current patients in one location with seamless care. We remain committed to this vision, while still providing exemplary cancer care right here at home — in Williamsburg,” he said.

If you would like to make a gift to The Dr. Mark E. Ellis Endowment Fund for Cancer Care Advancement supporting integrative medicine, or you have an interest in “KEEPING THE DREAM ALIVE” by planning a gift that will help us build a Cancer Treatment Center on the campus of Riverside Doctors’ Hospital in Williamsburg, please contact Debbie Atkinson at 757-534-7070 or email debbie.atkinson@rivhs.com for more information.

Secure credit card donations can be made online at www.riverside-online.com/foundation or checks can be mailed to RHS Foundation, 701 Town Center Dr. Suite 1000, Newport News VA 23606.
MAKING A DIFFERENCE
Friends Honor the Memory of a Friend

Riverside’s *Make A Difference* Funds offer the opportunity to honor or memorialize a friend or loved one on the Tree of Life in the hospital lobby.

On January 19, 2010, Martha Borden passed away after a valiant fight with pancreatic cancer. Martha’s friends loved her deeply and knew that throughout the course of her illness she was treated with compassion and respect by the team at the Riverside Middle Peninsula Cancer Treatment Center and Peninsula Cancer Institute. In her honor, her friends made a generous donation to the Riverside Walter Reed Hospital *Make a Difference* Fund.

Sara Borden Taylor, Martha’s daughter, wrote “My family and I feel so honored that donations have been sent in honor of my Mom to the Riverside Walter Reed *Make a Difference* Fund.”

The friends of Martha Borden created a “giving circle” and pooled their donations in order to have a greater impact. Perhaps you are interested in forming a giving circle to support a specific cause or interest area at Riverside. Or perhaps you simply have a group of friends or family members who want to honor or memorialize a loved one. Today, you will find a silver leaf honoring the memory of Martha Borden on the *Make A Difference* Tree Sculpture in the lobby of Riverside Walter Reed Hospital. What a very special way to say “thank you” to all the people who provide care and services at Riverside.

Thank you to the following friends of Martha’s for their generous contribution:

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<th>Margi Teagle</th>
<th>Bobby Ray</th>
<th>Eva Mullins</th>
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<td>Christine Wesson</td>
<td>Jean Corr</td>
<td>Mary Helen Birdsall</td>
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<td>Jaye DuPaul</td>
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Memorial tributes can be inscribed at Riverside Walter Reed, Riverside Tappahannock Hospital, Riverside Regional Medical Center and the Riverside School of Health Careers. The gift envelope included in this edition of *FYI* lists the opportunities for the *Make a Difference* Fund in your community.
From the moment you walk into Sanders Health Care Center, the family atmosphere and genuinely caring people let you know this small senior living community in historic Gloucester Courthouse has a huge heart.

The residents have long known this and deeply appreciate the care. Throughout Sanders’s history, the people of Gloucester have always understood the need for high quality care for older adults. Certainly Annie Walker Chapman thought this was important for her community. Long before she became a resident of Sanders, she planned a generous bequest to support the facility.

In September, Sanders received $572,000 from the estate of Annie Walker Chapman — a gift that will be used to enhance the range of services at Sanders, which include Independent Living, Assisted Living and Rehabilitation Services. We are deeply grateful to Ms. Walker for her caring and most generous bequest.

The Impact of Planned Giving

The wonderful legacy left to Sanders is testimony to the power of planned giving. It provides an opportunity to ensure that care will be available to others and, at the same time, presents an opportunity to gain income and tax benefits through philanthropy.

Planned giving should be done with careful discussions with a financial planner, accountant, attorney or other qualified professional. We suggest that donors should never try to create a planned giving strategy without professional advice.

Riverside Foundation can help you find the planned giving option that best suits your personal goals and to identify a variety of different potential funding opportunities. Gifts to Riverside in the form of testamentary gifts (wills or trusts) can be made in one of two ways:

- An unrestricted contribution to be used where the need is greatest.
- A restricted contribution to be used according to the donor’s stated specific purpose such as support for a specific program or service or to purchase new equipment. All restricted contributions must be approved by Riverside.

The Riverside Foundation can help you identify potential funding opportunities. To learn more about Riverside Health System Foundation, call Debbie Atkinson at 757-534-7070 or email Debbie.atkinson@rivhs.com

Mrs. Annie Walker Chapman at 93 years old.
EASTERN SHORE AUXILIARY BALL

The Riverside Shore Memorial Hospital Auxiliary hosted the 46th Annual Hospital Ball. Ellen Papetti was the honorary chairperson this year, 45 years after she chaired the very first Ball in 1965.

Left to right: Linda and Garry Giddens, Will and Lenka Harvie

Dan Arris and Ellen Papetti

Rodney Glover and Dr. Linda Thomas-Glover

Left to right: Karen and Dr. Joseph Konefal, Jo Ann and Dr. Federico Molera

Left to right: Kristin Webb, Wendy Walker, Hilary Hartnet-Wilson, Dan Arris, Ellen Papetti
The partnership between Riverside and the communities it serves began in May of 1910 with a letter from a doctor to the shipyard president asking for support to build a replacement for an outdated 25-bed hospital in Newport News—a new hospital called Riverside. More than 100 years later, that partnership is stronger than ever.

Over the past decade, the Riverside Foundation has grown with gifts from individuals, families, organizations and corporations. Through the many Riverside gift destinations, we help our families, patients, employees and concerned members of the community give hope, health and well being to the patients and families served by Riverside.

**OPPORTUNITIES TO GIVE GIFTS OF HOPE**

The partnership between Riverside and the community we serve began over 100 years ago.

**HOW YOU CAN GIVE A GIFT OF HOPE:**

- **Make an unrestricted gift:** These contributions allow Riverside to use your donation where it is needed most. Medical science evolves quickly, and we need to respond quickly to support the health care needs of the communities we serve. Unrestricted gifts allow us to continually enhance program, equipment and facility needs.

- **Make a designated or restricted gift:** These contributions can be designated by the donor for a particular Riverside facility or for one of the Riverside Health System Funds.

- **For more information** on Riverside Health System Funds go to www.riversideonline.com/foundation.

**HOW YOU CAN GIVE A DEFERRED GIFT OF HOPE:**

- **Make a pledge:** We ask what you would like to contribute over a five-year period. We will record your pledge and each year you will receive a reminder of what you have indicated. The pledge is not legally binding.

- **Make a charitable bequest:** We welcome a charitable bequest provision in which you designate Riverside in your Last Will and Testament or Trust Agreement.
UPCOMING EVENTS

November 5-6 ........................................ 58th Annual Antique Show, Shore Memorial
At the Exmore Moose Lodge on Merry Cat Lane in Belle Haven VA. Vendors from across the country offer beautiful antiques including rugs, furniture, jewelry and silver.

December 1 .................. Legacy of Love fund raiser for Hospice, Abingdon Ruritan

December 2 ...................................... Tree of Lights gala, RWRH Tree of Lights Gala
Friday, December 2, 2011 ■ 7:00 p.m. to Midnight
Abingdon Ruritan Club ■ 8784 Guinea Road, Bena
Food, Refreshment and Fun
Fully-Decorated Christmas Tree Auction
Live Entertainment by Crazy X Band
Catered Event By Gidi’s Gourmet

Proceeds will help fund the J. Doswell Dutton Family Care Center, which will provide comfortable, convenient accommodations for families with loved ones in the hospital for extended periods.

For information, tickets and sponsorships, visit riversideonline.com/rwrh or contact Angie Healy, Director of Marketing & PR: 757-693-8845 or email at angie.healy@rivhs.com Tickets are $50 per person or $75 per couple.

December 9 ............................................................. Riverside Shore Festival of Lights
At the canopy in front of RSMH in Nassawadox VA. Memorial and honorary lights light up the night and celebrate the holidays.

THE CENTENNIAL OF RIVERSIDE IS MARKED BY KEY MOMENTS IN TIME.

Here in this March 4, 1911 correspondence, Mr. Gates sends greetings to founder W.B. Livesay that the Old Dominion Land Company is eager to help make the new hospital a reality. A little over a year later, the Chamber of Commerce launched a three day Whirlwind Campaign June 25-27, 1912 to raise funds to build the new hospital for Newport News.
Address Service Requested