



Women's Association of Morristown Medical Center

Celebrating 120 Years of Visionary Volunteering

Taking Care of Our Children Goryeb Kid-FIT

The Women's Association is proud to raise money and awareness to help our community's children. With staggering statistics of one-third of our nation's children overweight, including 31% of children in New Jersey, the Women's Association has selected the highly successful Goryeb Kid-FIT program to receive all proceeds from the Super Bowl 2014 Ticket Raffle.

"I was happier after I started Kid-FIT because I was able to do what everyone else was doing. It was a big change in my life," said Kevin, a high school student, featured in the "I Can Do Anything," testimonial video produced by WAMMC to help tell the story of the Goryeb Kid-FIT Health Management program at Goryeb Children's Hospital. Go to (<http://www.wammc.org/News/Events/Raffle.aspx>) and watch this amazing video.

"The Y generation is the first generation whose fitness and health levels may be lower than their parents," said David Scott, Exercise Physiologist and Coordinator of the Goryeb Kid-FIT program. "Today's children have been greatly compromised by high calorie fast and processed foods, coupled with a surge in computer gaming, TV and social media creating a sedentary lifestyle."

"I got really proud of myself and got a lot more self-confident," said Adam, a high school student, in the testimonial video for Goryeb Kid-FIT program. "After achieving my goals in Kid-FIT, I can now use those skills to accomplish other goals in my life."

Goryeb Kid-FIT program uses an individualized program. The program starts with a fitness assessment using fun and high-tech measurement gadgets, like the innovative "Bod-Pod," and the new armband-style activity monitors. The program is based on years of experience and a careful understanding that successful fitness and weight management for kids and teens is entirely different than for adults. Follow-up meetings, talks, and psychosocial support teach children and adolescents how to make healthy lifestyle choices.

It's not about being thin, it's about being healthy. All participants receive an individual treatment plan prepared by Kid-FIT experts - exercise physiologist, nutritionist, social worker and medical doctor. There are two programs, the Family Fit program is for children ages 6-11 where the entire family gets involved, and the teen program for ages 12-21.

"Everyone can live a healthier lifestyle by making better choices," said Scott. Using technology, setting clear goals and expectations together with the patient's commitment to improving their health, we have helped hundreds of young people to change their lives completely. For more information go to <http://www.atlantichealth.org/goryeb/our+services/kid-fit:+health+management/>.

The Kid-FIT program not only helps children become healthy, but it also teaches them to achieve goals that will help them for the rest of their lives.

"If I can do this, this giant thing that I thought was impossible from the beginning, then I can do so many other things in life that I thought I never could," Kevin said in the testimonial video. The Goryeb Kid-FIT program helped Kevin achieve his goals and so much more.

There is an overwhelming need for the Goryeb Kid-FIT program. And the program works! Help the Women's Association support Goryeb's Kid-FIT by buying a Super Bowl 2014 Ticket Raffle. You can purchase tickets at <http://www.wammc.org/>, and click on Super Bowl on the left-hand side.

Super Bowl 2014 Ticket Raffle



Two NFL Team Tickets for the February 2, 2014 Super Bowl at MetLife Stadium, Meadowlands, NJ and the winner also gets \$1,000 in Visa Gift Cards.
Ticket sales through Dec. 2, 2013

President's Message

The Women's Association of Morristown Medical Center will be **STRUTTIN' OUR STUFF** at Trump National Golf Club for our annual luncheon on April 10, 2013 at 10:30 a.m. We are featuring a *Fashion Show* with items from WAMMC's own Bargain Box Thrift Shop and Corner Store Gift Shop.

WAMMC has evolved into a top women's hospital philanthropy organization, and we are proud of it! Our members are dynamic, talented, and caring volunteers. The most important word in that sentence is "volunteer," and we should *Strut our Stuff!* We are working on ways to make WAMMC membership more meaningful to our members - so please reach out to us with ideas and suggestions. Look for the article on membership in *The Voice*. The board voted to keep dues at \$25 a year and now for your convenience you can pay your dues on-line for an additional cost of a \$1.

Currently -

WAMMC is donating \$500,000 in a matching pledge to Behavior Health Center to be help build the new 20-24 Bed Behavioral Health Inpatient Unit at MMC. Plus, our annual gift to the Foundation for MMC is \$300,000, and \$50,000 of that gift is earmarked for two projects - \$35,000 for a new Women's Heart Resource Center, and \$15,000 for In-house Integrative Medicine, making a total of \$800,000 in donations for 2013. The donations have been made possible from WAMMC's businesses, business partnerships and the Art and Vendor Sale committees.



Our 2013 Causes

Goryeb KID-Fit Program at Goryeb Children's Hospital

(funded by Super Bowl 2014 raffle) - Our Super Bowl raffle is on sale now! Only 2,500 tickets are to be sold at \$100 a chance.



- The prize consists of two tickets to the 2014 Super Bowl at MetLife Stadium in the Meadowlands. The prize was donated by Atlantic Health. Also included is \$1,000 in Visa gift cards, donated by WAMMC, to help make it a special day.
- To help promote this raffle we have done a 90-second commercial that you can view at www.wammc.org and click on Super Bowl raffle on the home page. It will take you to the Super Bowl raffle page, scroll to the video box and click on it to view the commercial.
- Please reach out to friends. They can download the flyer and fill it out to purchase the tickets. If we all send out the flyer to just 10 friends this will help sell the remaining tickets quickly. So let's start promoting this amazing raffle to our friends and family.
- Publicity is also working on a 4 to 5 minute video for David Scott, manager of Goryeb KID-Fit program, to use in promoting this wonderful program for our community's children and their families. Go to www.wammc.org/News/Events/Raffle.aspx to see the amazing video. All monies raised from the raffle will go to help fund this program, and we are hoping to raise \$250,000.
- No child in need of fitness counseling will be turned away. Childhood obesity is a top community issue, and I, as a person who has a weight problem, really understand the importance of helping a child earlier in life. This program will help children at a time in their lives when they are developing, and learning to eat healthy according to their body type, and incorporate an exercise program into their lives. We are lucky to have this outstanding program, let's support it.

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IMPORTANT: 2013 WAMMC Membership Dues Information

Thank you to WAMMC members who have recently mailed in their checks or gone online to pay their membership dues. Dues are paid annually each calendar year. The dues help to support WAMMC mailings such as *The Voice*, priority invitations to our sponsored events, discount coupons good at our shops and discount or other opportunities offered by our business philanthropy partners. Annual membership dues have not increased since 2006 and remain at \$25.00, necessitating us to review our mailing procedures. Although, we would greatly regret losing a valued member, members who have not paid their dues by the end of the calendar year, **December 31, 2013**, will not be eligible to receive mailings and other member benefits by January of the next year.

Membership may be reinstated by sending \$25.00 dues (payable to WAMMC) to Assistant Treasurer, **Ruth di Stefano, 3 Linsey Ct., Mendham, NJ 07945** or by paying online at www.wammc.org/membership.aspx. If you have any questions regarding your membership status, please contact Karen Johnson at kjohnson@atlantichhealth.org or call 973-971-5480. If you know of someone who would like to receive WAMMC information or a membership application, please invite them to go to our website at www.wammc.org or contact Karen Johnson.

WAMMC membership has many benefits. As you know, benefits are gained from much more than our mailings. The benefits come from the personal fulfillment of supporting worthwhile causes and helping our community.

President's message continued from page 2

Women's Heart Program at Gagnon Cardiovascular Institute Market in May

We now have 24+ past MIM Interior Designers, selling their items at great prices. Also, 17 vendors will be selling some incredible things. Market in May will host an invitation-only 'First Dibs Open House' Evening Preview Reception on May 16, 2013 at 7-10 pm, and then be open to the public on Friday, May, 17 and Saturday, May 18, from 10:00-6:00; and Sunday, May 19, from 11:00-3:00 at the Hyatt Morristown at the Headquarters Plaza.

All monies raised will go to our cause. Please get involved - we need you! See information on volunteering in this newsletter. Go to Market in May at www.MarketInMay.org to see the list of designers and vendors, and for information on how to get an Appraisal at this event. Share this with your friends too! You can even purchase your tickets online.

A Warm Thank You -

This will be my last newsletter as your president and I want to take a moment to thank my outstanding board and fabulous membership for letting me lead you for the last two years. I feel I have challenged you all to think outside the box and stretch your talents and find new ones. This is a "we" and "us" organization, and we are successful when we all work together helping each other to succeed. I have been lucky enough to have that attitude in my team. It has been an honor and really a privilege to work with you all. I will miss the best assistant in the world, Karen Johnson; she is a truly wonderful person and asset for WAMMC. And, I thank her for knowing the answers and being my support and friend. I have made great friends at WAMMC and I will always hold them in my heart.

I will be moving full time to Spring Lake after my term is up in June, to help my mother who has Alzheimer's live a good life. I hope to stay involved and will be coming up to my monthly

Twig meeting, but as we all know life does have it turns in the road.

The new incoming president and her board will do a great job - they are a talented and professional bunch of ladies. I wish them all the success they deserve and know they will support this wonderful organization and Medical Center.

I sincerely hope you enjoyed the ride. See you at our events! Cheers,

President, *Beth Wipperman*

Women of WAMMC Working Together

Close-Up of Beth Wipperman

WAMMC's President, Beth Wipperman, knows one thing really well, and that's how to help others. Beth has been volunteering her time and talent since her first child started nursery school and she hasn't stopped since. She considers herself a professional volunteer.

Beth began her tenure with WAMMC in 1996 in Mansion in May treasury. But, it wasn't long before she was chairing Mansion in May in 2001 at Ellerslea. With the encouragement of Sue Bruen, the then WAMMC President, Beth brought in women from Delbarton, Kent Place School and Peck School and reinvented Mansion in May. "We all really enjoyed doing MIM 2001," Beth said.

Married 40 years to her high school sweetheart, Beth is a grandmother to 4, with one on the way. A mother to three, a daughter, and a sister to many. Yet she still finds time to volunteer. Beth is the second oldest of 13 children. "We are all still friends, I do Christmas at my Spring Lake house for 50+ each year," she said.

Beth made great friends through her association with WAMMC and has achieved a sense of accomplishment. "I've learned life lessons, i.e. to listen, to be patient," she said. "If you let others use their ideas, when you are a leader, they will own it and do a better job. Enjoy other's successes and help them to succeed and you will get a great sense of satisfaction. And always say thank you and acknowledge others work, time and efforts."

Her accomplishments at WAMMC include: Chair of Mansion in May 2001 and 2003, Chair of Operations for MIM 2006, 2008 and 2010, Co-Chaired Cinco de Mayo dinner dance, did numerous raffles for WAMMC's dinner dances and luncheons and received the Eleanor Award "Busy Bee," in 2009. She has sat on the Board from fall 2001 till present as At-Large, Nominations Chair, Long Range Planning Chair, and President.

Hobbies include quilting, painting, reading and sleeping. Beth is an involved member of The Questers, an International Historic and Preservation Group. "I have made 27 one-of-a kind graduating class signed quilts for Delbarton, Kent Place School and Peck School and one for Pingry," she said. "I finally stopped in 2006."

Beth believes you have to find the funny in life to live well. She also enjoys and accepts the quirkiest people who tend to be more interesting with big hearts. "As you drive through life there are no road blocks just curves in the road, enjoy the ride," Beth said.

"And last as I went down to Disney to be in a "happy place," I realized that being with my husband is really my happiest place to be. It's not the place, but the person."

We agree Beth, and thank you for all of your hard work all these years, WAMMC is a better place for your having been here!



Market in May Save the Date



The Women's Association's newest event is almost here - Market in May Designer & Vendor Sale! Come and shop the Mansion in May *Women's Heart Program* designers and vendors on **May 17, 18 and 19, 2013** at the **Hyatt Headquarters Plaza, 3 Speedwell Avenue, Morristown, NJ**. All proceeds raised by Market in May will benefit the Women's Heart Center, Gagnon Cardiovascular Institute at Morristown Medical Center.

"The original idea for Market in May came from our Mansion designers," Cathy Biczak, Market in May Co-Chair. "We are delighted that we are able to work their "insider prices" concept for their high-quality designer merchandise into another joint venture for the Women's Association, with our loyal designers and vendors from Mansion, as well as some new participants."

Market in May kicks off with a "First Dibs Open House" evening preview reception on May 16, from 7-10 pm. This invitation-only event allows the WAMMC members a chance to get "first dibs," on all the great designer household items and fashion accessories. Just a sampling of the goods that the designers are selling at "insider prices," includes lamps, small tables, fabrics, rugs and paintings. The Market in May vendors will be offering great prices on designer jewelry, fashion accessories, and unique gifts.

As a wonderful added feature, similar to the popular "Antiques Roadshow," Doyle New York, Auctioneers & Appraisers will be available by appointment only on Thursday night, May 16 and again during the day Friday, May 17 to examine your treasures and give you a certified appraisal for a nominal fee. If you have something you would like to bring for a professional appraisal, go to www.markteinmay.org and make your reservation now. Doyle will provide appraisals on jewelry, paintings and decorative arts only.

If you purchase your ticket prior to May 5, 2013 online admission is only \$10. Tickets sold at the door are \$12. If you purchase an online advance admission ticket you are entitled to "Early Bird" private shopping that allows you to shop one hour before the doors open to the public.

Go to www.markteinmay.org to see all the designers and vendors participating and to find out more about our cause, the Women's Heart center. Great cause, great prices, and a great day to spend with friends - priceless!



Hours of operation

May 17 & 18: 10:00 am to 6:00 pm
May 19: 11:00 am to 3:00 pm



Rolling Hills Twig's Sweet & Savory Wine Tasting Event



The Rolling Hills Twig held a wine tasting event on March 1, 2013 at the Community Club of Brookside in Brookside, NJ. The event featured wine courtesy of Tewksbury Fine Wine and Spirits, along with gourmet appetizers from Tricia Lindridge Ingber and Food Company. All proceeds from the event will benefit the Breastfeeding Support Program of MMC.

From left to right: Amy Gole (from Breast Feeding Support Program), Twig members: Arejay Clark, Jennifer esRosiers, Helen London, Kristin Petrik, Fran Creegan, Julie Kantor, Risa Davis, Missy Iemmello, and Lynne Rosenfeld.

Many local businesses also helped by donating food and desserts, including Burrini's Olde World Market, Rosie's Trattoria, Wine Bar and Cafe of Long Valley, Shop Rite of Flanders, Mamma Catarina, and The Sweet Spot Bake Shoppe.

Smiles, conversation and sampling was the rule of the night. The guests were going from table to table tasting different wines and sampling different hors d'oeuvres. "I really liked the Felino 'Vin Cobos' Malbec a lot," Kathy King said. "I'm going to purchase some."

Frequent comments filtering through the room were "great bouquet," "smooth texture," "delicious," as guests mingled. Many of the guests ordered the wine they sampled. "I thought the BR Cohen Silver Label Cabernet Sauvignon 2009 was very good," Carol Tourgee said. Guest were able to purchase the wines they liked and 15% of all purchases will be donated to this cause.

Wines sampled at the event are still available for purchase by visiting the Women's Association's Facebook page. Look over the order form and give Andrea at Tewksbury Fine Wine and Spirits a call at (908) 439-9997 to place an order.

At the close of the evening, Amy Gole, representing the Breastfeeding Support Program told the guests how far the program has come over the years and how the current goal is to provide electronic breast pumps for mothers who cannot afford them. The proceeds from this event will go towards those pumps.

"We want to first thank Andrea Maranca of Tewksbury Fine Wine and Spirits, without whom we would not have been able to achieve such a successful wine tasting," Lynne Rosenfeld said. "Also, Tricia Lindridge Ingber, owner of Food Company, who brought a beautiful assortments of appetizers."

We also want to thank all those who donated food and to the guests for helping to make the night such a hit," Lynne said. " And our generous donors, who were unable to attend, but made generous contributions."

The event was a wonderful success!

Volunteers Needed



Market in May

Pam Kerschner at
oaknoll8747@aol.com **or**
Anne Fritz at
afritz1976@aol.com

- Hospitality
- Greeters
- Will Call
- Check Out
- Raffle Ticket Sellers
- Need Raffle ticket sellers at Event
- People to man table for Cause

Bargain Box

Joe Nassaney at
(973) 267-1334

- Need someone with working knowledge of eBay
- Need people to volunteer to work at Bargain Box

Publicity

[www.wammc.org/
Volunteer-Form.aspx](http://www.wammc.org/Volunteer-Form.aspx)
and fill out form

- Social Media
- Writers
- Email updates

Once upon a time, there was an idea for a TV Network called "Story Hour"



And that idea was the brain child of Beth Wipperman, President of WAMMC. Beth's original concept was an idea to film WAMMC volunteers, nurses and doctors reading their favorite children's stories and then broadcasting those stories on WAMMC's own TV network so that children in the pediatric ward could experience comfort and some diversion during their stay here at the hospital.

With the help of former committee chair Mary Bennett, Beth's idea soon grew into a plan and is now a reality. On March 26, WAMMC-TV Channel 46 celebrated its one year anniversary. Originally called 'Story Hour,' the channel has recently been renamed "Calling All Kids," a change that reflects the soon to be added expanded programming designed to appeal to a wider audience of young adults and those young at heart viewers.

"Although we'll still have our wonderful stories read by our doctors, nurses and volunteers, we will also feature stories read by the authors themselves such as Dan Gutman, and we're planning on adding celebrity readers as well," Paula Green, WAMMC-TV Chair said.

"We've got over 80 stories on air now and approximately 35 more will be added within the next several weeks," added Paula Stuart, Committee Co-Chair.

In addition to our stories, Channel 46 network will also feature community sponsored programs that appeal to the teen and tween viewers with planned programming such as "Morristown: Where America Survived," a 30-minute professionally produced film that realistically depicts the hardships of Washington's troops during their stay at Morristown's Jockey Hollow Park encampment. Calling All Kids will also feature segments about the Morristown's Community Theatre's kids program and interactive shows provided by the NJ National Parks Association.

As if the challenges and demands of running one television station weren't enough, WAMMC-TV is planning to launch a new network later this year. Channel 47 will feature a diverse line-up of shows that focus on educating and entertaining adult viewers with health based, and community centered programming. Among the robust planned roster of shows, the network will feature original and professionally produced healthy cooking shows filmed on-site at MMC and several other original shows funded and provided by our Center for Well Being. Other planned programming includes a special segment on St. Hubert's, concerts, plays like "The God Box" and other, professionally produced, entertaining and educational programming provided by various community organizations.

By Paula Green



The WAMMC Scholarship Awards



Pictured above are the 2013 recipients of the Scholarship Awards. From left to right, Top Row: Heema Tambakuwala, Kathleen Vnenchak, Laura Nunez, and Danielle Grabinski. Front Row: Brittney Fleming, Christina Barter, Kathleen Ryan, and Kim Belton

The WAMMC Scholarship Committee awarded 8 individuals a total of \$20,000 in scholarships for the academic year 2012-2013. The Scholarship Committee was very impressed by this group of candidates. Each candidate received both a high performance rating from their supervisor, and outstanding recommendations from their colleagues. They continuously strove to enhance their skills and were dynamically engaged in both the workplace and the community.

Danielle Grabinski, a staff nurse for 6 years in the Goryeb Pediatric Inpatient Department, and recently promoted to Clinical Coordinator of the Valerie Center. She serves as the Unit Nurse Educator for the Department and is the Chair of the Professional Development Council for Shared Governance. She is a Pediatric Board Certified Nurse. Her supervisor states that she exemplifies excellence in her clinical practice by her ability to think critically in exercising professional and clinical judgment. Danielle is well-respected by her peers and junior nurses look to her for guidance and support. In 2010,

she was the recipient of the Pediatric Resident Choice Award for Education and in 2011 received the Daisy Award. She is currently enrolled in a RN- MSN program and plans to complete her degree in Nursing Leadership and Management.

Christina Barter, an 8-year employee who began her career at MMC as a unit secretary in the ICU while attending Nursing School. She is now an RN in Surgical and Medical ICU. For the past three years she has been a Geriatric Nurse Champion for MMC and also serves as the Rapid Response Nurse for the hospital. Recently, Christina obtained a certification in CCRN, ACLS (advanced cardiac life support) and TCAR (trauma care after resuscitation).

She was recently promoted to the position of Clinical Coordinator for the Medical ICU. Her supervisor attests that Christina is hard-working, a team player, and a dedicated and driven professional. She is planning to obtain an MSN in Nursing Administration and Leadership.

Heema Tambakuwaia, worked for 4 years as a staff nurse in the Level 2 and Level 3 Neo-Natal Intensive Care unit. She completed her RN Pact Level 2 in Neonatology and obtained her certification as a CCRN. Heema is pursuing a Master's of Science in Nursing and Family Nurse Practitioner degree. She uses her command of critical care thinking to apply the latest research into best practice in the NICU. Heema is also a patient advocate and an excellent team member with an unsurpassable work ethic. Heema is the 2012 recipient of the Sodhani Nursing Award.

Laura Nunez, a 35-year employee of MMC, and currently a Nurse Coordinator, Nurse Educator in the Department of Photopheresis. She is the resource for skills and knowledge in this specialized field she has worked in 20 years. The Department has been recognized for "personal best" and "highest score" in the Outpatient Division. Her supervisor acknowledges Laura is diligent, inquisitive, with excellent time management skills, and driven for quality results. She is courteous and sensitive to her patients and colleagues. She received the Daisy Award last year for extraordinary nursing care. Laura's goal is to complete her BSN degree. She is enrolled at the College of St. Elizabeth and has achieved a 4.0 GPA.

Kathleen Ryan, worked at MMC for 4 years and is currently a full-time Nurse Assistant in the Cardiovascular ICU on Gagnon One. She is pursuing her goal of obtaining a BSN degree. This year, she received Ace Awards for recognition of Patient Care and team spirit by her colleagues. Her supervisor acknowledges that Kathleen embodies the essence of nursing through her ability to identify with her patients and families, respect and support their personal needs while managing the daily challenges of caring for extremely ill patients. She also demonstrates strong collaborative and supportive behavior and an adaptable and flexible

Scholarship Awards continued

team member. She recently organized a 90th Birthday celebration for the husband of one of her patients. When he arrived to visit his wife, he was greeted by decorations, cake and the staff singing Happy Birthday. The family sent a note of thanks stating "You have no idea what it meant to those two love birds to be able to celebrate a momentous occasion together."

Kim Belton, 27-year employee and currently serving as a Nurse/Clinical Coordinator at Goryeb Children's Hospital. She works with the patients and staff in Pediatrics, Pediatric Intensive Care and the Children's Day Hospital. Kim is a certified Pediatric Critical Care Nurse and holds certifications in Trauma, Pediatric Advanced Life Support, Basic Life Support and Advanced Cardiac Life Support. She serves on many committees within the hospital, including 2011 Chair of the Informatics Committee, as well as currently co-chairing the Clinical Coordinators Committee. For the past 5 years, she has also served as Chair of the Pediatric Customer Satisfaction Committee and the Unit-based Patient and Family Centered Care Committee. Her supervisor states Kim is a positive role model for professional behavior and demonstrates positive moral. Kim Belton says that her passion and commitment to the patients, families and staff at the Hospital is second to none. In 2009, she was the recipient of the Ben Lobel Award, and continues to be an active committee member. This year, she wrote an essay nominating the PICU for best nursing team in the nationally recognized nursing publication, called "Advance for Nursing." Her goal is to achieve a BSN by the end of the year and then enroll in a MSN program.

Kathleen Vnenchak, a 26-year employee and the Clinical Coordinator in Hemodialysis for the past 14 years.

She is active on a number of committees within the Hospital including Lab Shared Governance, the Ben Lobel Committee, the Professional Advanced Clinical Tract Committee and the Professional Development Council. She recently transitioned to a position in Nursing Education allowing her to teach and mentor the newly hired nurses, oversee clinical affiliates and nursing continuing education. Her supervisor describes Kathleen as thorough, diligent, inquisitive, sensitive to her patients and staff and driven for quality results. Her most recent accomplishment includes a certification for the preparation and presentation of a poster at the annual Quality Insights Renal Network Council meeting. She completed her Master's In Science of Nursing in October 2012, and attended graduation in Miami in January 2013.

Brittney Fleming, a 6-year employee, currently an RN in the Medical Surgical Trauma ICU. She has recently been promoted to ICU Clinical Coordinator. As a Certified Critical Care nurse, she is involved in

quality initiatives in the units and part of the ICU Shared Governance Council and hospital initiatives through her involvement in the Professional Development ACE Awards and also given "Caught Being the Best" awards selected by her peers. Brittany is a "go-getter" and is recognized by her supervisor and staff as conscientious, empathic and innovative. Her goal is to complete her Leadership in Health Systems Management Masters in Nursing from Drexel University. She is planning to graduate in June 2013.

The Committee thanks all candidates who submitted an application, and is very appreciative of the time and effort put in by the supervisors and colleagues on behalf of the candidates.

WAMMC Scholarship Program is funded entirely by donations. Contributions may be made on-line at wammc.org or by including a donation with your dues. If you have any questions, please email wammcscholar@gmail.com.



The Voice

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CELEBRATING 120 YEARS OF VISIONARY VOLUNTEERING

The Women's Association of Morristown Medical
Center is:

STRUTTIN' OUR STUFF. . . .



Please join us for our Annual Meeting/Luncheon featuring a Fashion Show replete with treasures from exclusive Bargain Box selections and eye-catching accessories from our Corner Store Gift Shop collection.

Wednesday, April 10, 2013
10:30 am
Trump National Golf Club
900 Lamington Rd., Bedminster, NJ
908 470-4400

Meeting to include:
Election of Officers
Annual Awards Ceremony



Extra Mile Publicity Awards Presented

On February 14, 2013 *The Extra Mile Publicity Award* was presented to Scott Seibold of Canterbury Design and the Morris County Tourism Bureau in recognition of the extraordinary contribution to the Publicity effort for Mansion in May 2012.

Scott Seibold of Canterbury Design contributed his abundant creativity and expertise to developing professional promotional videos showcasing Glynallyn Castle for Mansion in May 2012. His innovative efforts were key to generating record-breaking awareness and attendance, and record financial results for the new Inpatient Hospice and Palliative Care Center at Morristown Medical Center.

"With three little girls my family is grateful to have Morristown Medical Center in our community," Scott Seibold said. "I was glad I could be of service for such a wonderful cause."

Morris County Tourism Bureau contributed their marketing expertise, outstanding website support, and valuable advertising buys for the promotion of Mansion in May at Glynallyn Castle. The Bureau's efforts were also vital in generating record-breaking attendance, and record financial results for the new Inpatient Hospice and Palliative Care Center.

"The Morris County Tourism Bureau was honored to have received the Extra Mile award from the Women's Association," said Leslie Bensley, Executive Director of MCTB. "We are grateful to have been acknowledged for our work in highlighting and promoting the extraordinary event. Also, we are delighted to know that our marketing worked; thanks to WAMMC's careful tracking, the results were better than we could have hoped."

The Women's Association also wants to thank Design NJ, New Jersey Monthly and designer Laurie Finn of la Jolie Maison for their outstanding contributions to the Publicity effort for Mansion in May 2012.



From left to right: Beth Wipperman, President of WAMMC, Leslie Bensley, Executive Director of Morris County Tourism Bureau, and Carol Barkin of MCTB

Their support was critical to the success of Mansion in May, and we are so grateful to them.

The efforts of Scott Seibold, the Morris County Tourism Bureau, and the other outstanding contributors resulted in a significant jump in visitors to the Mansion from 20,000 in 2010 to 27,500 in 2012, representing a 37% increase. Their efforts also contributed to a larger turnout of volunteers from 1,000 in 2010 to 1,200 in 2012. And most importantly, profits grew from \$815,000 in 2010 to \$1,300.00 in 2012, which is a 59% increase! These record attendance figures and resulting profits allowed WAMMC to make a much larger than anticipated donation to the new hospice center.

The outstanding contributions of the Extra Mile recipients clearly helped to make MIM 2012 a success. The cause resonated with them and the need to help make a difference in their community. "It is special for us to support the work of the Women's Association and in particular the cause because we live in this community and have had to visit ill family and friends at the hospital from time to time," Leslie Bensley said.

The Women's Association wishes to express our sincere appreciation to our Extra Mile Publicity recipients for all the extra hours and hard work you put into the Publicity of MIM 2012.

A Little Spring Cleaning



It's Spring and time to do a little cleaning and clearing out around the house. Donate those unwanted items to the Bargain Box.

The Bargain Box accepts clothing, accessories, housewares including small furniture, books, CDs and DVDs, artwork, and jewelry.

If you have any questions, call us at (973)267-1334, or learn more by visiting www.wammc.org and clicking on the link for the Bargain Box.



Women's Heart Program

Hours of operation

May 17 & 18: 10:00am to 6:00pm

May 19: 11:00am to 3:00pm

If you are interested, and we hope you are, in volunteering, please email your contact information to marketinmay@wammc.org and what you would be interested in doing at the event.