



Just Between Friends

Brenner Children's Hospital
Wake Forest University Baptist Medical Center

Volume XXIII • Issue 2 • March 2008

Brenner Children's Hospital Joins New National Fundraising Foundation-Together For Kids

Brenner Children's Hospital is joining a new nonprofit organization that will raise funds nationally to help member hospitals cope with dramatic increases in the health needs of children.

"American's children are facing increasing challenges to their health and well-being -- challenges that include the growing numbers of uninsured kids, the steadily climbing statistics on childhood obesity, and the staggering toll of preventable injuries," said Lori Brown, administrator and vice president of Brenner Children's Hospital. "Together for Kids has been formed to rally more resources to make America's kids healthier and safer."

Together for Kids consists of 34 children's hospitals and hospital systems, representing 53 individual facilities serving children in 47 U.S. cities. The network includes major university teaching hospitals, pediatric departments within hospitals, and children's hospitals in communities of all sizes. The alliance also includes the 20 Shriners Hospitals for Children across the country that provide specialty medical care to children with orthopedic conditions, burns, spinal cord injuries, and cleft lip and palate, all at no charge.

Together for Kids, a tax-exempt 501(c)(3) public charity, will raise funds through corporate sponsorship, events, grants, and other forms of philanthropy, distributing the funds to member hospitals to address the most urgent children's health needs in their communities.

Together for Kids will target injury prevention and obesity as priorities. Brenner houses the area's only pediatric emergency department and trauma center. In addition, Brenner has recently hired a national obesity expert to help form a pediatric obesity program.

At a press conference last fall at the National Press Club, Crystal Hinson Miller, chair of Together for Kids, presented retired NFL star Jason Sehorn with a jersey officially making him a member of the Together for Kids team. Jason and his wife, actress Angie Harmon are the Honorary Co-Chairs of Together for Kids. To learn more about Together For Kids, visit the website at www.togetherforkids.org.



Welcome, new Friends!

Elizabeth Church
Elizabeth Gatewood
Marie Harrill
Lisa Mosley
Stacy Petronzio
Annemarie Robins
Phyllis Sheffield*
Don and Valerie Woodard
* *Lifetime Member*

Brenner Kids Bike Race and Rodeo

During the month of April, we will be celebrating "Come Out to Play" month for Together for Kids by having a kids cycling race that will take place on Sunday, April 20 in downtown Winston-Salem. This will be an all-day event with collegiate cyclists participating in the ACC championship race hosted by the Wake Forest cycling club, a kid's race, and an adult public race.

For more information or to volunteer, contact the Brenner Development Office at 716-7985.

2007-2008 BOARD OF DIRECTORS

Friends of Brenner Children's Hospital

President

Ragan Folan

Vice President

Lottie Kay

Secretary

René Clark

Treasurer

Shannon Hanson

Asst. Treasurer

Shelley Holden

Committees

Bylaws

Nancy Spaug

Cheers

Mary & Cal Ratcliff
Phyllis & Jack Sheffield
Ginny & Phil Thomas

Festival of Trees

Heather Chesney
Anne Dunn
Jamie Stacy

Festival of Trees Friends Tree

Laurie Whitaker

Holiday Project

Ellen McGuire
Nancy Willis

Meetings

Hunter Douglas
Megan Erickson
Joanne Portaro

Membership

Jennifer Grosswald

Nominating

Sissy Whittington

Speakers Bureau

Lottie Kay

Ex-Officio

Board of Advisors

Jenny Bunn
Lynn Eisenberg
Ann Hanes
Sara Hollan
Beverly Marley
Ellen Parsley

Nurses

Angel Mitchell

Development Office

Susan Kennedy

A Word from our President



It's early February and I am enjoying an "unseasonably" warm day. As I look out the window, I can see the tulip plants just starting to "peak" out of the ground. I look forward to the splendor of spring and all of the work we will do in the Friends organization. We will once again host Cheers, *A toast to children's health* on April 18 (mark your calendars!) and we will begin to promote Brenner's participation in Together for Kids. Together for Kids is a pediatric hospital foundation with 53 member hospitals that is focused on raising money nationally to help member hospitals cope with seriously ill and injured children. Pediatric specialists from the Together for Kids hospitals who make up its Physicians Advisory Committee have prioritized the issues of childhood obesity and injury prevention as critical challenges where the member hospitals will work together to make a real difference. These issues

confront our medical staff at Brenner daily. I recently had the opportunity to hear Dr. Joey Skelton and Dr. Melicia Whitt-Glover speak about childhood obesity. Here are some startling and troubling facts I learned:

- In 2005, 1 in 4 adults in North Carolina was overweight
- North Carolina is the 17th heaviest state in the union
- 17% of all children are overweight or obese
- In Forsyth County, nearly 50% of all children are overweight or obese
- If we do not reverse this trend reaching epidemic proportions, life expectancy will decline!

On April 30th, our final coffee of the year will feature Dr. Joey Skelton and he will speak to us about the startling statistics above and our new program at Brenner called Brenner FIT which is working to reverse this trend. Please join us!

Sincerely,

Ragan Folan

Mark Your Calendars for the 20th Celebrity Golf Classic!

The Celebrity Golf Classic committee is proud to present the 20th Annual BCH Celebrity Golf Classic on May 30th at Tanglewood Golf Course and Oak Valley Golf Club. This very popular golf tournament has raised over \$1,400,000 for Brenner Children's Hospital in its 19 years. The Chairmen, Ed Bradley and Mike Brenner, along with their dedicated committee members, have worked tirelessly since the tournament's inception to create an event that is fun for the participants and raises funds for Brenner Children's Hospital. The tournament has grown from 120 players at Hickory Hills Golf Course in 1989 to over 450 players on four courses at Tanglewood Golf Course and Bermuda Run Country Club.

Congratulations and a heartfelt thank you goes to the volunteers, sponsors, players, celebrities and committee members for giving their time and resources to make this the successful premier event it has become!

If you have a personal story, memory about the tournament or if you have participated as a player, sponsor or volunteer since the beginning we would love to hear from you! Call Pollyann Holthusen at 336-716-7985 or Ed Bradley at 336-725-8333. To receive more information about participating in this year's Celebrity Golf Classic, please call the Brenner Children's Hospital Development Office at 336-716-7985.

Brett's Ride for Rhabdo raises \$108,000

Front row, left to right: Mark Gosnell, Brett's Father; Dr. Marcia Wofford, Associate Professor, Vice Chair, Section Head, Pediatric Hematology and Oncology; Mary Ann Gosnell, Brett's Mother

Back row, left to right: Robert Braswell, Committee Member; Lew English, Sponsorship Chairman; Tim Gaines, Sponsor; Pat Powers, Committee Member; Dr. Tom McLean, Associate Professor, Pediatric Hematology and Oncology; Jim Powers, Committee Member; Lisa Wright, Ride Director; Chad Ritchie, Committee Member; Denise English, Committee Member; Jane Hitchcock, Committee Member and Brett's Grandmother



Good Food, Good Wine and Great Fun at Cheers!

Cheers! *A toast to children's health*, a food and wine tasting benefiting Brenner Children's Hospital, will be held on Friday, April 18 at the Old Salem Visitor Center. Cheers! debuted in 2005 and is a major fundraising event generating over \$300,000 in funding for Brenner programs since its beginnings. The sell-out crowd enjoys tasting wines from around the world, with an emphasis on our North Carolina vineyards, and food provided by restaurants and caterers in this area. A silent auction of food and wine-related items, great wine collections, wine dinners and more is part of the event. Our attendees represent a broad range of people in the Triad area from young to old, all interested in discovering a new wine or food offered in the area. The vineyards, wine distributors, a local microbrewery and restaurants are lining up to help make the 4th annual Cheers! a smashing success!

Our Wine Master Seminar this year will be *Méthode Champenoise Unraveled*, a sparkling wine seminar presented by George Sparks, Certified Wine Specialist with Wilson Daniels Ltd. Méthode Champenoise is the traditional method of making sparkling wine which was developed in France's Champagne region.

Ever wonder just how those tiny bubbles get into the wine? Mr. Sparks will guide us through the entire process, from the grape varieties used, to how they are blended together to produce the final product. We will taste the components separately to learn what each part contributes to the whole. You're sure to enjoy the informative and entertaining "Sparks on Sparkling," complete with a demonstration of how to open a bottle with a sabre. Best of all, you'll be tasting four bubblyies from the Schramsberg line of premium wines.

Wine tastings by American Premium Beverage, Childress Vineyards, Classic Wine (NEW in 2008), Constellation Wines U.S., Freedom Beverage Company, Hanover Park Vineyard, Mutual Distributing Company, Raffaldini Vineyards, RagApple Lassie Vineyards, Raylen Vineyards, Round Peak Vineyards, and Tryon Distributing Company. Beer lovers will enjoy Foothills Brewing – new this year!

To purchase tickets or for more information, please contact the Brenner Development Office at 716-7985.



Dear Calla Roo...Love, Savannah Blue book donation to Reach Out and Read

The Reach Out and Read Program received a book donation of 3600 books from artist and author Sudie Rakusin. Ms. Rakusin donated the book, *Dear Calla Roo...Love, Savannah Blue, A Letter About My Birthday*, which is the third book in the series.

The Reach Out and Read program at the Downtown Health Plaza enables the care providers to educate parents about the enormous benefits of reading and to provide them with the essential tools for enjoying this experience with their own children. The program is entirely supported by generous donations from local benefactors and from contributors to the National ROR Center. This extraordinary donation of such a large number of beautifully written and illustrated books from Sudie Rakusin will be of great value to our program. We will be able to give these lovely, hardcover books to thousands of children who may have never had the opportunity to own and to delight in a brand new book of this quality.

Sudie loves watching children enjoy her books. She chose to donate copies of *A Letter About My Birthday* to Brenner Children's Hospital because she was impressed with the goals of the Reach Out and Read Program and the connection the program makes between wellness and literacy. She's glad to know that so many children will be able to take the new book home with them and that she and Savannah Blue may be able to play some small part in their healing and well-being.

Sudie Rakusin is an artist whose body of work includes pen-and-ink drawings, oil paintings, papier mache pieces, and journey books. Her work has appeared in calendars, magazines, and books, as well as on covers and notecards. Savannah Blue and her sisters share their home in the woods with Ms. Rakusin outside of Chapel Hill, North Carolina.

Save the Date

Cheers! A toast to children's health

Friday, April 18, 2008

Old Salem Visitor Center
Wine Master Seminar,
6-7:30 p.m.
Grand Tasting,
6:30-9:30 p.m.

Together for Kids-Come out to Play!

Brenner Kids Bike Race and Rodeo
Sunday, April 20, 2008
Downtown Winston-Salem

Friends of Brenner Membership Meeting

Wednesday, April 30, 2008

Celebrity Golf Classic

Friday, May 30, 2008
Tanglewood Golf Courses,
Clemmons, NC and
Oak Valley Golf Club,
Advance, NC

BCC Run

Saturday, August 30, 2008

A Noble Night

October 30, 2008
Noble's Grille

Festival of Trees

November 22-23, 2008
Education Building
Dixie Classic Fairgrounds

What's New at Brenner

Brenner Employee Highlight: Stacy Kolbash

Stacy Kolbash has been interested in food since she was in grade school, when she would go with her mother to the grocery store and read nutrition labels. "My mom taught our family to be health conscious as we were growing up," she said.

Now Stacy teaches other families to be health conscious in her job as clinical dietitian for the Brenner FIT (Families in Training) Program, the region's first and most comprehensive pediatric obesity program. Stacy describes the program as "a great collaboration of health professionals prepared to help families maintain healthier nutrition and activity habits."



"Each of us has a unique knowledge base," she continued, "and we see the families together to work on behavior changes and support the family with resources, to help them manage stress and conflict, and to advise them on nutrition and physical activity." Joseph Skelton, M.D., a pediatric gastroenterologist and national obesity expert, heads the program. Stacy joined the team in September 2007. Other members include a case manager, a family counselor, a physical therapist and an administrative assistant. Stacy said that the most rewarding aspect of her job is working with this "passionate, top-notch team" to help families in the community.

Stacy teaches families to improve their food intake and eating behaviors. "I encourage them to track their food and beverage intake, including how many fruits and vegetables they eat daily and what types of beverages they are drinking," she said. "We work together to choose more healthful foods at the grocery store, plan meals ahead of time and learn strategies for portion control."

Another part of Stacy's job is teaching cooking and meal-planning classes and a family weight management class as part of the Collaborative to Strengthen Families and Neighborhoods, which is a partnership between the Wake Forest University School of Medicine and the YWCA.

Stacy grew up in Toledo, OH, and received her Bachelor of Science degree in dietetics from Ohio University in Athens, completing her dietetic internship at Meredith College in Raleigh. Before coming to Brenner, she earned a master's degree in food and nutrition while teaching undergraduate nutrition classes at Ohio University. She keeps fit herself by running with her husband and her dog, Matisse, near her home in Kernersville.



Brenner Children's Hospital

Wake Forest University Baptist Medical Center

A Publication of Friends of Brenner Children's Hospital

Office of Development
Division of Annual Support and Special Projects
Medical Center Boulevard
Winston-Salem, NC 27157-1021

Non-Profit Organization
U.S. Postage
PAID
Winston-Salem, NC
Permit No. 154