May 2021 Munson Healthcare Foundations

Inside: Giving Near to the Heart Two Lasting Legacies Staying Connected Virtually

> Mary and Art Schmuckal's generous spirit lives on as their family foundation supports life-saving stroke technology in northern Michigan.

Near to the Heart



Stroke survivor Kevin Schmuckal and his family.

"How blessed our region is to have this level of medical treatment available to reduce many complications of a stroke, and for family, loved ones, and significant others to be with the patient instead of the patient being airlifted downstate."

- Evelyn Richardson, daughter of Art and Mary Schmuckal

Learn how Munson Healthcare is innovating stroke care in northern Michigan. Visit **munsonhealthcare.org/strokesupport** or scan the code below.



Each passing second immediately following a stroke is critical. Perhaps no one understands this more than Traverse City native Kevin Schmuckal, who suddenly suffered a middle cerebral artery (MCA) stroke just days shy of his 43rd birthday.

"I was working out at the gym, and I was lucky enough to be in the same class as my wife; she was a couple of treadmills down from me and noticed physical changes to my face," Schmuckal said. "I didn't understand what was happening at the time. It was a very confusing situation – I actually tried to continue to run on the treadmill."

Schmuckal, who now lives outside Atlanta with his family, was quickly airlifted to Grady Memorial Hospital, where he received immediate intervention.

"I got the care that I needed quickly," he said. "It saved my life and helped save my livelihood to be able to recover as quickly as I have, with very minimal side effects."

Ten months after his stroke, Kevin was running a marathon in Minneapolis, after an invitation from Medtronic to be one of their Global Champions – athletes who've conquered a medical condition.

"Age was in his favor, and the medical availability being so close by," Kevin's dad, Paul, explained. "Had he been in northern Michigan at the time, he wouldn't have had the same timeliness of options."

So when the Schmuckal family learned about Munson Healthcare's new interventional stroke program through their foundation, The Art and Mary Schmuckal Family Foundation, it was a no-brainer. Now managed by Art and Mary's four children – Paul, Don, Evelyn, and Barb – alongside four grandchildren (including Kevin) and two close family friends, the foundation readily approved a generous \$500,000 donation to the program, one of their largest to date.

"We've always been supportive of Munson [Healthcare] and of medical advancements in the area," said Paul, Art and Mary's firstborn son and the foundation's treasurer. "So when my sister Evelyn pitched the amount, it took no hesitation to approve it."

Evelyn Richardson, who worked locally as a registered nurse and serves as secretary of her family's foundation, understood the stroke program's impact from both a personal and professional perspective.

"How blessed our region is to have this level of medical treatment available to reduce many complications of a stroke," Richardson said. "And for family, loved ones, and significant others to be with the patient instead of the patient being airlifted downstate."

Barb Benson, the foundation's president as well as Art and Mary's youngest, believes her parents would be more than thrilled to support Munson Healthcare's leading-edge stroke program – one of just a handful in the nation to feature ARTIS Icono biplane technology for 3-D stroke intervention.

"Seeing how far medical care has come to have saved the life of their grandson, they would be all in," she shared.



Art and Mary Schmuckal

A Long Legacy of Support

The Art and Mary Schmuckal Family Foundation – established in 1999 by Art Schmuckal in honor of his late wife Mary, who passed away from cancer earlier that year – was formed to support local charitable endeavors. The foundation champions children, education, and the moral and spiritual fabric of communities in the Grand Traverse region (and eventually beyond).

Art, a Hannah native who started out as a dairy farmer, eventually transitioned into the petroleum business in 1955. His co-operated business, Slane and Schmuckal Oil Co., quickly began selling heating oil to local homes as well as diesel fuel, gasoline, tires, and other automobile-related products to local service stations. When his partner moved to California in the 1960s, Art purchased the company and changed its name to Schmuckal Oil, which would operate under Art, followed by his son Paul, for over 60 years.

In addition to running their oil business, living a life of service was a passion for both Art and Mary – whether at the local political, business scene, or church level. Longtime supporters of their community hospital, the Schmuckals donated to many causes over the decades, including \$250,000 toward Munson Medical Center's emergency department in 2005, followed by another \$250,000 donation to cancer treatment a year before Art's death in 2012.

"Dad was a community person and a businessman. Mother grew up in Petoskey, so we were all raised with that northern Michigan respect. All four of us would say we were very lucky to have mom and dad as parents," Paul said. "They taught us love and respect. We shared and loved and cared for each other."

A Gift from the Heart

Prior to his family foundation's generous gift, Paul personally donated \$300,000 to the stroke program.

"I have a long history of being brought up thinking that Traverse City has a great medical hospital and reputation, so this was just a followup," he said.



The Schmuckal Family generously supports Munson Healthcare's stroke program with one of their largest donations to-date. From left to right: Barb Benson, Paul Schmuckal, Art Schmuckal, Evelyn Richardson, and Don Schmuckal.

For Paul, the cause had also struck a more visceral chord given his son's experience – as well as that of longtime family friend and Traverse City resident Pat Heintz. Like Kevin Schmuckal, Heintz had a stroke in early 2020 while visiting friends in Philadelphia and was able to receive timely, life-saving care because of his location.

"It made it personal," Paul said. "It was near to the heart to be able to say, we now have that capability in Traverse City."

Thanks to the Schmuckal family's generosity, people in northern Michigan now have access to the same interventional stroke treatment options as they would in any large metropolitan area.

"I am incredibly proud that our family and donation is in a position to help the community and help others," Kevin said. "Had this happened to me in Traverse City at the time, it most likely would've been a completely different scenario. I'm just really happy that Munson will have this capability to help other people and get the quality of care that I received, which I know will save people's lives and help them recover in a much better way than they would without this."

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A Spotlight on Leadership



"Every day I am inspired by the generosity and caring of our communities. I could not be more proud to contribute to the life-changing work of Munson Healthcare."

– Debra Henderson

In January 2021, Debra Henderson was named Chief Development Officer for Munson Healthcare and President of Munson Healthcare Foundations.

Henderson served as the Interim President since October 2020 and will continue to lead and guide the development and implementation of Munson Healthcare's comprehensive fundraising efforts. She will work closely with each hospital president, foundation board and committees, while overseeing the Foundations' team of employees.

"It has been an honor and a privilege to work with the many members of our healthcare team, donors, and board and community members throughout the past eight years," said Henderson. "I am excited to continue our work to further innovate healthcare for the people of northern Michigan."

Joining Munson Healthcare Foundations in August 2013, Henderson most recently held the position of Director of Stewardship and Annual Giving. She holds a Master of Science in Health Communication from Boston University and a Bachelor of Arts in Psychology from the University of North Carolina.

Henderson began her fundraising career with the American Heart Association in Charlotte, North Carolina. She made the transition from Southerner to Midwesterner nine years ago, and proudly considers northern Michigan her home.

"Every day I am inspired by the generosity and caring of our communities," Henderson shared. "I could not be more proud to contribute to the life-changing work of Munson Healthcare, and I am filled with respect and admiration that you share this commitment. I look forward to the many accomplishments we will achieve together!"

Turn to page 10 to read a message from Debra on the challenges and highlights of this past year.

Ruth Bloomer to Retire After 37 Years



For more than 37 years, Bloomer has supported healthcare fundraising efforts throughout our northern Michigan communities.

Ruth Bloomer, Sr. Leadership Giving Officer for Munson Healthcare Foundations, will be retiring in June 2021 after more than 37 years of service to communities in northern Michigan.

Bloomer began her career with Munson Healthcare by developing the Volunteer Services program at Munson Medical Center. She later expanded her duties by becoming the hospital's Director of Development and Volunteer Services, and eventually shifted her focus entirely to fundraising.

For those who know Bloomer, her passion for her work is evident in every conversation: "I feel very fortunate to have developed countless relationships and friendships over the years," Bloomer said.

"I have many, many wonderful memories and there are several individuals that I will surely miss!" Bloomer was instrumental in fundraising over \$100 million during her time with Munson Healthcare Foundations for critical renovations, expansions, equipment, and more. Here are a few of the many projects she helped bring to life:

- Biederman Cancer Treatment Center
- Cowell Family Cancer Center
- ICU and Maternity/NICU
- Drug and Alcohol Treatment Center
- Munson Medical Center Emergency Department
- Munson Manor Hospitality House
- Munson Hospice House
- Smith Family Breast Health Center
- Webber Heart Center
- Foster Family Community Health Center
- Betsie Hosick Dialysis Center

- Paul Oliver Cardiac Rehab Center
- Carl's Mobile Hearing Units
- 3D Mammography at Paul Oliver
- Grayling Hospital Cancer Treatment and Infusion Center
- Fundraising for Family Birth and Children's Center, Surgical Services Expansion, and Comprehensive Stroke Program

Bloomer has also served on numerous committees and boards over the years, supporting work for community issues involving youth, senior citizens, domestic violence, homelessness, and education. In her retirement, Bloomer plans to continue making artisan jewelry and spending time with her family, friends, golden retriever, and new granddaughter.

We are grateful for her immense contributions to Munson Healthcare Foundations!

Otsego Memorial Hospital Receives Chamber Award



The updated Dale E. Johnson Emergency Department at OMH features separate entrances for patients and EMS, which streamlines traffic for staff, patients, and visitors.

BUILDING THE LOCAL FUTURE OF HEALTHCARE

Munson Healthcare Otsego Memorial Hospital is honored to have received the Gordon Everett Bell Tower Award from the Gaylord Area Chamber of Commerce. This award recognizes new construction and/or renovation projects that best exemplify investment in Otsego County while maintaining the Alpine spirit and theme. Otsego Memorial Hospital received this award for the recently completed \$15 million renovation and addition to the hospital's Emergency Department, Ambulatory Care Department, and Surgical Department.

"We are privileged to be recognized by the chamber and our business colleagues for our investment and commitment in improving lives of the residents and visitors to our community," said Jim Flickema, Vice President of Market Development at Otsego Memorial Hospital. This project was made possible by the support of many generous donors, including OMH staff and community members, who contributed more than **\$4 million dollars** toward the project.

"Years of planning lead to making our vision of expanded and updated facilities a reality," Flickema shared. "Even during inclement weather and the disruptions of the worldwide pandemic, the design and construction staff persevered and got the project completed for the benefit of the community, patients, and the OMH employees."

Munson Healthcare Foundations and Otsego Memorial Hospital are grateful for partners who believe as passionately as we do in keeping high-quality healthcare close to home. Because of your support, OMH will continue to grow and innovate to serve the greater Gaylord community for years to come.



A Look Inside the New Space The Dale E. Johnson Emergency Department offers a new race track design complete with separate entrances for EMS, two new trauma bays, and 16 individual rooms. This ensures privacy and safety for more than 15,000 patients annually. The new registration and waiting areas offer an enhanced workflow for OMH's healthcare team, and a safe and comfortable environment for families to wait with their loved ones. Extensive renovations to the Surgical Services Area resulted in a larger, beautiful surgical center. The expansion includes 22 private rooms in our Ambulatory Care Department for enhanced patient privacy, recovery, and comfort. Additionally, the expansion of the Post-Anesthesia Care Unit to six bays with all-natural light creates a refreshing and calming environment for patients during their immediate recovery from surgery.

A new integrated surgical suite offers more space to accommodate minimally-invasive robotic surgical technology such as the da Vinci Surgical System. The new space was designed with optimal workflow in mind for central sterilization, surgical support services, and anesthesia. A new surgical waiting area rounds out the features of this renovated space.

Looking Back on Tom Lemon's Legacy

After a rewarding 21 years of service to the Gaylord community, Otsego Memorial Hospital CEO Tom Lemon retired on April 30, 2021. Upon retirement, Lemon plans to relocate to southwest Michigan to be closer to family.



"I'd like to recognize Tom for his leadership and dedication," said Ed Ness, President and CEO of Munson Healthcare. "Throughout his

Tom Lemon

career, Tom has always been committed to doing what is in the best interests of his patients, his team, and his community — and the thoughtful planning and timing of his announcement demonstrates this commitment. We are grateful to have had the opportunity to work alongside Tom for so many years."

During his time with OMH, Lemon was instrumental in a variety of initiatives, including:

- A 30,000-square-foot project for the intensive care unit, radiology, laboratory and rehabilitation areas, including the addition of a pool for aquatic therapy
- Installation of the area's first fixed MRI
- A 32,000-square-foot project for the emergency department, ambulatory care, and central processing departments
- The development of the OMH Medical Group and growing the practice from six to more than 60 providers, featuring family practice, internal medicine, general surgery, OB/GYN, pediatrics and urology
- Serving as Munson Healthcare's East Region President for Otsego, Grayling, and Charlevoix Hospitals
- Earning a sixth consecutive A rating, a safety grade designation from The Leapfrog Group

"Working for Munson Healthcare and OMH has been the highlight of my career," said Lemon. "I will be forever grateful for the opportunities provided to me both professionally and personally."



Photos top to bottom: new private rooms in the Ambulatory Care Department, the expanded surgical suite, and an updated waiting area for loved ones.

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You Can Make the Gift of a Lifetime

Did you know that you can create a legacy at Munson Healthcare without changing your will or parting with any assets now?

You can designate your Munson Healthcare local hospital or Munson Healthcare Hospice as a beneficiary of your retirement plan assets. You do not need to modify your will or living trust, and you can name Munson Healthcare as the sole beneficiary or one of several. This allows you to give while still providing for family or loved ones.

If you are over 70½ years of age and do not need your required minimum distribution, you can make a tax free gift from your traditional IRA. Thanks to a tax law extension passed in December 2015, the "IRA Charitable Rollover" option has become permanent. You can transfer up to \$100,000; it must come directly from your IRA administrator to the Munson Healthcare Foundations. The gift will not be taxed as income to you.

Staff members at Munson Healthcare Foundations are available to answer your questions about legacy giving. Please contact us at 231-213-1150 or legacy@mhc.net.

Legacy Society Members

The Legacy Society represents a list of donors who have named Munson Healthcare Foundations in their will or estate plans to support their local community hospital or Munson Hospice. It also includes those who have made a Charitable Gift Annuity or other life income arrangement. If interested in becoming a Legacy Society member, call our office of Legacy Giving at **231-213-1150**.

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Staff and community members celebrate Charlevoix Hospital at the 2019 Holly Daze event, before COVID-19.



A blast from the past: community members gather in support of Cadillac Hospital and Munson Hospice during the 2018 Power of the Purse and Hospice Breakfast events.

Connecting Virtually

Resiliency, gratitude, and unity – these words come to mind as I reflect upon the last 12 months.

It was a little over a year ago when we confirmed our first case of COVID-19 here in northern Michigan. At the time, we were only beginning to understand the scope of the pandemic and the impact it would have on each of our lives.

So much has changed since the start: maneuvering remote working and learning, masking up for the grocery store, and attending virtual gatherings with loved ones. This year has truly challenged us in ways we never expected.

However, I can say with certainty the connection we feel today is stronger than ever before.

Many of our fundraising events were cancelled or moved to a virtual format this past year in an effort to protect the people and **communities we love**.

This was a new normal for many of us as we put forth our virtual backgrounds and gathered around screens to celebrate and support our local hospitals. Holly Daze, Power of the Purse, Hospice Breakfast, Giving Tuesday and more: together, you made it possible to carry on the legacy of these beloved events and raise over \$315,000 to keep healthcare strong in your community.

Additionally, the outpouring of support for healthcare workers from all of our communities from sidewalk art to notes of encouragement and everything in-between has been inspiring.

To say I am filled with gratitude by the generosity of our communities would be **an understatement**.

Seeing everyone come together time and time again has made me realize we are more than a hospital system — we are a **family** of physicians, nurses, donors, and community members who have united in an era of social distancing to showcase support for each other.

Now, more than ever, our hospitals play a critical role in the health and well-being of the people of northern Michigan. You make this possible.

As we look forward to summer, vaccinations, and brighter days ahead, know that we can't wait to gather again safely. Until then, stay safe, stay vigilant, and know we are grateful for your continued support.

Sincerely,

Debra Henderson President, MHC Foundations

Meet Our Board Members

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Thank you

In times like these, we are reminded of how important community support is to all of our local hospitals.

We are deeply grateful to all of our donors.

The following list represents those who made cash gifts and payments of \$250 and above, between January 1 and December 31, 2020.

We have taken great care to ensure the accuracy of our donor listing. If an error has been made, please call the Foundations at **231-213-1150**.

Thank you!

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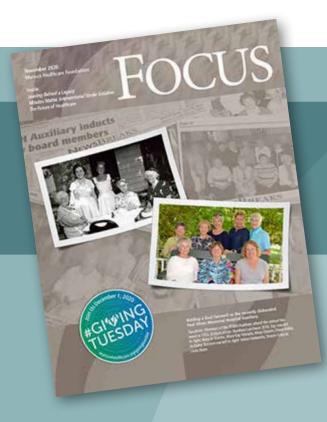
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