

CORNERSTONE

TRI-CITY HOSPITAL FOUNDATION

Message from the President

Mary Fenton has recently stepped down from her position as Board President of the Tri-City Hospital Foundation. President-elect Dr. Neil Joebchen is now serving as President of the Foundation.

First and foremost I wish to thank Mary Fenton for her service as the Tri-City Hospital Foundation President. I am very pleased that she has decided to remain a member of the Foundation Board, continuing to share her insight and expertise with us. Mary will remain a key part of the Foundation team as we move forward with our important work.

For over 40 years Tri-City Medical Center has provided our local community with quality healthcare and compassionate service. Over time the hospital has expanded, adding space and technology as needed in order to meet the needs of our growing community. Thanks to the vision and diligent planning of the Tri-City Healthcare District Board and the Tri-City Medical Center leadership team, we as a community can be assured that this tradition will continue.



Tri-City Hospital Foundation Executive Committee
Back L to R: Dr. Neil Joebchen, Larry Dorsa, Frank Mercardante, Dick Young, and Dr. Stephen Dorros
Front L to R: Albert Colucci, Mary Fenton, and Dr. Eva Lean

The plans for the future of Tri-City Medical Center give us so much to look forward to. The proposed master plan provides a state-of-the-art facility that can meet the needs of our increasingly complex and ever expanding patient population. The new facility will be able to accommodate current and future technological advances, thus providing many benefits to patients, and allowing the hospital to continue to attract the very best physicians, nurses, and technical staff.

Tri-City Hospital Foundation has a long history of supporting the hospital's efforts to provide outstanding healthcare to the surrounding community. Undoubtedly, many of us have personally benefited from this care, being treated as patients or sitting by a loved one receiving treatment at Tri-City Medical Center. I'm sure we all would hope for this quality of care to continue for future generations. Having outstanding care available right where we need it should never be taken for granted, but rather it is something we should strive to maintain.

Tri-City Hospital Foundation sincerely appreciates your past and continued support of our efforts to advance healthcare in our community.

Dr. Neil Joebchen
PRESIDENT, TRI-CITY HOSPITAL FOUNDATION

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Tri-City Healthcare District Presents Master Facilities Plan

One of the more critical issues facing voters on the June 6th election is Proposition F. The measure was placed on the ballot by the Tri-City Healthcare District's (TCHD) Board of Directors at its March 8th meeting.

After more than two years of planning, including six months of actively seeking community input, the Board unanimously approved placing the \$596 million Tri-City Medical Center Repair, Improvement and Emergency Care Measure on the ballot.

The measure, if approved by two-thirds of the District's voters, would increase the square footage of the Hospital from 496,000 square feet to 757,000 square feet and increase patient rooms to 335. Additionally, a 220,000 square foot outpatient facility would be built contiguous with the Hospital. One-third of the current Medical Center would be renovated under the plan, which keeps the Medical Center at its present site in Oceanside.

Based on the District's 150-page Master Facilities Plan, released in early April, the new facility would comply with state-mandated earthquake standards required by 2013. It would also relieve TCMC's overcrowded Emergency Department, which is the second busiest in San Diego County. The plan addresses anticipated population growth in coastal North County and will upgrade the infrastructure to accommodate advances in medical technology, safety and security concerns, and efficiencies in energy conservation and operations.

If approved, the measure would add \$23.40 per \$100,000 assessed value, not appraised value, on real estate in the District. The current median assessed home value in the District is around \$205,000. As such, the annual tax would be just over \$46.80, or \$3.90 per month. The hospital District includes Oceanside, Vista and portions of Carlsbad.

"As one of the doctors involved in this critical planning process for the future and survival of our Hospital, I can say unequivocally that this effort is supported by a broad coalition of doctors, nurses, and community members because we recognize the urgent need to repair and upgrade Tri-City Medical Center,"

said Emergency Department Medical Director Dr. Richard Burruss. "We absolutely must ensure that our community and its residents have the access to the emergency and quality health services that they deserve."

Another reason to gain voter approval sooner is due to increases in the cost of hospital construction. Over the last several years, construction and renovation costs have skyrocketed, partially due to the basic forces of supply and demand. Demand for meeting seismic standards by all hospitals in the state and delays with state regulatory agency review and approvals have led to increases in costs.

As a result, Tri-City Medical Center estimates that for every month the hospital delays starting repairs and upgrades, it costs an estimated \$3 million in additional construction costs.

In reviewing the plan, Chief of Staff Dr. Donald Ponec points out that the new facility would make it far easier to attract top notch physicians and nurses who specialize in both general and specialty care. "As our current staff ages and retires, it is becoming increasingly more and more difficult to recruit new physicians and medical staff," Ponec stated. "When you look at an aging building with all the related problems associated with that, plus the high cost of living in coastal North County, our experience is that new and even experienced doctors look elsewhere to establish their practice," he said. "This phenomenon robs our community of the best of the best."

No portion of the bond will be used for administrators' or staff salaries, according to the proposed Bond Resolution. The Resolution calls for an Independent Citizens' Bond Oversight Committee to ensure that expenditures match what the District has proposed.

From an economic development standpoint, communities benefit when quality healthcare facilities are within easy reach of residences. Real estate values increase similarly to the way they do with communities that have quality schools and neighborhood amenities such as good parks and libraries. They also benefit not only from the tax base that's created, but also from the business that the hospital, employees, contractors, and patients generate with local establishments.

"We absolutely must ensure that our community and its residents have the access to the emergency and quality health services that they deserve."

Dr. Richard Burruss

To learn more about the Tri-City Medical Center Master Facilities plan please visit www.tricitymed.org.



Golf 'Fore' Your Heart

2006 Invitational



21st Annual TaylorMade Golf 'Fore' Your Heart Tournament... 18 Holes

On Monday, May 1st, Tri-City Hospital Foundation hosted the 21st year of the TaylorMade Golf 'Fore' Your Heart Pro-Am Tournament benefiting cardiovascular services at Tri-City Medical Center. 145 golfers participated in this annual "rite of spring" at Shadowridge Country Club in Vista.

As in years past, TaylorMade Golf generously agreed to take on the title sponsorship role, under the direction of President and CEO Mark King. Peter Sanchez, President and COO of Fujikura Composite of America, Inc., volunteered to serve as the 2006 Tournament Chair. Pete's personal relationships within the community and current position as President of the Shadowridge Country Club Board made him an invaluable asset in the planning of the tournament. As a result of the outstanding volunteer leadership from Pete Sanchez



Jim Flick coaches the golfers, adding a bit of humor to his lesson.

and Mark King, the tournament raised nearly \$150,000 in support of cardiovascular services at Tri-City Medical Center.

The tournament golfers enjoyed an exciting day of on-course games hosted by the Pin-Up Golf Girls, previews of the latest in TaylorMade Golf equipment, and golf instruction from PGA and world-

renowned instructor Jim Flick. After 18-holes of friendly competition, the winning teams were named. Taking 1st place for low net was the five-some of Dr. Clay Colbert, Dr. Jeff Miller,

Bill Adams, Jill Thompson, and pro Scott Malberg.

The winning team for low gross was the team of Mark King, Jeff Files, Chuck Yash, Michael Mark, and pro Barry Mahlberg.

As the golfers wound up their day, they attended a reception featuring the Annual Awards Dinner Tournament Auction. The always-popular silent auction

gave attendees the chance to bid on items including a full custom-fit set of golf clubs from TaylorMade Golf, rounds of golf at several prestigious golf courses, autographed memorabilia, and other golf items.



Pete Sanchez (center) this year's Tournament joins Mark King, President/CEO of TaylorMade and World Golf Hall of Fame member Jim Flick.



The winning low net team take a moment to rest and pose for our cameras.

After dinner the crowd was able to bid on two much-anticipated live auction items including a trip for two to the 2007 Masters Tournament and an opportunity to golf with PGA tour player John Daly. With auctioneer Mark King's encouragement, the live auction was a huge success, raising \$50,000.

In the 21 years since its inception, the Golf 'Fore' Your Heart Tournament has generated more than \$1,500,000. These funds are instrumental in improving cardiac patient care including diagnostic, treatment, recovery, and prevention programs at Tri-City Medical Center.



Golfers gather round the putting short golf clinic with Jim Flick.



Dr. Art Gonzalez, President/CEO and Don Schempp, Foundation Board Member welcomed golfers with one of the event Pin-Up Golf Girls.



Members of the winning low gross team with Jim Flick (center).



...les to Healthier Hearts



...ment Chair
...rMade and
...m Flick.

AUGUSTA NATIONAL LEVEL

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Palomar Investigative Group
Temecula Valley Bank



...ing green for a
...im Flick.

Tri-City Hospital Foundation Announces Formation of New CORPORATE COUNCIL

In addition to providing the highest quality of healthcare, Tri-City Medical Center is about people volunteering their time and talents — community leaders pitching in, technology that is in the right place at the right time, and philanthropists who envision the future, and enable us to make it happen.

— Dr. Arthur Gonzalez

On March 30, thirty of North County's top executives gathered at TaylorMade's corporate headquarters for the inaugural event of Tri-City Hospital Foundation's Corporate Council. Developed under the leadership of Mark King, President and CEO of TaylorMade Golf, the goal of the Foundation's new program is to increase involvement of local CEOs and corporate leaders in a collaborative effort to advance healthcare at Tri-City Medical Center.

"I appreciate the significant impact healthcare costs have on business," said Mark King. "I also understand the influence we, as business leaders, can have on healthcare. By participating on the Corporate Council, members will have an opportunity to be advisors and champions of healthcare excellence in our community."

Council members provide annual financial support, which they will ultimately be able to direct to benefit health programs and services of interest at Tri-City Medical Center.

Council members themselves benefit from a distinctive relationship with Tri-City Medical Center. Members are invited to attend special programs and events and will have the opportunity to interact with top medical center administrators, physicians, and corporate leaders in our community.

We are now in the process of recruiting additional Corporate Council members. For more information, contact Judy Winter at (760) 940-3597.

Corporate Council Founding Members

PLATINUM LEVEL

Mark King
President and CEO, TaylorMade Golf Company
Dr. Arthur Gonzalez
President and CEO, Tri-City Medical Center

GOLD LEVEL

Frank Mercardante
Chief Executive Officer,
Southwest Community Bancorp/
Southwest Community Bank
David Broad
Vice-President/General Manager, Genentech

SILVER LEVEL

Richard High
Publisher, North County Times
Michael McBrayer
Senior Vice-President, dj orthopedics
Luke Sharkey, District Manager,
Aramark Healthcare Management Services

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Patricia McBride
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American Medical Response
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Randy Pickering
President, Pickering Insurance
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Vince Siciliano
President,
1st Pacific Bank of California

**We Honor the Generosity
of All Our Sponsors**

KING'S LEVEL

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Shred-it
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Tri-City Hospital Auxiliary
Y3K Grafix, Inc.



The 6th Annual Mardi Gras Charity Ball and Pageant held February 4, 2006 was definitely an out of this world experience. Event co-chairs since its inception, Dr. Art Gonzalez and wife Debbie Gonzalez work tirelessly each year to create an event more spectacular than the previous. This year's event was no exception, stunning guests upon arrival with an elaborately lit entry and continuing the drama inside the Serra Center hall where guests mingled among the *planets and stars*. The amazing laser show and special effects along with the detailed costumes of the Mystick Krewe de Trois and Vader's 501st legion dazzled



Deborah and Arthur Gonzalez,
Chairpersons,
Mardi Gras Charity Ball & Pageant

the over 700 attendees, transporting them to a Galaxy Far, Far Away.

Through the support of volunteers from the hospital staff, administration, and community members, this year's Mardi Gras event raised more than \$262,000. Proceeds from the event will benefit the North County Child Study Center. The Study Center, which began in 2001, is committed to providing excellent comprehensive



GG Salvatierra and
Dr. Neville Alleyne



King Ron Mitchell and
Queen Robin Wonenberg

diagnostic and therapeutic services to children with behavioral and developmental disorders. Services include education and counseling for children, as well as opportunities for family members to learn about the disorders and how to better assist their child.

The North County Child Study Center is supported by funds from the Tri-City Hospital Foundation, Tri-City Medical Center, and other community agencies and foundations. The annual Mardi Gras event provides additional support for this vital community program.

Special recognition should be given to the many sponsors and volunteers who make this event possible year after year. Without the generosity of these community members, programs like the North County Child Study would not be able to continue their important work.



Charlene and Dr. Joel
Heiser



L to R: Michael Ross with
Sandy and Dr. Stephen Dorros

In Giving You Receive



Visit our
Gift Planning
website at
www.tricitygifts.org

We are all familiar with the idea that in the act of giving we receive more than we thought imaginable. Most of us experience the reality of this truism early in life—through the eyes of a child, the gratitude of a life changed, or through the vision that is inherent in the spirit of philanthropy.

Some may find it surprising that US tax laws take this reality one step further providing measurable incentives, which nurture a philanthropic society. Programs and planning strategies like the Charitable Gift Annuity are commonly used and provide a myriad of benefits to both the giver and the receiver. If you have savings or appreciated securities that are not paying you a satisfactory return, you can put those assets to work for you—and for Tri-City Medical Center.

For more information and a personalized Charitable Gift Annuity proposal, please contact Dale Wallenius at (760) 940-3344 or walleniusdk@tcmc.com.

Your Charitable Gift Annuity will:

- Provide a guaranteed fixed income for life at a high rate with a sizable portion of this income tax-free
- Give you an immediate charitable income tax deduction
- Enable you to bypass a portion of the capital gains tax if your gift is appreciated stock
- Leave a lasting contribution to Tri-City Medical Center to provide outstanding healthcare in your community

CURRENT SINGLE LIFE RATES					
AGE	RATE	AGE	RATE	AGE	RATE
50	5.3%	65	6.0%	80	8.0%
55	5.5%	70	6.5%	85	9.5%
60	5.7%	75	7.1%	90+	11.3%

When the rates listed here are combined with substantial tax savings, the Charitable Gift Annuity produces an even higher effective rate of return. Two-life gift annuities are also available at slightly lower rates.

For more information, please contact Dale Wallenius at Tri-City Hospital Foundation at (760) 940-3344.

Tri-City Hospital Foundation BOARD OF TRUSTEES

EXECUTIVE MEMBERS

Neil R. Joebchen, M.D.
Mary Fenton, R.N., M.N.
Frank Mercardante
Larry Dorsa
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Albert Colucci
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