Taylor Farms Family Health & Wellness Center opens to serve thousands of people in Gonzales region

November 14, 2015 was the culmination of hundreds of hours of work and millions of dollars raised to touch thousands of lives—the official opening celebration of the Taylor Farms Family Health & Wellness Center in Gonzales. Dr. Norman Nelson chaired the capital campaign committee. Before taking on this role and retiring in 2014, Dr. Nelson served 34 years on the SVMHS medical staff and was President of the Foundation Board of Governors in 1993.

More than 400 people joined the opening festivities and nearly 250 people received a free flu shot. Health screenings, refreshments and a dedication ceremony helped ring in a new era of expanded healthcare and wellness services in the area. “There was a great show of...”

(Continued on page 2)
enthusiasm from the community as well as the generous donors who made the Taylor Farms Family Health & Wellness Center a reality,” says Dr. Nelson.

“The agriculture community recognized this as an opportunity to show how much they care about employees and their families,” Dr. Nelson adds. “They were very generous and supportive of expanding healthcare in the communities where they operate, where their employees live and work.”

Steve Smit, VP/General Manager of Constellation Brands appreciates that the new Center will provide access to wellness and healthcare services, and improve the quality of life for many of their employees and residents of the community. “We are fortunate to be among the donors who helped fund construction of the Center, located near our Gonzales and Estancia wineries,” says Steve. Their $75,000 donation will greatly impact the overall health of the community. “The positive impact this new center will have on our area is clear,” says Steve. “Constellation has been part of this community for a long time, and understands the importance of partnering with the medical community in order to promote wellness and ensure access to vital care for families here.”

“On behalf of all of our winery and vineyard employees in the Gonzales community, it’s an honor to support the Health and Wellness Center,” says Constellation Brands Jay Wright, President, Wine and Spirits Division. “Constellation has a large presence in the community. We have approximately 110 full-time and 200 seasonal winery and vineyard employees in the local area.”

The new Taylor Farms Family Health & Wellness Center will greatly benefit the residents of the community, and help the physicians and staff care for patients. As part of SVMHS, the Center’s physicians now have instant access to electronic health records for their patients, greater collaboration with other SVMHS physicians, enhanced referrals to specialists and the opportunity to help people learn healthier lifestyle habits. “It also helps reduce the burden on the Emergency Department at SVMHS,” says Dr. Nelson. “About 14 percent of ED patients come from South County, and this will give patients quicker, closer access to excellent care.”

Many organizations and individuals went the extra mile to show their support for expanded healthcare in the Gonzales
Capital campaign committee

Chaired by Dr. Norman Nelson, the capital campaign committee included a dedicated team that worked tirelessly to raise funds in support of the Taylor Farms Family Health & Wellness Center. Our heartfelt thanks to Dr. Nelson and committee members:

Butch Lindley  
Susan Merrill  
Tom Romans  
Mitch Secondo  
Carla Spencer  
Gary Vincenz  
Harry Wardwell  
Jeff Wardwell  
Warren Wayland

Appreciation at every level

Janice Caprara, left, along with her husband Dennis, sponsored one of the patient exam rooms at the Taylor Farms Center. The Capras also generously hosted a fundraiser at their home which netted over $174,000 for the center.
Setting a caring example

Taylor Farms made the lead gift of $1 million to the capital campaign. In honor of their generosity, the Center was named Taylor Farms Family Health & Wellness Center.

We cannot say THANK YOU enough to all of the businesses and individuals whose contributions made the Taylor Farms Family Health & Wellness Center possible. In recognition of their leadership gifts, rooms of the Center are named for:

Family Conference Room:
Sally Hughes Church Foundation

Front Lobby:
American Farms

Lab Waiting Area:
Constellation Brands

Imaging/Procedure Room:
D’Arrigo Bros. Co. of California and the Andrew and Phyllis D’Arrigo Charitable Foundation

Pharmacy Room:
Mr. and Mrs. Jerry Rava

Business Office:
Gonzales Car Wash, Terry and Rosee Trapp

Physician’s Office:
Mike and Lucia Boggiatto

Blood Draw Station:
Portuguese Fraternal Society of America Council #30 Monterey

Patient Exam Rooms:
Dennis and Janice Caprara
D’Arrigo–Martin Family
The Haynes Charitable Foundation
& Cinderella Carpet
The Nunes Company
Smith & Lindley
SVMH Service League (2 rooms)
J. J. & H. Violini
Vosti Family, in memory of Clarence O. ‘Toots’ Vosti
Vosti Family, in memory of Rose Tamo Vosti

A SPECIAL THANK YOU

Alec Leach, President of Taylor Farms, along with Betsy Leach and daughter Molly Heacox. Molly is Director of Clinic Operations for SVMHS.
Welcome new Board President
David Ramos, MD. Thank you to immediate Past President Gary Vincenz.

Just reading the resume of the incoming Foundation Board President would exhaust most people and yet somehow, David Ramos, MD manages to do it all and have fun in the process. He’s a cowboy at heart and a doctor by training and profession. Dr. Ramos is an emergency room physician who has been part of the SVMHS medical staff since 1998, Chair of the Department of Emergency Medicine from 2011 to 2015 and an active supporter of the Foundation. We are so proud and pleased that he now serves as the President of the Foundation Board of Governors, the first physician to serve in that position since Norman Nelson, MD held it in 1993. In November 2015, he took over the reins from outgoing president Gary Vincenz. “I’m thankful to the Foundation for this opportunity and look forward to working with other board members and staff,” says Dr. Ramos. “I’m especially thankful for Gary’s leadership over the last few years.”

“I am excited about David Ramos coming on as new President,” says Gary. “We share a passion for the hospital and the work of the Foundation. It’s good to know there’s an excellent hospital with great doctors and staff near where we live. We can all be proud of the generosity of our community, volunteers, board members, physicians and staff for their support of the hospital through the Foundation.”

In addition to his role as President of the Foundation Board, Dr. Ramos is Vice Chief of the SVMHS Medical Staff and will move into the Chief of Staff position in October 2017—the first emergency medicine physician to serve as Chief of Staff. It’s a total of a six-year commitment that started October 2015 as Vice Chief of Staff. He will serve as Associate Chief of Staff for two years beginning October 2019, helping to prepare the next Chief of Staff for this important role. “It’s a great process where I can learn and serve at the same time,” he says. “I am truly honored and thankful to great mentors like Gary and Dr. Orlando Rodriguez, current Chief of Staff.”

Dr. Ramos goes above and beyond the call of duty in caring for patients, the hospital and the community. His inner cowboy shines as a long time committee member and participant in the Men’s Trail Ride. He’s been on the Foundation board since 2011 and has helped raise funds to support hospital services and programs for more than a decade. Dr. Ramos actively recruits other physicians to support the hospital through the Foundation by participating in events as well as making direct contributions.

Dr. Ramos sees his role as multifaceted. “As a physician at SVMHS, I can be an ambassador for folks who want to support the hospital and an interpreter for those who want to better understand the needs,” Dr. Ramos says. “I’m also able to explain the significance of specialized equipment, services and programs that we are supporting as a Foundation. As a physician who works full time and volunteers as well, I set an example and show that it’s worth their time, energy and dollars to go forward with these projects. It keeps me humble.”

“As a physician at SVMHS, I can be an ambassador for folks who want to support the hospital and an interpreter for those who want to better understand the needs.”

—David Ramos, MD
Wolfhouse Radio Group Hosts Sixth Radiothon for CMNH

For the sixth year, Wolfhouse Radio Group raised thousands of dollars to support the Children’s Miracle Network Hospitals Program (CMNH) at Salinas Valley Memorial. This year, the local radio partner broke their previous record, raising more than $78,000!

La Buena KRAY 103.5 and Radio Lobo KMJV 106.3 kicked off the radiothon on Friday September 11, 2015. Both Wolfhouse Radio Group stations dedicated airtime from 6:00 a.m. to 8:00 p.m. Friday, Saturday and Sunday to the CMNH fundraiser. With the support of Wolfhouse Radio Group founder Hector Villalobos, the stations also promoted the event for three weeks leading up to the radiothon. “We are fortunate to have a generous, community-focused owner in Hector,” says Ramon Castro, local sales manager. While he’s very modest about the fact, Ramon championed the annual event to support CMNH back in 2009.

“A large amount of donations come from cuadrillas working in the fields,” says Ramon. Workers pool their donations and designate someone to deliver the money to the station, often in vegetable or berry boxes. “At the same time, our listeners are inspired and come to the studios and donate.” One local business owner, Alejandro Ramirez of Alejandro Ramirez Farms, matches his employees’ donations dollar for dollar. Thanks to the generosity of his employees, and his match, they raised more than $7,500 during the 2015 radiothon.

“Every penny goes directly to the Children’s Miracle Network Hospitals program at Salinas Valley Memorial,” says Ramon. Ramon stresses that the credit goes to the staff who volunteer their time and talents, and to the hardworking farmers, growers and workers in the fields who in turn inspire packing companies as well as people throughout the community. “We can’t say thanks enough to our community for their support,” he says. “They’re the ones to make the radiothon a success.”

“We are fortunate to have a generous, community-focused owner in Hector.”

—Ramon Castro, local sales manager
Beads of Courage

A beautiful string of memories
While many parents record their baby’s milestones in weeks, months and years, parents whose newborn stays in the Neonatal Intensive Care Unit (NICU) mark milestones in minutes, hours and days. Beads of Courage—one of the many programs funded by your donations to the Children’s Miracle Network Hospitals Program at Salinas Valley Memorial—creates a tangible string of memories for parents of babies in the hospital’s Level III NICU.

When a baby comes to the NICU, the parents are given beads that spell out the baby’s name, a “happy birthday” bead, a hand-made bag and a bead string. Beads of Courage helps the family celebrate the small things and the large things, mark the ‘firsts’ as well as difficult times. Each bead is a symbol of the baby’s progress and something the parents can look at and say “we made it through this.”

Identical twins Seraphina and Felicity Zelenski spent 38 days in Salinas Valley Memorial’s NICU. “The days kind of blended together,” says mom Katie, “but when I could lay the beads out on the table and look at them, it was very clear how much we’d gone through.” “Almost everything else about the twins is exactly the same, but there are a couple of differences in their chains,” adds Anthony, the twins’ father. “The beads will be a great way for the girls to celebrate their individuality.”

For first-time parents Sarah and Carlos Rodriguez, baby Crosby made quite the entrance…at home…seven weeks early. After EMTs delivered Crosby, he was rushed to Salinas Valley Memorial’s NICU. “I take the home birth bead personally, because I took part in that one,” says Sarah. Carlos is particularly fond of the bead that signifies the first time he held his son. “That’s when I really started to feel like a dad,” he says.
Another form of patient care

HUG is more than a word that makes you feel good – it’s an acronym at Salinas Valley Memorial Healthcare System for doing good. HUG is an employee giving program that stands for Help Us Grow. Since 1991, employees throughout the Healthcare System have contributed more than $1.3 million in support of hospital services and equipment through the Foundation. The program demonstrates that employees believe in the organization so much, they support it through the Foundation. It sets an inspiring example that helps foster support throughout the community.

“Employee support means a lot to Foundation board members and donors,” says Executive Director Kendra Howell. “Our employees work hard and their participation in HUG shows they want to give even more by donating to the Foundation. It’s wonderful to have the support of hourly, per diem, full-and part-time employees as well as administration. They all come together to expand and improve patient services and programs.”

The 2015/2016 HUG campaign rolled out in November and so far has raised more than $32,000 over last year’s total, bringing employee donations through the HUG program to over $105,000 for the campaign year. The previous year, employee donations through the HUG program were nearly $75,000.

Like any donor, employees can designate a fund, such as the Taylor Farms Family Health & Wellness Center, Children’s Miracle Network Hospitals program at SVMHS, ICU Waiting Room In Memory Of John Silveira, RN (2013 Nurse of the Year), or give to the area of biggest need.

“We all have an opportunity to be a part of the many good works accomplished through Foundation funding,” says Pete Delgado, SVMHS President/CEO. “Our gifts to the Foundation through the HUG program carry even more significance than the donation itself. Our support signals to the larger giving community outside our organization that our Foundation has the support of our employees, sending an important message that it is worth their support as well.”

Message from the Executive Director

It is such an honor to be part of an amazing team that includes our Board of Governors, members of our event and campaign committees, countless volunteers and a dedicated Foundation staff. I know I speak for all of them as well as the staff and physicians of Salinas Valley Memorial Healthcare System when I thank outgoing board president Gary Vincenz for his commitment and leadership to the Foundation; and welcome Dave Ramos, MD as our new president. Dave has long been involved with the Foundation and follows Dr. Norm Nelson as the second member of the SVMHS medical staff to serve in this position.

We just ended an exciting year and we look forward to all that 2016 will bring. Our support of patient care at Salinas Valley Memorial would be impossible without your generous donations of time, energy and dollars. Thank you for your continued support of our Healthcare System.

Meet the Foundation Staff

Kendra Howell, MPP, Executive Director
Works in partnership with the Board of Governors to provide strategic direction for the Foundation as well as manage fundraising efforts and operations.
(Joined SVMH 1994)

Sheri Lindow, CFRE, Development & Accounting Coordinator
Responsible for Foundation accounting, event organizing, planned giving and grant writing.
(Joined SVMH 1994)

Melissa Gross, Children’s Miracle Network Hospitals Program Coordinator
Manages CMNH’s corporate partner fundraising, all CMNH events and radiothons, and oversees the medical needs granting program for individual children in the tri-county area.
(Joined SVMH 2008)

Chelsea Ferraro, Donor Relations Coordinator
Coordinates donor stewardship program and identifies opportunities for donors to engage with SVMHF.
(Joined SVMH 2016)

Jaime Shipman, Department Secretary
Administrative support for the Foundation office including Board of Governors and event committees.
(Joined SVMH 1988)
These generous gifts were provided to remember, to honor and to support.

TO REMEMBER

These contributions were received between 6/1/15 – 12/31/15 for $25 or more to honor the memory of a loved one. The blue entry indicates the individual being memorialized, followed by the name of the contributor(s). Donations are tax deductible and may be made using the inserted gift envelope.

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Terry and Tom Petitt at the Foundation Annual Dinner event. Terry is the Chair of the Ladies Trail Ride Committee.
TO HONOR

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Attending the Foundation’s Annual Dinner event at Corral de Tierra Country Club are Susan Merrill (left) and Butch and Vivien Lindley. Susan and Butch are members of the 2016 Foundation Board of Governors and served on the Taylor Farms Family Health & Wellness Center Capital Campaign Committee.

TO SUPPORT

These contributions were received between 6/1/15 – 12/31/15 for $25 or more to support healthcare services at Salinas Valley Memorial Healthcare System. Donations are tax deductible and may be made using the inserted gift envelope.

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Wound Care Center
Roney-Fitzpatrick Foundation

Top, Drs. Peter and Joanna Oppenheim, PrimeCare Physicians with Salinas Valley Medical Clinic; middle, Rodney and Christine Meeks, Rodney is the Chair of the Men’s Trail Ride Committee; bottom, SVMHS Chief of Staff Dr. Orlando Rodriguez and Beth Rodriguez.
Robert Castro, MD with NICU twins Seraphina and Felicity Zelenksi. Left, on day of hospital discharge; right, at 2015 NICU Reunion.

A HUG goes a long way

HUG (Help Us Grow)—an employee giving program—is just one way our outstanding staff expresses how much they care for our patients and our community.
Asthma Camp 2015, funded by Salinas Valley Memorial Hospital Foundation and the Children’s Miracle Network Hospitals program.
The SVMH Foundation is known for several signature events throughout the year. Mark your calendars for these upcoming fundraisers!

Spring 2016 Calendar of Events

March 18
2nd Annual Founders’ Cup Golf Invitational at the Club at Crazy Horse Ranch $200 per person
4-person scramble with game holes, prizes, lunch, and silent auction. Sponsorships available.

April 22 – 24
27th Annual Los Paseos De Los Rancheros (Men’s Trail Ride); $500 per person

April 29 – May 1
26th Annual Las Estrellas Del Valle (Ladies Trail Ride); $525 per person
Both events held at the Abel/de Dampierre Ranches (Gonzales). Includes all food and beverage for the weekend. Sponsorships available.

To register or for more information, visit www.svmhfoundation.org or call 831-759-1880.