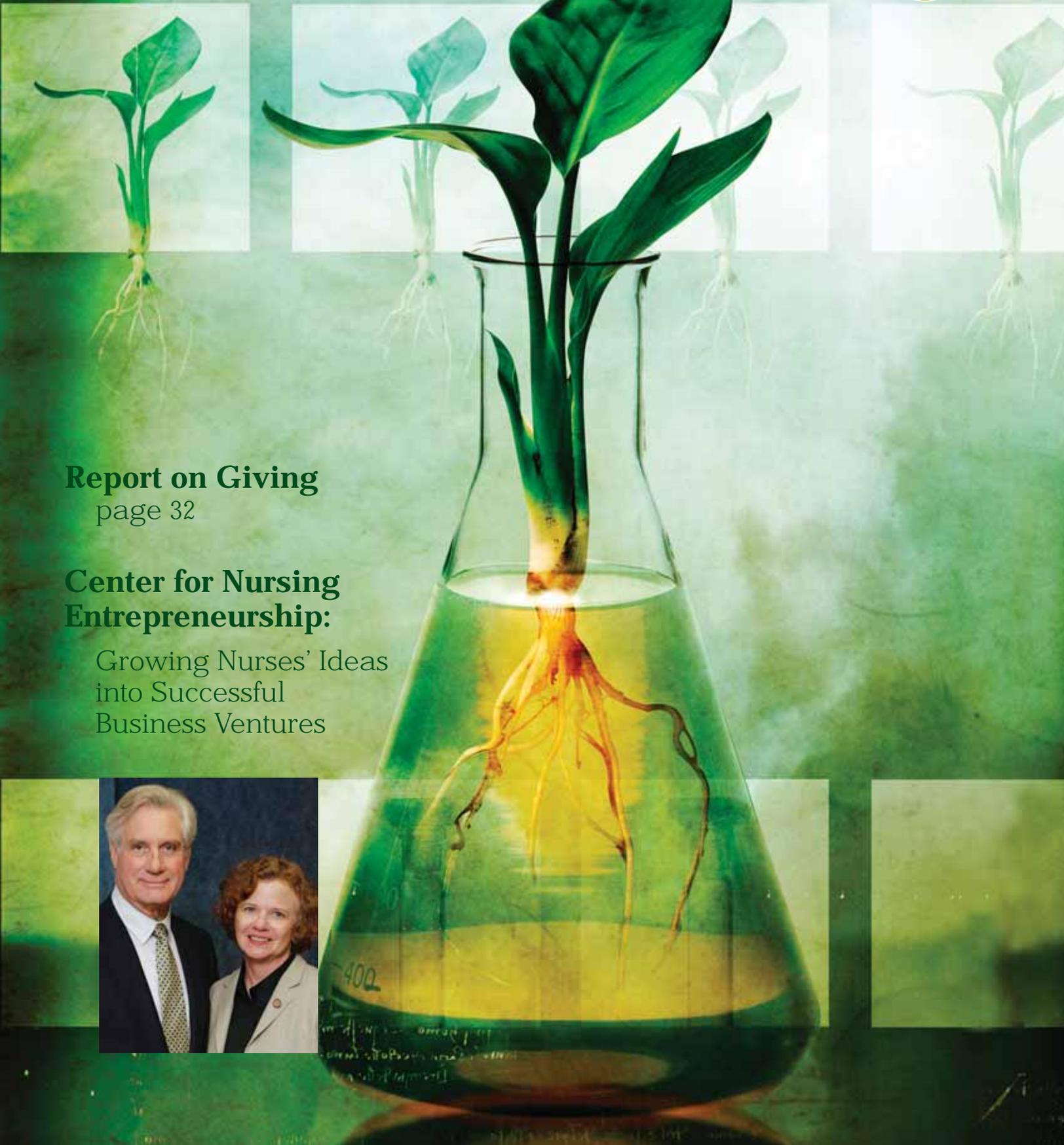


ROCHESTER NURSING

Today



Report on Giving
page 32

Center for Nursing Entrepreneurship:

Growing Nurses' Ideas
into Successful
Business Ventures



A letter from the Dean



Growth is the theme around the School of Nursing these days. New degree programs are emerging, novel initiatives like our Center for Nursing Entrepreneurship (the topic of this issue's cover story) are gaining momentum, and we look forward to breaking ground on a building project to accommodate our expansion.

A plan to expand Helen Wood Hall was designed in 2003 to support our increasing enrollment and programs, and implement technology innovations in education and health care delivery. Construction will begin this fall on a project that will provide the space necessary to prepare nurses to meet the future challenges of health care. The one-story addition with its glass-ceiling atrium will increase the size of Helen Wood Hall by 19,000 square feet. The highlight will be a 150-seat, high-tech auditorium that will serve as a venue for classes, seminars and national conferences hosted by the School of Nursing. The new space, to be named the Loretta C. Ford Education Wing in honor of the emeritus dean of the School of Nursing, will allow for sought-after distance-learning initiatives, video conferencing and other educational alternatives. Renovations of the main lounge and first-floor classrooms are already under way.

Inspiring Entrepreneurs and Leaders

Unfolding within these pages is the story of our first-of-its-kind venture to foster nursing entrepreneurship. We're deeply grateful to supporters Marilyn Fiske and Hank Gardner, University of Rochester alumni, whose vision and leadership is helping to launch our Center for Nursing Entrepreneurship. As a complement to our ongoing efforts to respond to the evolution of nursing, this Center will cultivate businesses and services to fill niches in the health care market and foster new opportunities for nursing professionals. Our appreciation is also extended to the Klainer family for lending expertise and establishing an endowed fund to jump-start this idea. (Please see page 4 for the full story.)

We've enrolled the first class in our new non-nursing degree master's program, Leadership in Health Care Systems. This innovative executive leadership program combines fundamental administrative and business skills with entrepreneurial approaches to health care management, opening career doors for nurses and other health professionals.

Research Efforts Thrive

Growth is also evident in the School's research activity. School of Nursing faculty members have been highly successful in obtaining National Institutes of Health funding, securing \$1.7 million last year, an increase of 162 percent from the base year of 1999. Total research dollars, from NIH and other sources, have increased 296 percent since 1999.

Our School's NIH ranking is currently 23rd among U.S. nursing schools. It is anticipated that NIH funding for 2004 will continue a rapid increase based on proposal submissions and currently funded awards.

You Make it Happen

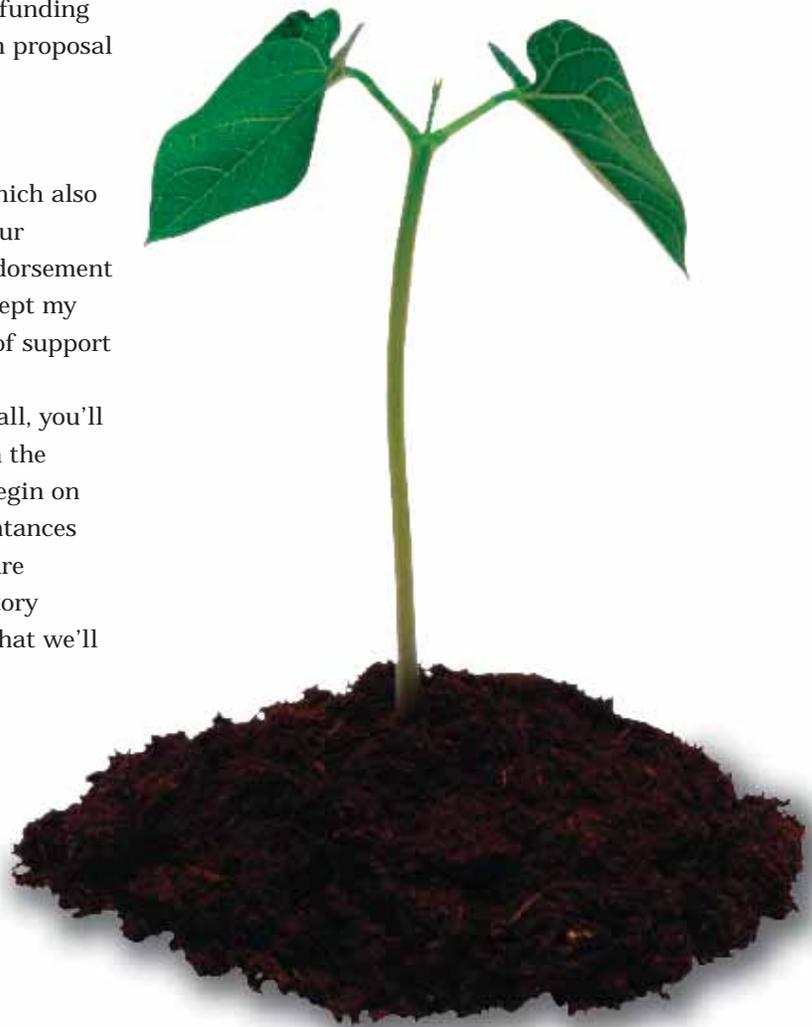
This issue includes our annual list of donors, which also continues to grow. We are deeply grateful for your support and consider your generous gifts an endorsement of the progress we continue to make. Please accept my deep and sincere gratitude for the many forms of support you show the School of Nursing.

If you weren't able to attend Reunion last fall, you'll get a taste of the excitement as you flip through the photo highlights of the weekend's events that begin on page 27. It's always a pleasure to renew acquaintances and share memories and news with those who are the foundation of this School. As part of its history you've contributed to what we are today, and what we'll become tomorrow.

Sincerely,

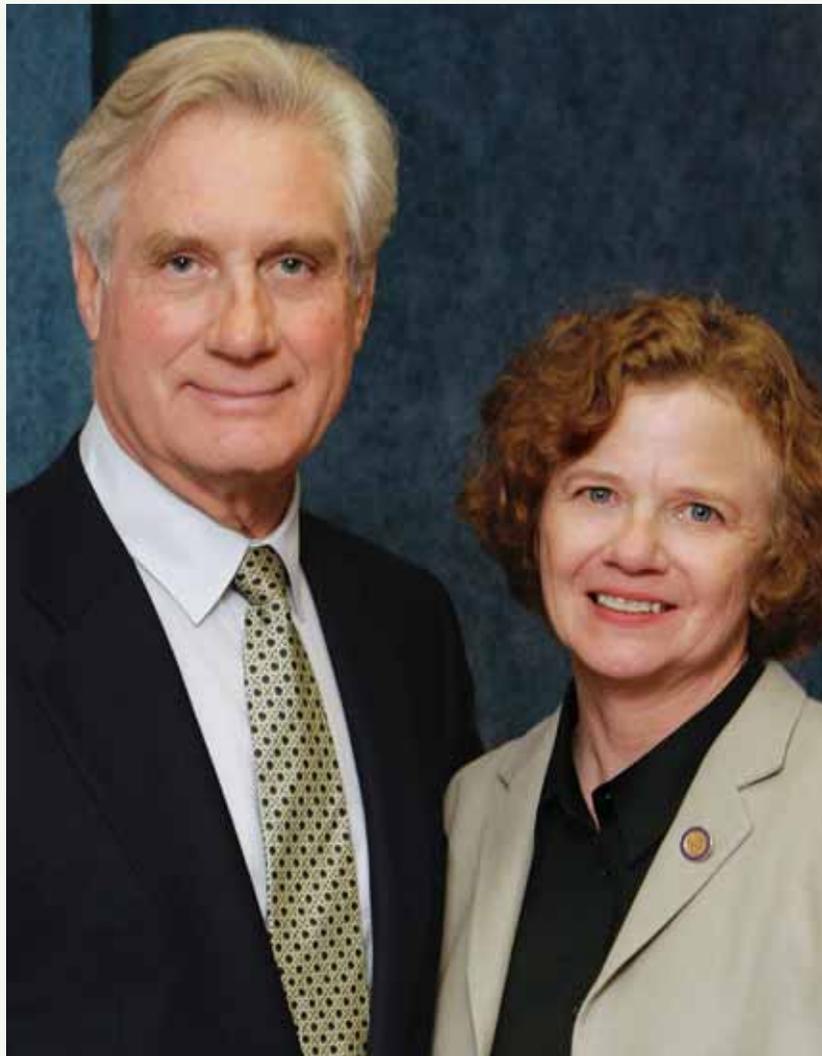


Patricia Chiverton, EdD, RN, FNAP
Dean and Professor, School of Nursing
Vice President, Strong Health Nursing





New Center Promotes Entrepreneurship Among Nurses



Harold H. Gardner, MD ('65), and Marilyn Fiske, RN, MSN (BS '67), embrace the promise of entrepreneurship by supporting the School's new Center for Nursing Entrepreneurship.

Great Career and Care Delivery Ideas Have a New Place to Grow

Inspiring innovation and supporting it with expertise and funding is the core of a first-of-its-kind Center for Nursing Entrepreneurship being launched at the School of Nursing. The Center melds the essence of nursing with inventive business concepts, opening doors to career opportunities and responding to the evolution of health care and nursing practice.

Enthusiastically backing the effort are Harold H. “Hank” Gardner, MD (‘65), and Marilyn S. Fiske, RN, MSN (BS ‘67), who recognize the novel Center’s potential to push the boundaries of traditional nursing careers while fulfilling consumers’ health care needs. Already supporters of the School’s Community Nursing Center, the husband-and-wife team embraces the promise of nursing entrepreneurship. “We really believe that learning to go in to business is a complement to the unification model that expands nurses’ opportunities,” notes Fiske, speaking from personal experience as a nurse and business founder.

“Hank and Marilyn are naturals when it comes to inspiring and supporting our journey into entrepreneurship,” says Dean Patricia Chiverton, EdD, RN, FNAP. “Their combined experience and their dedication to supporting the School’s growth have been essential to the success of this new venture.”

“We first heard Pat talk about entrepreneurship a couple of years ago, though we know it had been on her mind before that,” Fiske recalls. “Like Pat, we see it as a unique focus that could make the school more competitive.”

Entrepreneurial concepts were incorporated into the nursing school’s curriculum several years ago, and have been met with excitement by nurses who haven’t traditionally been schooled in business strategy. “Entrepreneurship represents a role that nursing can move in to, bringing its services to a wider population outside traditional health care settings while providing opportunities for nurses to prosper,” Fiske says. “It’s doing good while doing well,” Gardner adds.

From Concept to Business

Establishing the Center takes the entrepreneurial notion a step further, cultivating business ideas from among students, faculty and alumni, under the direction of a skilled advisory board. “It’s a think tank for people who have business ideas,” Chiverton says. “The Center is designed to give nurses the resources and skills to get started, offering a way for them to stay in nursing and continue to provide health care to consumers.”

The object is to afford nurses a framework from which to identify a need they can fill, develop a concept to meet that need, and launch it into a business. In the long term, the Center can contribute to the School’s financial stability. If approved, ideas proposed to the Center proceed for review by an advisory board of key leaders and seasoned business executives. When accepted, preliminary funding is allocated and a business plan developed. From there, the advisory board reviews plans with the intention of recommending funding for them or seeking investors. The start-up company is launched with the School as a partner. CONTINUED ON PAGE 8

Empowering Nurses to Make a Difference

Kathryn Schroeder-Bruce was ahead of her time when she opened the doors to her private practice nearly 20 years ago, some time before the words “nursing” and “entrepreneur” would be linked together.

Now, in addition to her practice, she serves as the specialty director of the Psychiatric Mental Health Nurse Practitioner Program at the School of Nursing. She is also teamed with Pamela York Klainer, EdD, in several ventures including teaching entrepreneurship to nurses and other health care professionals.

“The more we teach entrepreneurship, the more students want it,” Schroeder-Bruce says. “Students are eager to learn about the business of nursing.” That interest, and its potential to influence patient health outcomes and the future of nursing, resulted in the development of an Entrepreneurship for Health Care Professionals course, led by Schroeder-Bruce and Klainer. “For me, the entrepreneurial piece is part of the unification model, along with teaching and clinical work. It’s about choosing what you do.”

Schroeder-Bruce’s roles as clinician, educator, administrator and practitioner combine to give her the knowledge and expertise for consulting with nurses in setting up free-standing practices, supervising individuals and teams in private practice, and working with teams creating change in large systems. Her extensive experience consulting among teams that include physicians, nurses, medical residents and students allows her to help multi-level care providers thrive in a changing and turbulent health care system.

When networking led Schroeder-Bruce to opportunities to work with Klainer, a business and entrepreneurial consultant, she, in turn, invited Klainer to get involved with her nursing students. Both are drawn to helping people learn the things that they can do, and helping them understand they have a choice. “Empowering nurses to explore their opportunities, especially in the face of a nursing shortage, can improve career satisfaction as well as improve the delivery of care,” says Schroeder-Bruce. “When you know what your value is and what it’s worth, you

“Students are eager to learn about the business of nursing.”





Pamela York Klainer and Kathryn Schroeder-Bruce teach entrepreneurship to nurses and other health care professionals.

can advocate for yourself. Advocacy for yourself as a health care provider allows you to deliver health care in the way you believe and are expert in and provide a product that ultimately benefits your patient, the consumer.”

“For a long time, nurses have essentially given away their expertise,” Klainer says. She says the nature of health care work — caring for the sick and vulnerable — made it “unseemly” to expect the nurse provider to benefit from it. “But nurses have far deeper capabilities than health systems have taken advantage of. Those systems are now in crisis, and that crisis creates opportunities,” according to Klainer.

Entrepreneurship encourages nurses to take more initiative and to honor the contributions nursing can make toward wellness and quality of life. “It’s a way of thinking that answers the question ‘what do I bring to the table?’ That answer evolves into a service for which people are willing to pay.”

Last fall, Schroeder-Bruce and Klainer teamed up to teach *Becoming a Successful Health Care Entrepreneur*, sponsored by the Community Nursing Center’s Center for Lifelong Learning. The course focuses on creating robust new revenue streams for helping professions, building on a solid foundation of entrepreneurial concepts.

Klainer’s entrepreneurial inclinations came at a young age. Her family struggled financially after her father’s death, and she knew she wanted to live differently. “I wanted things to be under my control,” she recalls. After a stint in Panama with the Peace Corps, she earned her doctorate at The Warner School and began teaching. Frustrated by the slow pace of change in a large institution, and intrigued by people’s approaches to money and what it can do for them, she joined her husband, Jeremy (Jerry) Klainer, in building a successful financial planning business. Now she is a highly sought-after executive coach and workplace consultant, president of Professional Planning Corporation, and author of “How Much is Enough?” (Basic Books, 2002), a book about integrating money, professional success, and a sense of meaning about one’s life.

Klainer’s work brought opportunities to consult with high-functioning, successful people who she noticed were often plagued by psychological issues. Recognizing the need for help beyond her expertise, Klainer linked with Schroeder-Bruce to better address those issues.

“I’m very interested in the problems, people and money issues related to health care,” Klainer says. “It’s clear that it is

time for a paradigm shift and, after meeting with Kate’s class, it was apparent that nurses have something to offer to solve our health care problems. They’re a talented but underutilized group that could benefit from being positioned differently in the health care hierarchy.”

Intrigued by the opportunity, Klainer and her husband chose to support the concept of a Center for Entrepreneurship at the School in its earliest stages, in the form of an endowment fund. “It was exciting to us both and we saw that it could change the paradigm.”

Sadly, in April 2002, shy of his 60th birthday, Jerry Klainer died just two months before he was to fulfill his dream of bicycling across the country with Cycle America. The successful entrepreneur, who chose improving health care as a focus of his work, had a passion for cycling. In 2003, the Klainers’ son Matt took the ride in his father’s honor and memory, raising funds for the Dr. Jeremy A. Klainer Entrepreneurial Scholarship Fund. (See related story on page 9.)

The Klainer family has pledged \$50,000 toward the \$100,000 endowment fund, with Matt’s bicycle ride drawing more than \$13,000. “We pledged the money to honor Jerry and give the Center a jump-start,” Pam Klainer says. “He always looked to support emerging entrepreneurship in places where it was not yet recognized. He saw nursing entrepreneurship as a way to help solve the need for affordable health care, believing that one way to fix our health care system was to empower nurses to make a difference in finding new and better methods for saving lives. Klainer looks forward to a long-term role with the School and the Center.” “Jerry and I were philanthropic all of our married lives, and believed it was important to foster that in our children,” she adds. Matt and his sister Sara, both enjoying successful careers of their own, will be involved in leadership roles with the Center’s advisory board.



New Center Promotes Entrepreneurship

CONTINUED FROM PAGE 5

Nursing student Robert Lowe embraces the idea. After building a successful business-management career and following the birth of his first child, Lowe felt called to a career change to a more people-oriented line of work and began researching his possibilities. “Nursing kept coming back to the top,” he recalls. Raising more than a few family members’ and colleagues’ eyebrows, in May 2003, Lowe relocated with his wife and three children from San Francisco to Rochester to enroll in the School of Nursing’s accelerated program for non-nurses.

Driven by a desire to make a difference, he approached the curriculum enthusiastically, feeling privileged by the possibility of impacting the lives of others. Less than two weeks into the program, the irrepressible business side of him began to notice opportunities for products and services that might fill needs of health care professionals. He’s since shared those ideas with faculty members and is formulating at least one of them to present to the Center for support and possible funding. (See related story on page 10.)

Seizing an Opportunity

Finding market niches and developing them is familiar territory for Gardner and Fiske. After graduating from the University of Rochester, they spent a portion of their careers in Rochester. By the mid 1980s, their collective experience inspired a successful business that seized an opportunity created by the evolution of health care.

“The progressive shift of health care into technological services, mostly driven by health insurance reimbursement practices, has left a notable void in cognitive, primary care and preventive services,” Gardner says. This shift toward high-tech medicine has created an entrepreneurship opportunity for health care professionals in that vacated space.

“For a nurse whose career roots are in caring, supporting technological medicine may not feel as rewarding,” Gardner explains, “And I suspect because of that, many nurses are leaving the profession, choosing not to practice. However, the need for nurses, both for independent practice and those in a supporting role, is greater than ever. But nurses have not easily moved into independent practice that involves ‘going into business and being entrepreneurial.’ It is a difficult bridge to cross because the focus of nursing has not historically been entrepreneurial.”

Having “tired of carrying the luggage of large institutions,” Gardner and Fiske developed Human Capital Management Services, Inc., a research, education and consultation company that serves employers, governments and health organizations with a focus on preventive health and health insurance benefits management. “We look at an entire population, understand its needs and focus our services and practice to meet those needs.”

“Hank and Marilyn embody the very concept we are looking to foster and support,” Chiverton says. “With their great knowledge and experience, and their generous support as donors, we can embark confidently in launching this innovative program. It’s a natural fit, given the direction our School is taking as a leader in molding the future of nursing careers.”

In addition to supporting the Center as donors, Fiske and Gardner will act in a consulting role to continue to advance what a nursing service model might look like as a form of entrepreneurship. “There are not a lot of role models out there for this. Clearly, Pat views our expertise in this area as relevant. This is a bold initiative, not a small wrinkle introduced into a curriculum, and it will require some real commitment,” Gardner says.



Matt Klainer bicycled across the country, paying tribute to his father and raising endowment funds.

Cyclist's Wheels Set Endowment Fund in Motion

On Father's Day, June 15, 2003, Matt Klainer dipped the rear wheel of his bicycle into the Pacific Ocean, launching a 4,200-mile ride in honor and memory of his father, Jeremy (Jerry) Klainer.

Matt describes his father "as entrepreneur at heart who always looked to support emerging entrepreneurship in places where it was not yet recognized." That included addressing the health care system's problems by empowering nurses in ways in which they can make a difference. He died before having the chance to bring that, and his dream of bicycling cross-country, to fruition.

So Matt's nine-week journey was layered with significance, for him, his family, and the School of Nursing. "I wanted to complete an unfinished dream for my father," he says. "The ride was a way to feel closer to my father...My dad and I would go out for leisurely rides, but it was more to spend time together than to actually ride the bikes. Cycling is a different and more meaningful experience now."

In addition to paying tribute to his father, Matt's journey raised money for an entrepreneurial endowment fund that the Klainer family has established.

The Klainers pledged \$50,000 toward the \$100,000 they plan to raise to endow the Dr. Jeremy A. Klainer Entrepreneurial

Endowment Fund for the University of Rochester School of Nursing. Matt's cross-country journey raised over \$13,000 toward that goal.

The ride, that concluded in Gloucester, Mass. on August 16, 2003, was documented in an online travelogue where supporters could check up on Matt's progress and share in his adventures. At the end of his journey, Matt wrote:

We roll into Gloucester and there she is, the Atlantic. Utter elation, I scream out loud, I have done it, we have done it ... We roll to the beach, and there's my Mom as I roll down the hill. I carry the bike down to the water, take a look up, smile and dip my front tire in the Atlantic Ocean. We did it Dad.

To make a gift toward the endowment fund in honor and memory of Jeremy Klainer, please contact Julie Smith, associate director of development, at (585) 273-5075 or julie_smith@urmc.rochester.edu.

On December 23, 2003, Richard E. Gell, Sr., a dear friend of Pam and Jerry Klainer, died after a long illness. The Gell family has decided to direct donations in lieu of flowers to the Dr. Jeremy A. Klainer Entrepreneurial Endowment Fund in Richard's memory. The Klainer family and the School of Nursing are deeply grateful.

At age eight, Robert Lowe dreamed of becoming a hero.

Today, in his 30s, he understands that heroes come in many forms. There's evidence that this husband and father of three, who left a successful business-management career to become a full-time nursing student, is on the hero career track. As Lowe learns the art and science of nursing, he's encountering opportunities to leverage what he already knows to potentially benefit situations in his new career. The School of Nursing Center for Nursing Entrepreneurship is poised to encourage and support him in those efforts.

After earning a business degree from the University of California at Santa Barbara, Lowe enjoyed a successful business career with a San Francisco Bay-Area financial services company. But the birth of his first son offered a new view from the corporate ladder. His work was rewarding but he felt

drawn to something "more people-oriented," he says. "I also wanted some more flexibility to spend more time with my family."

Lowe explored possible career moves and found that one vocation — nursing — kept rising to the surface. The next step was to determine how to make a change, and where his expectations would be nurtured and supported.

That search brought him to the Accelerated Program for Non-Nurses at the University of Rochester's School of Nursing. In May 2003, Lowe and his family moved from San Francisco to Rochester.

"Having come from such a different background, I — like my fellow students in the accelerated program — bring a unique perspective to issues in health care, and we have an opportunity to bring a fresh point of view that incorporates and respects nursing," he says. A few short weeks after classes started, Lowe began to see niches where his knowledge and previous work experience might be applied to fill voids and make improvements. Sharing some of his ideas with faculty and colleagues, he's developing a plan that could eventually launch a business. Working with Dean Patricia Chiverton and other faculty, he is finding encouragement and support as the School's interest in teaching entrepreneurship to nurses is evolving into a new Center to nurture and grow such concepts into marketable business and services.

"Robert is a promising role model for nurse-entrepreneurs who have the vision to imagine solutions that have the potential to meet health care needs and, as such, might be launched into successful businesses and services," Chiverton says. "By developing the Center for Nursing Entrepreneurship, we will have a venue for innovators like Robert, that can challenge and test those concepts and, when warranted, set them on the path to the marketplace."

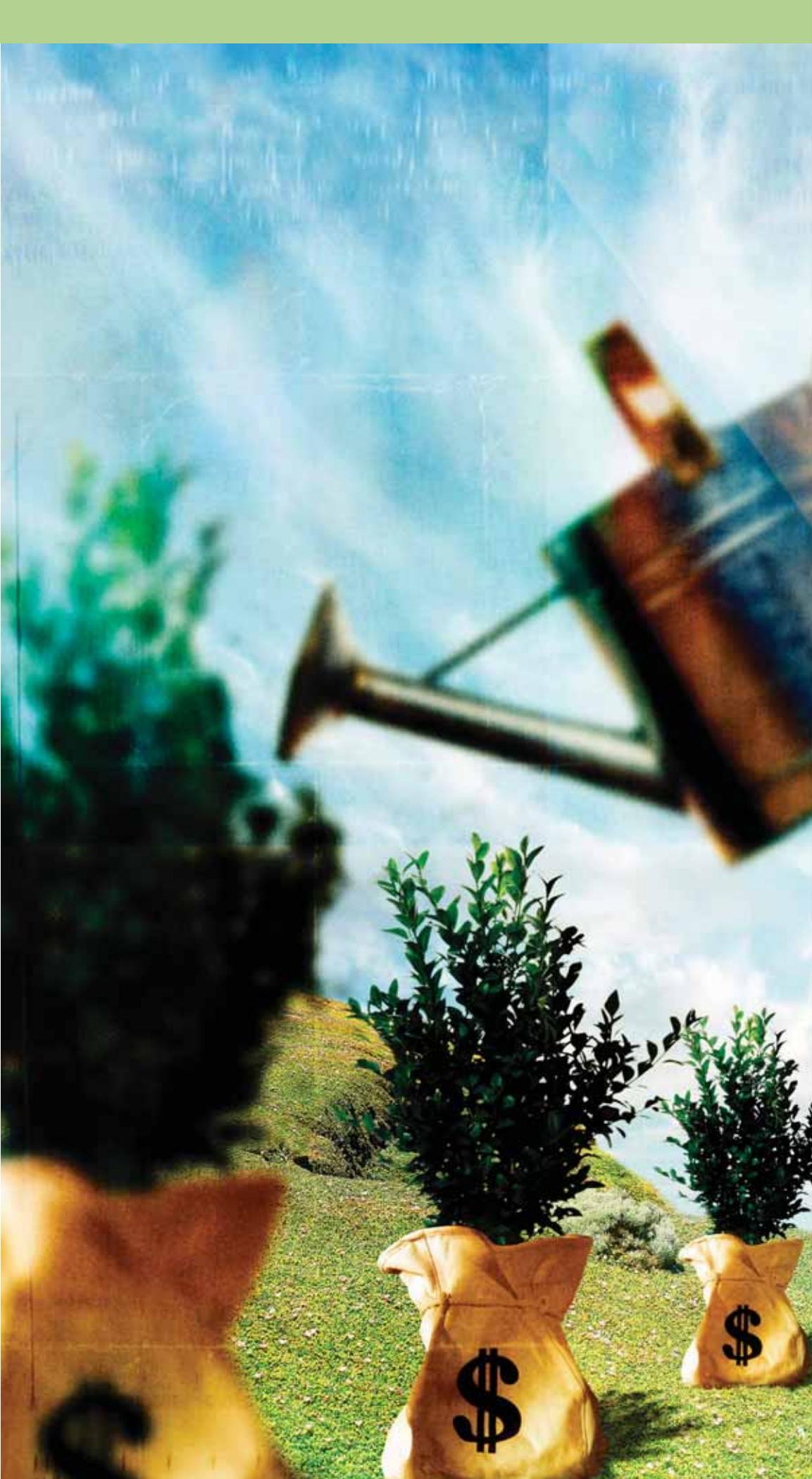
Lowe believes nurses' insight will be increasingly sought to improve health care delivery, outcomes and patient care, and believes the Center can nurture that aspect of the career for practicing nurses as well as researchers, educators and students.

"Nurses have a unique perspective from which to look at issues in health care and they should play a role in addressing the problems in health care delivery," he says. "The environment here encourages entrepreneurship and provides resources to support it. We can look at ways to improve health care and patient outcomes, and then identify the commercial opportunities that arise from that."

Among those who inspire Lowe is his four-year-old son who recently described a hero as "someone who saves people." As a nurse, and an entrepreneur, Lowe just might fulfill that dream.

Fresh Perspective Inspires Entrepreneurial Vision





“We’re deeply grateful to supporters Marilyn Fiske and Hank Gardner, University of Rochester alumni, whose vision and leadership is helping to launch our Center for Nursing Entrepreneurship. As a complement to our ongoing efforts to respond to the evolution of nursing, this Center will cultivate businesses and services to fill niches in the health care market and foster new opportunities for nursing professionals. Our appreciation is also extended to the Klainer family for lending expertise and establishing an endowment fund to jump-start this idea.”

Dean Patricia Chiverton

Fostering Leadership to Shape Health Care Systems



is Goal of New Degree Program

Nursing education should actively help shape change in health care, not merely respond to it, according to Tener Goodwin Veenema, PhD, MPH, MS, CPNP, associate professor at the School of Nursing. On that premise, and prompted by the vision of Dean Patricia Chiverton, EdD, RN, FNAP, Veenema spearheaded development of the School of Nursing's only non-clinical degree program, Leadership in Health Care Systems.

The new master's program aims to prepare nurses and other health care professionals for executive-level roles designing, implementing and evaluating health care systems relevant to evolving needs. Students in the program, drawn from nursing and other health care career fields, select one of two tracks in which to specialize: health promotion, education and technology, or disaster response and emergency preparedness. Both represent emerging areas of importance in health systems management.

"Our new Leadership Program will fill a major void as the only program in the country that offers this unique blend of business and health care administration, health promotion, education and technology, and public health," says Veenema. It is the only master's-level health management degree program in the country offered by a school of nursing that provides specialization in disaster management.

"It's ideal for nurses who want to earn a master's degree but don't want to be nurse practitioners, and it's a wonderful option for nurse practitioners looking to branch out in their careers," says Veenema. "But it is also an opportunity for non-nurses — for example, social workers, educators, and emergency preparedness specialists — to bring their knowledge and experience to a new level to influence the future of health care."

UNIQUE HYBRID

"It's an incredibly unique hybrid that combines the best of a master's in nursing administration, public health, and business and finance," Veenema says. "Where an MBA for health management is focused heavily on finance, and an MPH has a clinical/research focus, this program is focused on health care delivery systems and the design, operation and evaluation of programs and services in health care."

The curriculum extends beyond human resources management and strategic planning to provide students with a strong foundation in health care systems, epidemi-

ology to help them identify needs within various populations, and health education to design, implement, and evaluate programs and services offered. Graduates of the master's program will be qualified for executive leadership positions as health care systems blossom in non-traditional environments, such as schools, businesses and other community-based organizations. "As the practice shifts to health promotion and wellness in an effort to improve lifestyles and impact the overall health of our communities, more public health education will be needed. Nurses will be among the most qualified to impact community health and, with appropriate leadership training, can impact the shape of programs and services that will accomplish that goal," she says.

DISASTER SAVVY

Few aspects of American life escaped change after September 11, 2001, and health care was no exception. In fact, the events of that day raised awareness of the need for emergency preparedness and disaster response. With that comes an increased demand for professionals adept at planning and preparing for disaster situations, and in training others to prepare whether it is in a hospital, school district or corporate office. "September 11 shed light on how unprepared we are as a country in so many ways, and carved out opportunities for health care leadership to help our nation achieve a level of preparedness for any threat, including bioterrorism," Veenema says.

BLEND OF EXPERTISE

Veenema, a pediatric nurse practitioner who holds a master's of nursing administration, master's of public health, and a PhD in health services research and policy, has the right blend of knowledge and experience to launch the program, according to Chiverton. In addition, Veenema's book, "Disaster Nursing and Emergency Preparedness for Chemical, Biological and Radiological Terrorism and Other Hazards," was published in August 2003 by Springer Publishers, New York.

Veenema and her colleagues invested eight months writing the master's program that includes nine new courses.

For information about the master's program in Leadership in Health Care Systems, contact Marilyn Nickerson at (585) 273-3620.



MASTERING THE DISASTER

Armed with knowledge and experience in public health and emergency nursing, Tener Veenema, PhD, MPH, MS, CPNP, sees disaster preparedness as a priority, particularly for nurses. "In a disaster situation, every nurse automatically becomes a disaster nurse. Yet many have never been exposed to the techniques used to prepare for and manage through disaster situations," she notes.

A new book and a course dedicated to disaster management are two methods by which Veenema is working to better prepare nurses and other professionals to respond in emergency situations.

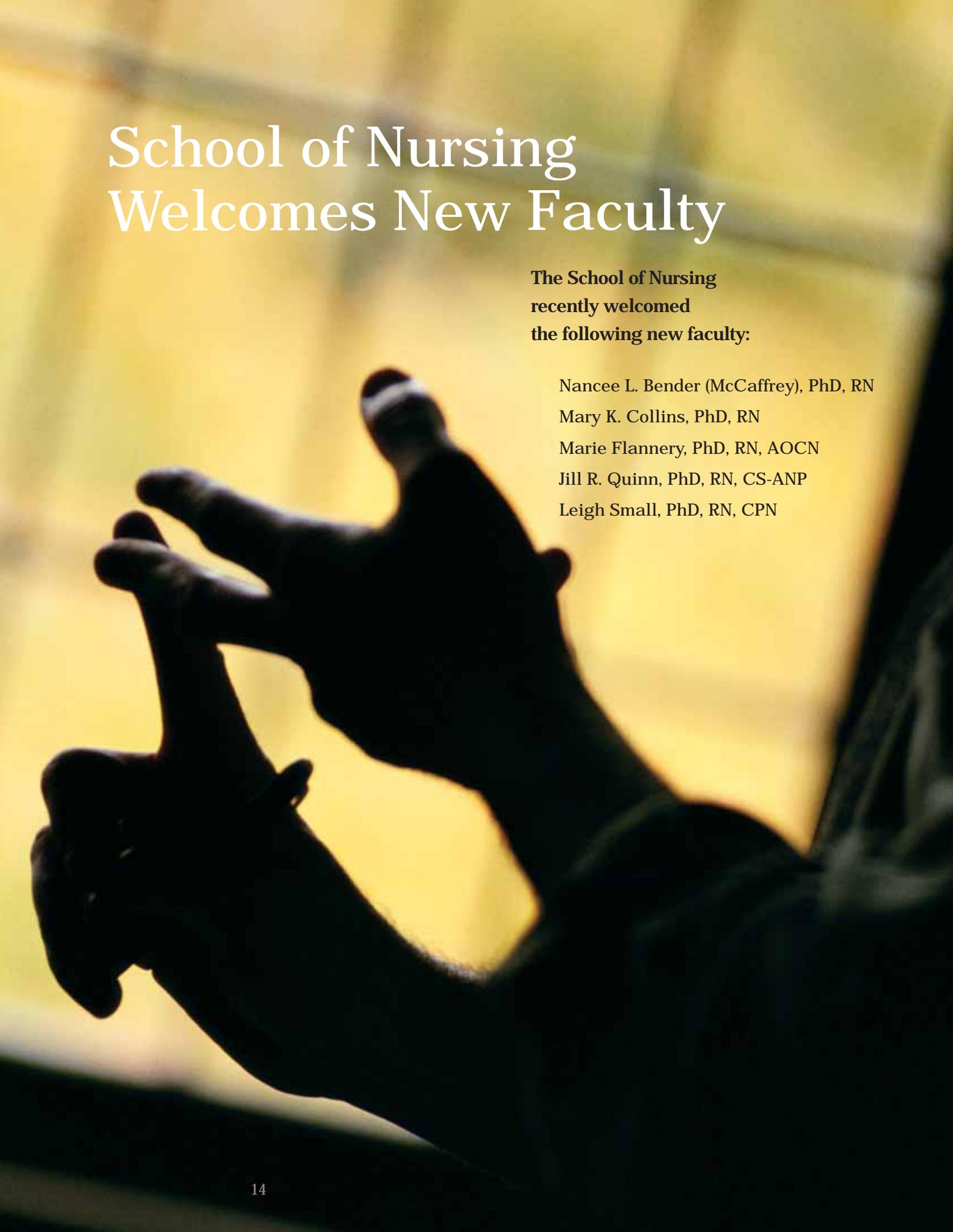
"Disaster Nursing and Emergency Preparedness for Chemical, Biological and Radiological Terrorism and Other Hazards," was published in August 2003 by Springer Publications, New York. "Since 9/11 and the anthrax scares, there's been a thirst for information on how to prepare and how to respond. This book is intended to be a resource manual for all nurses," she notes.

In addition, the School of Nursing offers Fundamentals of Disaster Management, a course taught by Veenema to arm health care professionals and others in helping professions with the knowledge and principles required to facilitate, manage and co-ordinate prompt and effective management for a wide variety of major incidents including natural disasters, technological disasters, and acts of terrorism.

Professionals who complete this course are prepared to manage resources and systems in order to meet the needs of victims who have been affected by a disaster or major incident.

This course is developed for nurses and other health care professionals as well as teachers, administrators, social workers, emergency medical technicians or other individuals who might be required to respond in the event of a disaster. It includes in-class sessions and on-line work.

For course information call Andrea Chamberlain at (585) 275-8832.



School of Nursing Welcomes New Faculty

**The School of Nursing
recently welcomed
the following new faculty:**

Nancee L. Bender (McCaffrey), PhD, RN

Mary K. Collins, PhD, RN

Marie Flannery, PhD, RN, AOCN

Jill R. Quinn, PhD, RN, CS-ANP

Leigh Small, PhD, RN, CPN



Nancee Bender (McCaffrey),

PhD '03, brings expertise in ambulatory care, health care systems and continuous quality improvement to her new role as assistant professor at the School of Nursing. Bender

was appointed to coordinate the Helene Fuld Health Trust grant in addition to teaching leadership and quality improvement in health care and continuing research focused on the coordination of care for patients. The Fuld Trust supports the School's innovative accelerated degree programs and the integration of evidence-based nursing into the educational curriculum.

Bender served in a range of leadership roles prior to enrolling as a full-time PhD student at the University. An expert in communication and development of relationships within organizations, she has extensive experience as a health care administrator and strong financial, organizational, interpersonal and team management skills based on a philosophy of continuous improvement. In a career path marked by increasing responsibility, her roles have included administrative director of ambulatory care services at Foote Hospital in Jackson, Michigan, and executive director of Ambulatory Care Accreditation Services at the Joint Commission on Accreditation of Healthcare Organizations.

Bender earned her bachelor's and master's degrees in nursing from the University of Michigan. While working toward her PhD, she pursued her research interest in coordination of health care and performance measurement of cost, quality and patient safety outcomes and worked as a research assistant in the University of Rochester School of Nursing's Center for Research and Evidence-based Practice.

She received the 1995 President's Award from the American Hospital Association Society of Ambulatory Care Professionals and has published numerous journal articles. A frequent presenter at national health care conferences, Bender's professional affiliations include Sigma Theta Tau Nursing Honor Society and Eastern Nursing Research Society. She was elected to the board of trustees of the Rochester Presbyterian Home where she serves on the Quality and Long-Range Planning committees, and through Joint Commission Resources, she works with hospitals throughout New York for continuous health care system readiness to meet JCAHO accreditation standards in the Shared Visions/New Pathways 2004 initiative.



Mary K. Collins,

BS '84, MS '86, who recently launched a psychotherapy / consulting business, has been appointed an assistant professor of clinical nursing at the School of Nursing. Collins teaches Psychopharmacology and Advanced Pathophysiology of Mental Illness in the Psychiatric Nurse Practitioner program, as well as Psychiatric Mental Health Nursing to students in the accelerated nursing program.

After earning a degree from Berkshire Community College, Collins began her career as a coronary care/recovery room nurse. While studying for her bachelor's in psychology at Emmanuel College in Boston, she became a psychiatric nurse at McLean Hospital in Belmont, Mass. Pursuit of a bachelor's and master's in psychiatric mental health nursing brought her to the University of Rochester. Following graduation Collins became one of the first clinical nurse specialists at The Austin Riggs Psychoanalytic Center in Stockbridge, Mass. In 1988, she became coordinator of the Psychopharmacology Clinic in the Department of Psychiatry at Strong Memorial Hospital, where she also provided psychotherapy. At that time she joined the School of Nursing faculty as a clinical associate. While serving the Department of Psychiatry for 15 years, Collins advanced the role of clinical nurse specialist by trailblazing influential positions in various settings. She served as administrative director of the Psychopharmacology Clinic, working with a psychiatrist to develop a Mood Disorder Center; developed the role of the psychiatric nurse practitioner as a member of the inpatient attending team; and was a psychopharmacology specialist at the University Health Counseling Center and the Addiction Psychiatry Program.

Collins worked with nursing school faculty to develop the MS Psychiatric Nursing Practitioner Program, preparing advance practice nurses for prescriptive authority. She has published in the area of psychopharmacology and interviewing skills for addictive women involved with the legal system, and has presented locally, nationally and internationally in psychopharmacology, the role of the psychiatric nurse practitioner, chemically addictive women, addiction in the elderly, the mentally ill, chemically addictive client, and the role of spirituality in mental health and healing.

A community-minded political activist, Collins serves on the executive committee of St. Joseph's Neighborhood Center and recently joined the board of the Garth Fagan Dance Company.

Marie Flannery's

involvement in the evolution of oncology nursing set the stage for her faculty appointment as assistant professor of clinical nursing for the School of Nursing. Flannery, MS '82, PMC '92, PhD '03, is focusing on reestablishing an advanced education program in oncology nursing as a complement to the Medical Center's commitment to cancer care, research and education.

Flannery earned her bachelor's from the University of Albany before completing her master's, post-master's ANP, and doctoral work at the University of Rochester. She taught advanced practice oncology nursing at the School from 1986 until the program was phased out in the late 1990s.

Throughout her service at the Medical Center, Flannery has cared for patients in ambulatory cancer care. She will continue her clinical role in addition to her faculty responsibilities, bringing a direct patient-care component perspective to her responsibilities in education and research.

Flannery's research efforts have centered on cancer pain management and will move toward cancer-symptom management and the goals and choices patients make relative to their symptoms and management strategies.

Flannery has presented nationally and is active in the Oncology Nursing Society's Advanced Nursing Research Special Interest Group. For six years she has served as a reviewer for the Oncology Nursing Forum.



care nurse practitioner role in Cardiology for the Cardiac Catheterization Service in 1989.

Quinn's honors include a National Education Fund Scholarship in 2001 and a Sigma Theta Tau, Epsilon Xi Chapter Research Award in 2002 to assist with her dissertation research. In 2002, Quinn was honored for her contributions with the Katherine Donohoe Scholarly Practitioner Award from the School of Nursing. Her research includes investigating the reasons for patient delay in seeking care for symptoms of acute myocardial infarction and other cardiac disease problems.

Leigh Small's active clinical practice as a pediatric nurse practitioner provides a solid framework for her role as assistant professor of clinical nursing for the School of Nursing. Committed to evidence-based practice, Small, MS '93, PhD '03, embodies the unification model, conducting research relevant to issues in her practice and weaving those experiences into her teaching regarding children and their families. Small teaches Advanced Concepts of Child and Adolescent Development and co-teaches Leadership in Advanced Nursing Care of Children and Families.

As an evidence-based practice mentor, she works directly with all levels of practicing nurses to assist them in evaluating the current best evidence and applying it to their nursing practice. Small is co-principal investigator and coordinator of an obesity-related study of 144 Rochester children and their parents that includes a strong mental health component to potentially impact family dynamics and change mindsets to achieve health improvements.

Small holds a bachelor of science in nursing from Keuka College, earned her master's from the University of Rochester and completed her doctorate in spring of 2003.

While president-elect and president of the Upstate New York Chapter of National Association of Pediatric Nurse Practitioners (NAPNAP), a chapter she co-founded with Bernadette Melnyk, PhD, RN-CS, CPNP, it twice earned the Outstanding Large Chapter Award. Small has received the Clinical Excellence Award from the local NAPNAP chapter, the Excellence in Clinical Precepting Award from the University of Rochester, and a Sigma Theta Tau graduate student scholarship.

Small serves on the Evidence-based Practice Committee of American Faculties of Pediatric Nurse Practitioners, has worked with Melnyk to establish the KySS (Keep your children/yourself Safe and Secure) campaign, and is active with NAPNAP nationally as well as locally, among other professional organizations.



Jill R. Quinn, MS '79, PMC '84, PhD '03, who developed the first acute care nurse practitioner role at the University of Rochester Medical Center — and one of the first in the country — has been appointed

assistant professor at the School of Nursing. Quinn teaches undergraduate and graduate students in the master's, accelerated, and RN-to-BS nursing programs. She will also build a program of research through investigation of heart disease symptoms and biopsychosocial response to illness.

Quinn began her career as a surgical intensive care nurse at Strong Memorial Hospital after earning her bachelor's of science in nursing from Alfred University. She holds a master's and a post-master's certificate in Primary Care Nursing from the University of Rochester School of Nursing.

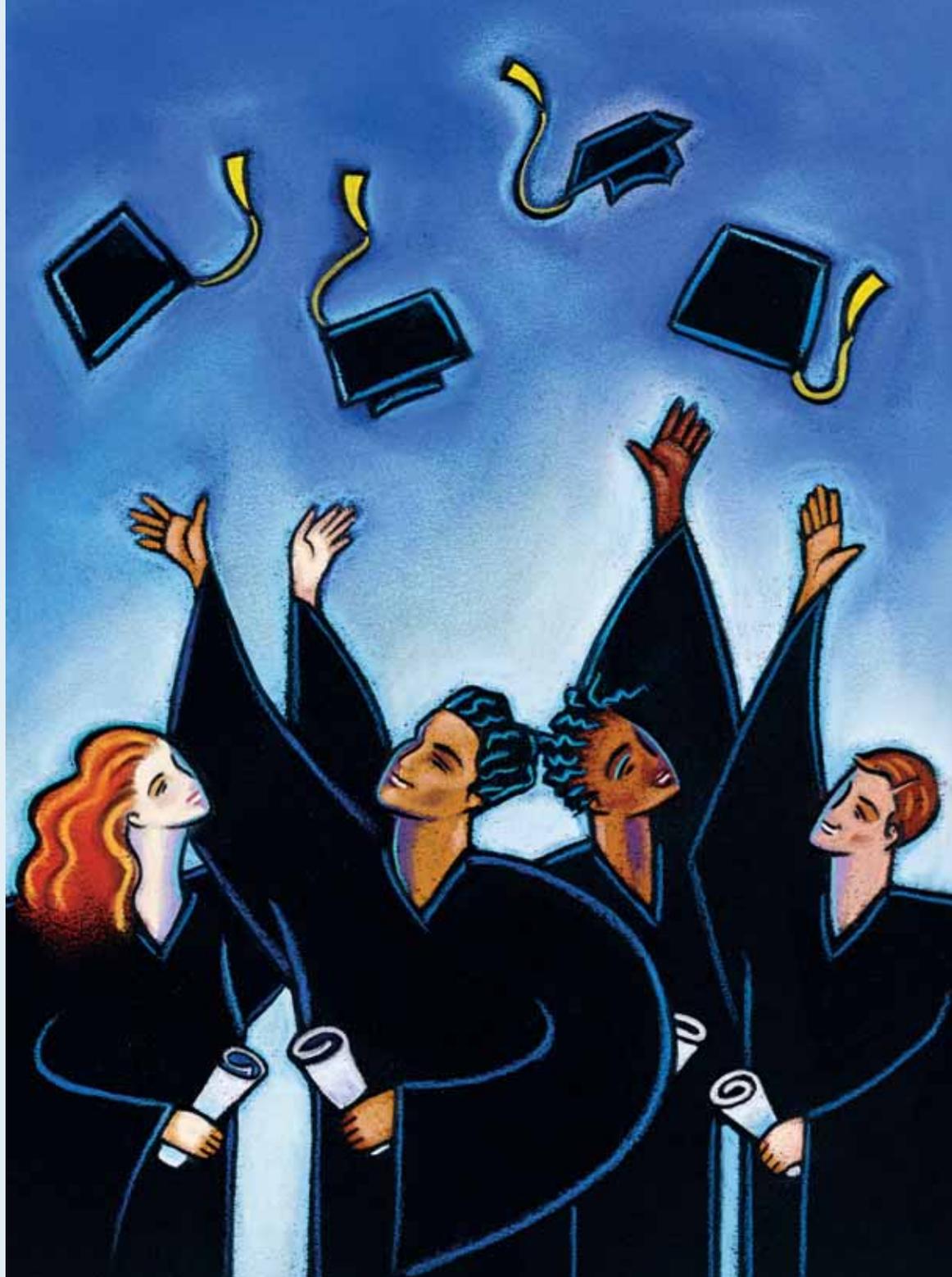
Recruited to serve as acute care nurse practitioner for the Cardiothoracic Service, Quinn went on to develop the first acute

The first graduates of the School of Nursing Accelerated Bachelor's Program for Non-Nurses are making their marks in nursing practice and graduate programs in Rochester and across the country. The accelerated program enables college graduates to qualify for RN licensing in 12 months by building upon their past education and experience with an intensive nursing curriculum.

The first full-time class graduated 23 students in May 2003. Some accepted staff positions in Rochester hospitals, where they are earning rave reviews as "top notch" additions. Others enrolled in graduate programs, such as the School's MS/PhD program. Several relocated to other parts of the country to work in academic medical centers and do graduate work.

Rita F. D'Aoust, RN, MS, ACNP, director of the Accelerated Bachelor's and Master's Programs for Non-Nurses, bursts with pride as she scans the list, sharing "where are they now" success stories from the graduates who've kept in touch. Among them are:

CONTINUED ON PAGE 18



Where Are They Now?

First Accelerated Graduates Shining in New Roles



The School achieved a milestone in May 2003 as it graduated the first class from the Accelerated Programs for Non-Nurses. Among them were, from left, by rows (bottom) Irene Jose, Sarah Bonsignore, Sheri Holt, Tracy Krolkowski, Jennifer Watts, Betsy Strom, Cynthia Wooten; (middle) Jaspreet Dhaliwal, Susan Cox, Elizabeth Tresohlavy, Megan Beddia Granata, Rebecca Charwat, Carrie Kime, Mary MacAdam, Olana Mudra; (top) Nicole Hicks, Emmanuel Ngwu, Melissa McDonald, Philip Maniaci, Jr., Digant Dave, Adam Schulenberg, Bobbi Huffer. Missing from the photo is Marcel Rozario.

Rebecca Charwat, formerly a dietitian at a Rochester hospital, now a staff nurse who is continuing her studies at Duke Medical Center.

Susan Cox, who worked as a certified health educator and has joined the staff of the Family Maternity Center at Highland Hospital in Rochester.

Digant Dave, a marketing manager and native of India, he applied for the program while visiting relatives in California and returned there to work as a staff nurse in psychiatry at San Francisco General Hospital.

Bobbi Huffer, chosen as the Class of 1959 Scholar, a bioterrorism, HazMat and EMS instructor who is in the U.S. Naval Reserves.

Carrie Kime, an athletic trainer and sports physiologist who now works full time at Strong Memorial Hospital, is continuing her education to become a Family Nurse Practitioner.

Adam Schulenberg, an EMT from Olean, N.Y., who now works in the pediatric intensive care unit at Strong Memorial Hospital, is enrolled in the School's MS/PhD program with the goal of becoming a pediatric nurse practitioner.

“They were an incredible group of students, unique in terms of their learning needs, styles and expectations, and the same can be said for those who’ve enrolled in our second year of the program,” D’Aoust says. “They come to us as mature, committed learners, with their eyes wide open, and they see nursing differently than those who’ve come through traditional nursing programs. Experiences they’ve had up until this point in their lives have brought them to a place where they wanted career changes, to do something where they can make a difference.”

In addition to bolstering the ranks of those who choose nursing careers, the accelerated programs help the School compete nationally for recruitment of students. In 2003, class size doubled with an enrollment of 56 accelerated students.

School officials are seeing a diverse group interested in nursing careers. Students in the class that began in May 2003 represent a wide diversity, including eight men, a mother of five, and students from far away countries such as Nigeria and India.

“In addition to ethnic diversity, these students bring diverse perspectives, coming from various occupations,” says Elaine M. Andolina, MS, RN, director of admissions for the School of Nursing. “And their reasons for changing careers are as varied as they are.”

Andolina recalls one student who came because of the impression left by nurses who cared for his elderly parents, another because she worked around nurses in her previous job and wanted more hands-on involvement with patients.

She is also impressed with their enthusiasm and collegial approach. “They are mature learners. They know how to be students and are very supportive of each other,” she adds.

Accelerated bachelor’s students take courses in research and health systems and policy, and are required to complete 660 hours of clinical training in addition to 90 hours of laboratory study. Those who have taken prerequisite courses in anatomy, physiology, microbiology, nutrition, and growth and development can earn their degrees in 12 months of full-time study. Part-time study also is available.

For more information on accelerated programs at the School of Nursing, please call (585) 275-2375 or log onto www.urmc.rochester.edu/son/Accelerated/index.cfm.

Ford Honored with Blackwell Award

Loretta Ford, RN, EdD, first dean of the School of Nursing and co-founder of the nurse practitioner model, was honored in September 2003 by Hobart and William Smith Colleges with the Elizabeth Blackwell Award given to women whose lives exemplify outstanding service to humanity. Blackwell, a pioneer in medicine, was the first woman to receive a doctor of medicine degree, which she earned from Hobart College in 1849 (formerly Geneva Medical College).

In the 1960s, in response to voids in pediatric health care in America, Ford co-developed a model that combined clinical care and research to give public health nurses the preparation necessary to help children and their families, creating the role of pediatric nurse practitioner. She has since authored over 100 publications on the history of nurse practitioners, unification of practice, and issues in advanced nursing practice.

"Many have benefited from Dr. Ford's vision and wisdom," said Hobart and William Smith President Mark D. Gearan. "Scores of people now have access to enhanced health care that they might never have received had it not been for her foresight. Hobart and William Smith honor Dr. Ford for her pioneering spirit and drive."

During her tenure in Rochester, Ford gained national and international reputation as a trailblazer in developing new models of nursing practice; innovative education programs for nurse practitioners and advanced practice nurses; models of family practice and interdisciplinary collaboration; and clinical nursing research.

Powers Publishes Nursing Home Ethics Book

Associate Professor Bethel Ann Powers, RN, PhD, associate director of the Center for Clinical Research on Aging, has published "Nursing Home Ethics: Everyday Issues Affecting Residents with Dementia" (Springer, New York). In a forward by Peter V. Rabins, MD, MPH, from Johns Hopkins University, the new book is praised for the manner in which it "lays out in thoughtful and comprehensive ways the many ethical issues that arise in long-term care."

Rabins says, "By placing long-term care in the context of individuals suffering from dementia and their family care providers, Dr. Powers helps the reader understand the emotional family context in which long-term care takes place...Dr. Powers reminds us that the provision of long-term care is both necessary and rewarding and, as the number of individuals with dementia increases, long-term care will be even more necessary whether it is carried out in nursing homes, assisted living facilities or private homes."

SON Faculty Publish in Patient Safety Report

Professors Gail L. Ingersoll, EdD, RN, FAAN, FNAP, and Madeline Schmitt, PhD, RN, FAAN, FNAP, co-authored a commissioned paper for the Institute of Medicine's recent report, *Keeping Patients Safe: Transforming the Work Environment for Nurses*.

Their paper, which summarizes the effect of interdisciplinary collaboration and team functioning on medical errors, serves as the primary source for a chapter in that report.

Disaster Nursing Book Earns National Awards

Associate Professor Tener Goodwin Veenema, PhD, MPH, MS, CPNP, has gained national recognition for her book, "Disaster Nursing and Emergency Preparedness for Chemical, Biological and Radiological Terrorism and Other Hazards" (Springer, New York).

Listed among the "most valuable texts of 2003," the book earned an American Journal of Nursing Book of the Year Award in two categories, Community & Public Health and Professional Development & Issues.

Veenema's book was also awarded an honorable mention in the Nursing and Allied Health category of the 2003 Professional/Scholarly Publishing Division Annual Awards Competition sponsored by the Association of American Publishers, Inc.

Faculty Receive Significant NIH/NINR Grants

Two faculty members from the School of Nursing have received million-dollar grants from the National Institutes of Health/National Institute of Nursing Research for studies on family caregiving to elderly relatives and provider/parent partnerships in treating pediatric asthma.

Nurses Can Impact Quality of Family Caregiving

A family's ability to effectively care for its elderly loved one relies on communication and education from nurses, found Hong Li, PhD, RN, assistant professor of nursing, in a pilot study conducted a year ago.

A \$1.25 million grant has expanded the pilot survey of 49 families to encompass 280 family caregivers of elderly patients at Strong Memorial Hospital, assessing their roles as caregivers during hospitalization and post-discharge of their elderly loved ones.

The grant allows Li to take her original results a step further. "We, as a society, are seeking family-centered care, yet there is no systemic way built into the health care system to involve the family in patient care," Li explains. Her proposal, accepted upon first submission, expects results that can help improve the quality of care for elderly patients, enhance the quality of life for their caregivers, and reduce expenses in hospital care. Co-investigators on the grant study are Bernadette Melnyk, PhD, RN, CPNP, FAAN, associate dean for research, and Robert McCann, MD, professor of medicine for the University of Rochester School of Medicine and Dentistry.

During her original research, Li noted that families were willing to be involved in the care of their hospitalized elderly loved ones but were concerned about getting in the way of nurses. Li developed a teaching audiotape that demonstrates to families some specific steps they can take to get involved. Once the communication lines opened between nurses and families, the care given by families improved.

"We aren't advocating more care but helping families learn more effective care in their role at the hospital and after discharge," Li says. "The family bond cannot be underestimated in the emotional care of elderly. Nurses are really important but the family can provide emotional care, comfort and a familiar voice for the patient."

The pilot study found that patients, whose families were shown how to participate in care, experienced fewer depression symptoms both during and after hospitalization. Acute confusion, fecal incontinence and pressure ulcer rates were lower during hospitalization. "The results were encouraging," Li says.

The new study — Creating Avenues for Relative Empowerment—will look for greater significant differences between the treatment and control groups among all of the variables, such as depression in the elderly patient, anxiety in the caregiver and the quality of the relationship between the two. "From the results, we can propose to (health care) administrations the effectiveness and benefits to the patients and their families as well as the cost-savings in length of hospital stay and decreased readmissions," she says.

Li also has been conducting a similar study in her homeland of China. The study stems from her own personal experience caring for her father-in-law in Beijing. The first qualitative nursing study in China, its findings were presented at the International Nursing Research Conference in July 2003.

Asthma Understanding Can Affect Successful Treatment

If parents and health care providers are not on the same page in their understanding of the nature of asthma in children, how does that affect how well together they manage the disease, questions Lorrie Yoos, RN, MS, PhD, CPNP, who has studied asthma for about 15 years in her urban clinical practice.

"In order for health care providers to do a better job of ordering a treatment regimen, they have to have a better understanding of the parents' knowledge of the

CONTINUED ON NEXT PAGE

disease,” says Yoos. Her \$1.04 million grant — Parental Illness Representations and Asthma Management — will study the areas of discrepancy between parents’ and professionals’ understanding of asthma and their impact on the appropriateness of the treatment regimen. Understanding the areas of discrepancy can help providers better assist their patients. “The health care provider needs to start (in the care of their patient) where the parents are, from the basis of their conceptions.”

Yoos, with co-investigators Harriet Kitzman, RN, PhD, and Anne McMullen, MS, RN, will assess 215 children with asthma, ranging from five to 12 years old, who are patients at a variety of urban and suburban clinical practices.

The importance of collaborative management of asthma is paramount in the life of a young child. Asthma necessitates an ongoing partnership between health care provider and parent for the child to receive optimal treatment. For the partnership to work, parents and providers need to have a common understanding of asthma’s symptoms, treatment goals, medications and self-management practices.

“We’ll study how the parent thinks about asthma,” Yoos explains, “what they think causes it; what they think makes it better; how they view anti-inflammatory medications, the most common treatment regimen; and their expectations of asthma, such as do they expect the child to have constant wheezing.”

The study will draw from diverse socio-demographic backgrounds to examine any possible impact. Approximately 5 percent of children from affluent families have asthma and as high as 15 percent of children in New York City and other densely populated poverty-ridden urban areas have asthma.

Additionally, the study will look at parents’ alternative methods of treatment, including herbal teas, massage therapy, vitamin supplements and syrups that are popular among Latinos.

Melnyk Wins International Award for Dedication to Children’s Health

Bernadette Melnyk, PhD, RN, CPNP, FAAN, professor and associate dean for research at the School of Nursing, earned the 2003 Audrey Hepburn Award from the Sigma Theta Tau International Honor Society of Nursing for her service to children.

“We are pleased to present this prestigious award to Dr. Melnyk,” said Honor Society President May L. Wykle, RN, PhD, FAAN. “As a practicing pediatric nurse practitioner and an associate dean, Melnyk has made a powerful impact on both the clinical and academic settings in nursing.”

One of Melnyk’s recent successes, the Keep your children/yourself Safe and Secure (KySS) campaign, is a national initiative to decrease psychosocial morbidities in children and adolescents. This program, launched through the National Association of Pediatric Nurse Practitioners, is endorsed and supported by more than 20 national nursing and interdisciplinary organizations. In addition, Melnyk developed the Creating Opportunities for Parent Empowerment (COPE) Program for children and parents who are experiencing stressful life events.

The Audrey Hepburn Award is presented biennially to nurses who have made significant contributions to the health and well being of children, celebrating Hepburn’s contributions as an exceptional humanitarian, actress and friend of nursing.

1960s

Helen Rose Basch, MS '63, has had a nursing school in India — The Helen Rose School of Nursing—where she worked for 16 years.

Sylvia T. (Bonavilla) Schwartzman, BS '66, has an activity handout published in *Meaningful Life Skills* by Esther A. Leutenberg and Kathy L. Khalsa, OTR/L, published in February 2003. She also became a grandmother with the birth of Abigail Grace Schwartzman on July 27, 2003.

1970s

Kathleen (Coyne) Plum, BS '73, MS '77, PhD '93, was named director of the Monroe County Office of Mental Health in Rochester.

Cathy (Miller) Stein, BS '76, works as the ADON at a children's psychiatric center.

Pamela Thompson, MS '79, was ranked 21st in *Modern Healthcare* magazine's 100 Most Powerful People in the Health Care Industry. Thompson is CEO of the American Organization of Nurse Executives.

1980s

Suzanne Mohnkern, MS '82, who worked in nursing education for 20 years, earned her PhD in nursing from the University of Texas in Austin in 1992, the same year she became chair of the Division of Nursing at Roberts Wesleyan College.

Diane W. Breton, MS '85, has received the 2002 Publisher's Student Manuscript Award for her manuscript, "Off-label Drug Use in WOC Nursing: Issues Related to Use of Mafenide Acetate to Treat Infected Chronic Wounds."

Janice E. Hurley, MS '88, received Best Poster Presentation at the 6th Annual Research Leadership conference in April 2003 for "Parish Nurses: Creative Caring Holistic Workshop," and presented on "Function of the Parish Nurse: Facilitating Support Groups" at the 2003 Health Ministries Annual Conference.

Carol Plank, BS '80, MS '91, was among 18 providers being deployed by Pfizer Inc.'s Global Health Fellows Program in the global fight against HIV/AIDS and other debilitating diseases. Her assignment, from August 2003 to February 2004 in Kampala, Uganda, involved organizing and training local nurses in how to conduct anti-retroviral therapy within the controls of clinical studies protocols at Makerere University in Kampala.

1990s

Christine Nelson-Tuttle, MS '90, a doctoral candidate at the University of Buffalo School of Nursing, has accepted a position as assistant professor of nursing at Roberts Wesleyan College.

Sandra (Sam) Brzoza, MS '94, director of the RN-to-BS Modular Completion Program at Roberts Wesleyan College, recently presented at the CAEL conference in Washington, DC, on "The Nuts and Bolts of Creating Accredited Modules for Adult Learners."

Kathleen Culhane Guyette, MS '95, is vice president and associate chief nursing officer at the University of North Carolina Healthcare System, and an adjunct faculty member at the University of North Carolina Chapel Hill School of Nursing.

Darryn Mewhorter, BS '99, is living in North Carolina and working at a Level 2 Trauma Center in Raleigh.

Ann Elizabeth Freling, BS '96, is engaged to marry Alexander Nemirovsky in 2004. Freling earned an MBA from the University of Rochester's William E. Simon School in 2002.

John R. Parker, MS '96, is nursing manager for a 27-bed acute psychiatric unit at the Institute of Living, the Mental Health Division of Hartford Hospital.

Kelly Shevlin Bopp, BS '99, and husband Michael welcomed their second baby, Morgan, in August 2003. Their first daughter, Shaelyn, was born in February 2002.

2000s

Megan (Kelly) Barbato, BS '02, married Joseph Barbato on June 7, 2003.

Real Estate

The Overlooked Asset in Charitable Planning

Most people know that cash and appreciated securities are excellent assets for charitable giving. But not everyone thinks of a less liquid asset, widely owned, that can have great charitable impact and tax advantages as well — real estate. In fact, as one of the most valuable assets people own, real estate can be especially appropriate for charitable giving purposes.

A personal residence, vacation home, farm, or commercial and rental property can all be used to make gifts. Like gifts of long-term appreciated securities, gifts of real estate are attractive because of the double tax benefits — an immediate charitable income tax deduction for the market value of the property, and the avoidance of capital-gain tax. Note: If you sell your primary residence, in most cases there is no capital-gain tax on the first \$500,000 of gain for married couples (\$250,000 for singles).

Gifts of real property require careful and due diligence on the part of both the donor and the School of Nursing. The donor must be willing to relinquish ownership, and must be able to evidence that the property is free of restrictions that could affect value or marketability. Further, in order to justify income tax deduction, the donor must obtain an appraisal from a qualified real estate professional. The School of Nursing, in order to make good use of the property, must be satisfied that it is readily marketable and, particularly in the case of commercial real estate, that no environmental hazards exist.

Once these considerations are satisfied, an outright real estate gift simply involves the legal transfer of the property title to the School of Nursing.

Personal and family considerations often make giving up use of a personal residence unfeasible during life. In these cases, the donor can make the gift by setting up a trust to provide income, or through what is known as a retained life estate. Simply stated, a life estate involves transferring the title, subject to the donor retaining the right to occupy the property for life, or for a period of years.

EXAMPLE:

Alumna Katherine, 77 and recently widowed, has lived in her present home for many years, and has no desire to move. She has included a provision in her estate plan that wills the residence to the University of Rochester School of Nursing, but this provides her no immediate tax benefit. To accelerate her charitable tax deduction, while maintaining the right to continue to live in her home for her lifetime, Katherine gifts her home to the School of Nursing, subject to a life estate.



At the time of the gift, the residence is appraised at \$250,000, realizing a charitable income-tax deduction of \$155,482 (the actuarially calculated value of the University's remainder interest). Since Katherine's tax bracket is 30%, her total tax savings will be \$46,645 (30% of \$155,482). This is the amount by which her taxes will be reduced over the period she reports the deduction.

When Katherine dies, the School of Nursing can then sell the property and use the proceeds for the purpose she designates. This arrangement relieves a concern Katherine has about burdening her executor with managing the sale of her home at her death.

While she continues to live in her home, Katherine is responsible for all routine expenses — maintenance fees, insurance, property taxes, repairs, etc. If she later should decide to vacate the property, she may rent all or a portion to someone else, or sell it, in cooperation with the School of Nursing.

While the majority of charitable gifts are — and will remain — funded with cash and marketable securities, other options exist and should be considered in any well-constructed charitable giving plan. Gifts of real estate should be high on that list.

As is true with all significant charitable transfers of property, donors should confer with their attorneys and other financial advisors before reaching conclusions and moving ahead.

We welcome your inquiries about this and all other charitable giving opportunities. For more information on becoming a member of the Eleanor Hall Planned Giving Society, please contact Jack Kreckel, Office of Trusts and Estates, at (585) 273-5904, (800) 635-4672, or kreckel@alumni.rochester.edu.

Obituaries

Helen Hatch Heller

Helen Hatch Heller, a 1937 graduate of the School of Nursing, passed away on June 1, 2003. A dedicated and generous friend to her alma mater, Heller's influence will remain for generations.

A member of the board of the Davenport-Hatch Foundation since 1957, Heller played an integral role in the Foundation's outstanding support of the School, including the establishment of the Mabel M. and A.T. Hatch Memorial Scholarship named for her parents. In December 2001, the Foundation provided a grant to name the Helen Hatch Heller Clinical Educational Resource Center.

Predeceased by her husband George E. Heller, she is survived by her children Lindsey (William) Knoble of Ohio, Shirley (Forbes) Warren of Connecticut, David Hart (Christine) Taylor of Pittsford, Douglas (Marianne) Taylor of Sodus; stepchildren George Heller, Jr., of Florida, and Judy Mulhern of Vermont; grandchildren William (Anne) Knoble, Garrett Knoble, Taylor (Karen) Warren, Jeffrey Warren, Christopher (Tracy) Taylor, David Hart Taylor, Jr., Robert (Lisa) Taylor, Lee Kathleen Taylor, Valerie and Erin Taylor, Anne Marie (Christopher) Cox, Jennifer Kleymann, Kevin Heller, Victoria Heller, Jill (Michael) Laughran, and Alison (Garth) Fondo; 13 great-grandchildren and several nieces and nephews.

Walter and Virginia Hoadley

Last year was a difficult one for the family of two of the School of Nursing's friends. On February 19, 2003, Walter Hoadley passed away in Reno, Nevada. Just months later, his wife of nearly 64 years, Virginia Hoadley, died on September 9, 2003.

The Hoadleys are survived by a large, loving family including son Dick Hoadley, seven grandchildren and five great grandchildren. Walter and Virginia's daughter, the late Jean Hoadley Price Peterson of Spring Lake, New Jersey, was a 1969 graduate of the School of Nursing. Jean and her husband Donald Peterson died aboard hijacked United Airlines Flight 93 on September 11, 2001 that crashed in Somerset, Pennsylvania.

In the late 1960s, while an executive vice president with Bank of America, Walter served on the National Commission for the Study of Nursing and Nursing Education. Funded by the Kellogg Foundation and led

by the University of Rochester President Alan Wallis, along with Jerome Lysaught, MD, and Charles Russell, MD, the commission's report was issued following two and a half years of work between September 1967 and January 1970.

The outcome was a report that paved the way for sweeping change in nursing education in the United States. Following the report, most nursing schools abandoned their diploma programs in favor of bachelor's degree programs and new, more professional programs emerged including the nurse practitioner degree that is a crucial component of health care in this country today.

At the University of Rochester, the report ushered in a new era, a new dean, Loretta Ford, and a strong program emerged under what became known as the Unification Model. Today, that model — which strategically combines education, practice and research — is the hallmark of the top nursing schools at leading academic medical centers.

Nancy Melvin Taylor, BS '86

Nancy Melvin Taylor lost her battle with breast cancer on November 18, 2003 at age 39, just two years after her husband's tragic death at the Pentagon on September 11.

A native of Syracuse, Nancy earned her bachelor's of science in nursing at the University of Rochester and worked as a nurse in Richmond, VA. She returned to Syracuse to earn an MBA from Syracuse University and then pursued a career in medical marketing research in the Washington, DC area. She met her husband, Army Lt. Col. Kip P. Taylor, while working in Washington. They were married in DeWitt, NY, in 1996.

While at his job, Lt. Col. Taylor was killed at age 38 when hijacked American Airlines Flight 77 smashed into the Pentagon.

Following his death, Taylor established the Kip Taylor Memorial Fund in her husband's memory to help give military couples access to in vitro fertilization, through which their own children were conceived.

Taylor is survived by two sons, Dean Ross, 4 and John Luke, 2; parents Merle and Ann Melvin of Manlius, brothers Ross D. of Syracuse and John W. of Cazenovia; an aunt and uncle, and several cousins.

In Memoriam

Deceased Alumni from July 1, 2002 to June 30, 2003

Miss Alma Adams	Diploma 1938
Mrs. Martha T. Adams	Diploma 1948
Mrs. Margery A. Bailey (Whitaker)	B 1963
Mrs. Beatrice Bell (Graffrath)	B 1929
Mrs. Esther Bellwood (Tuthill)	Diploma 1939, B 1940
Mrs. Evelyn K. Benedict (King)	B 1931
Mrs. Anne L. Bergstrom (Skelton)	B 1942
Mrs. Ruth M. Brody (Miller)	Diploma 1940, B 1942, MS 1946
Miss Frieda M. Chapin	Diploma 1932, B 1935
Mrs. Gertrude Cotanche (Blackwood)	Diploma 1951
Mrs. Arlene D. Coco (Downey)	Diploma 1951, B 1952
Mrs. Ruth Collier (Richardson)	Diploma 1954, B 1955
Mrs. Tamara L. Crafts (Twitchell)	MS 1999
Mrs. Barbara J. Craven (Hogan)	B 1964, MS 1968
Miss Frances W. Crumb	B 1935
Mrs. Elizabeth Jane Delong (Hogben)	Diploma 1961, B 1962
Mrs. Helen (Andolino) Dixon	Diploma 1951
Sr. Paul Marie Dougherty	B 1944
Ms. Janice S. Feldman (Auerbach)	B 1974
Mrs. Ivy Gaines (Wickings)	B 1928
Mrs. Lucie George (Syracuse)	B 1933
Mrs. Jean Hauck (Doron)	B 1943, Diploma 1949
Mrs. Barbara M. Heggie (Williams)	Diploma 1951, B 1952
Mrs. Helen H. Heller (Hatch)	Diploma 1937, B 1937
Mrs. Kathryn Hoffman (Fox)	B 1958
Mrs. Helen M. Housel (Gianniny)	Diploma 1942, B 1943
Mrs. May Jean Howard	Diploma 1947
Mrs. Vera Hubbard (Palmer)	B 1934
Ms. Anna Jean Kloster	B 1954
Mrs. Elizabeth Koehler (Holczimmer)	B 1964, MS 1967
Mrs. Jane LaJeunesse (Engel)	B 1960
Mrs. Jeanne Mac Pherson (Wooden)	B 1950
Ms. Kathleen Marie Michaels	B 1989
Mrs. Lenore Orr (Meyer)	Diploma 1951, B 1952
Mrs. Kathleen Eva Pratt (Richardson)	B 1963
Mrs. Gail Marie Revell (Cornell)	MS 1983
Mrs. Marie J. Sauter (Lowes)	B 1946
Mrs. Sandra Schoff (Nadeau)	B 1958
Mrs. Shirley Stewart (Kingston)	Diploma 1951
Mrs. Carolyn M. Thieser (Nowack)	B 1942
Mrs. Janelle L. Wegener (Eddy)	B 1971
Mrs. Jean W. Yells (Steckroth)	B 1943

Letter from the Alumni Office



Dear Alumni and Friends,

What a whirlwind these last few months have been for me and my colleagues at the School of Nursing! Many of you have seen my name as Julie Porter, the associate director of Alumni Relations at the School; as you will notice at the bottom of this page, my signature now reads Julie A. Smith. In addition to moving to Rochester in April 2003 and starting a new, wonderful, rewarding job serving the alumni of the U of R School of Nursing, I got married in October.

Where to start? First of all, we had our Fall Weekend and Reunion here in mid-September. A good time was had by all during three days of festivities, dinners, receptions, lectures and — most importantly — time with old friends and classmates.

The School of Nursing's Nutrition/Weight Management Center introduced the region's first systemized screening and assessment toolkit aimed at assisting physicians in identifying and creating treatment plans for overweight and obese patients.

A new master's program in Leadership in Health Care Systems was approved by the state in September. The program, a first of its kind in the country, is led by Dr. Tener Veenema, associate professor at the School of Nursing. Students are offered two tracks of study: Health Promotion, Education and Technology; and Disaster Response and Emergency Preparedness.

Dr. Veenema was also the lecturer for the recent Lunch-and-Lecture series held at the Genesee Valley Club in Rochester. These Lunch-and-Lecture events are becoming a tradition for local alumni and will soon be available to alumni in various parts of the country. Keep an eye open for an invitation or contact our office if you have a subject you would like to see covered or if you would like to help us host an event in your area.

We are currently working to launch an Online Community Newsletter for Nursing Alumni. Your Online Community username was in our most recent letter to alumni. To access the Online Community go to <http://www.alumniconnections.com/URMC/>. If you need assistance or have story ideas for the Online Newsletter, please contact me via email at alumni@urmc.rochester.edu or by phone at (585) 273-5075 or (800) 333-4428, or contact Christopher Raimy or Gina Viggiani.

While the fall and winter have been tremendous, they pale in comparison to what is to come this spring and summer. Stay tuned to *Rochester Nursing Today* and watch your mailbox (postal and/or electronic) for periodic updates on all that is being done for you and the students who follow in your footsteps.

All my best,

Julie A. Smith

Associate Director
Alumni Relations and Development

Julie (Porter) Smith, alumni
relations officer, and alumna
Ruth Reinhardt, B '53, enjoy
time together at Reunion



1 Dean Chiverton presents Hank Gardner with a gift for being the Clare Dennison Lecturer.

2 Marilyn Fiske and Medical Center CEO C. McCollister "Mac" Evarts at the Dean's Diamond Circle Dinner during Reunion Weekend 2003.

3 University President Thomas Jackson and Mac Evarts, CEO of the Medical Center, unveil a rendering of the new Helen Wood Hall School of Nursing sign.



4 Julie (Porter) Smith, Alumni Relations, presents Dean Chiverton with the class gifts for the 2003 Reunion. The generosity of reunioneing alumni brought in nearly \$32,000 for support of the School of Nursing.

5 Janice (Jacobs) Currie, B'53, dons her nursing cape at the 50 Year Club Breakfast.

6 Shirley Garvin, B'53, and husband Hugh Garvin chat with one of the members of the Garth Fagan Dance Company at a reception following a private performance for reunion attendees.



7 Marsha (Steininger) Ford, B'58, shares memories from her yearbook with friends.

8 Betty Deffenbaugh, BS '48, BS '58, and Doris Crough, BS '41, members of the 50 Year Club, visit at Reunion 2003.

9 Reunion guests receive a tour of Strong Memorial Hospital.



10 Junko Mills, MS '92, PhD '00, alum and Dean's Advisory Council Member, visits with Accelerated Program student Lonnie Pollocks.

11 BJ (Schrum) Jones, MS '78, with Harriett Kitzman, MS '61, PhD '84, SON faculty member.

12 Members of the Class of 1953 at the School of Nursing Reunion Reception 2003 in Helen Wood Hall.



13 Class dinner at the Century Club – Back row from left, Emily Dunn, B '63, Linda Edick, B '63, and Lois Geiss, B '63; Front row from left, Patricia Palmer, B '48, Jane Eyre, B'48, and Eleanor Graham, B '43.

14 Members of the Class of '53 receive their 50 Year Club carnations after the Clare Dennison Lecture.





Dear 2002-2003 Donors,

Please accept my deepest appreciation for the generous support you give the School of Nursing. The following pages are chock-full of names of alumni, friends, corporations and associations who have enthusiastically supported projects and programs at the School this past year.

Your generosity resulted in another record-breaking year. Overall alumni participation is just over 20 percent for the School of Nursing, one of the highest among nursing schools across the country. Congratulations on this remarkable achievement! Especially noteworthy is the \$3,782,873 raised through the Eleanor Hall Bequest Society.

I thoroughly enjoy each opportunity I have to meet our wonderful alumni and friends who are the foundation on which the School is built.

Thank you all for ensuring the future success of Rochester Nursing! I salute your commitment to nursing.

Sincerely,

Patricia Chiverton

Patricia Chiverton, EdD, RN, FNAP

GIFT CLUB LEVELS

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\$50,000+	Benefactors Level
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Helen Wood Society

\$500+

Grace L. Reid Society

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\$100+

Gift levels are based on payments made from July 1, 2002 to June 30, 2003.

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Rochester Nursing Today is a bi-annual publication of the University of Rochester School of Nursing in conjunction with the University of Rochester Medical Center Department of Nursing Alumni Relations and Development and the Department of Public Relations.

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