



# Spruce Pine Community Hospital FOUNDATION

## Spruce Pine Community Hospital Foundation Board of Directors

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Sally Hakes - Dev. & Fundraising  
Monica Yokubinas - TRPA

### Contact:

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Spruce Pine, NC 28777  
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cheryl.craigie@msj.org  
www.spchfdn.org

## Younger Next Year

Sally Hakes, SPCH Foundation Development and Fundraising Specialist

Spruce Pine Community Hospital Foundation invites you to get Younger Next Year! Do you want to know how you can become functionally younger every year for years to come? Or how to continue to live with vitality and grace into your eighties and beyond? Or how to avoid 70 percent of the decay and eliminate 50 percent of the injuries and illnesses associated with getting older? We do, and we want to help spread the word ...

That's why New York Times best-selling author Chris Crowley will be coming all the way to Spruce Pine to share his secrets about how to turn back the biological clock. He will amuse you, enlighten you, and give you compelling information that will inform the choices you make every day for the rest of your life. All proceeds from this event will benefit the \$22.6 million expansion and renovation of the hospital.

(continued on page 3)

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## SPCH to be Renamed Blue Ridge Regional Hospital When Expanded Facility Opens

For more information contact Mariea Miller, Director of Community Relations

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The Board of Directors of Spruce Pine Community Hospital has announced that the hospital will be renamed Blue Ridge Regional Hospital in late 2007 when the current \$22.6 million expansion and renovation of the 52-year-old hospital is completed.

According to the hospital's President and CEO, Keith Holtsclaw, the new name is a reflection of the hospital's growing scope of services that are meeting the healthcare needs of people throughout Mitchell, Yancey and surrounding counties.



(continued on page 3)



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## **Notes from SPCH Foundation**

Cheryl Craigie, SPCH Foundation Executive Director, [cheryl.craigie@msj.org](mailto:cheryl.craigie@msj.org)

Mathematician and philosopher Alfred North Whitehead once said that “the art of progress is to preserve order amid change and change amid order.” That is exactly what the SPCH Foundation is hoping to do as we say a partial good-bye to Development and Fundraising Specialist Sally Hakes, who is retiring from full-time employment but remaining with the Foundation in a part-time capacity. Sally will be working on special events and grant-writing.

Another change is the decision to put our annual dinner and auction, “The Beat Goes On,” on hiatus until 2008 while we concentrate on the capital campaign

for the hospital expansion (see Pat Ross’ article below for details).

But we didn’t want to miss an opportunity to get together with you, our key donors, so we are bringing in Chris Crowley, author of the NY Times best-seller “Younger Next Year,” for a humorous and informative evening about living life to its fullest at any age. Please plan on joining us (see page 1 for more details).

If you have already read page one then you know that the hospital will be changing its name in the fall. As a result, the Spruce Pine Community Hospital Foundation will be renamed the Blue Ridge

Regional Hospital Foundation (BRRH Foundation).

However, one thing will not change and that is our mission—

*To be the fund-raising and friend-raising arm of the hospital, working with individuals, businesses, government sources and other foundations to improve the health of our community.*

As always, we thank you for your continued support. Your gifts help the hospital and foundation build a better tomorrow—ensuring that you and your loved ones continue to have access to state-of-the-art care that is close to home.

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## **A Message from Pat Ross, Chair of SPCH Foundation**



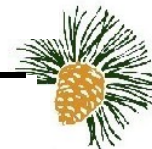
March 2, 2007 was a day of celebration for Spruce Pine Community Hospital! In an impressive ceremony, the last beam for our new wing was hoisted into the air by a huge crane and set in place. The beam, which had been signed by construction workers, hospital employees, board members, donors, and friends, was raised with the American flag and topped with a live tree; symbol of safety, good luck and blessings.

This memorable day reminded us of how far we have come and also how far we still have to go to reach our goal of raising \$4 million of the \$22.6 million needed for the expansion and renovation. I was delighted to announce that day that we had passed the halfway mark. As of March 30 we are at 56% of our goal, with pledges and gifts totaling \$2,238,637. This includes substantial grants from The Samuel L. Phillips Foundation, The Duke Endowment, The Cannon Foundation, and The Golden Leaf Foundation. It also includes gifts and pledges from SPCH employees, which totaled \$221,344. I’m pleased to report that 17 departments achieved 100% participation.

Many of you have given or pledged generously and we appreciate every gift. Each pledge or check received in the Foundation office is cause for rejoicing!

I want to say a huge thank you to the Foundation Board and Staff who continue to work hard! at writing letters, making calls and exploring all possible sources of funding. A special thanks to our Hospital CEO Keith Holtsclaw, who has written letters to every physician with privileges at SPCH; and to Jonathan Smith, SPCH CFO, Deryl Bruorton, SPCH VP of Outreach Services and Van Phillips, SPCH Foundation Steering Committee Chair, who have also written letters, made calls or personal visits on our behalf.

We still have a long way to go. We need the help of every individual, church and community organization. All of us are touched in some way by this hospital at some time in our lives. It is vital to the healthcare of our region, and your gifts do make a difference. If you have not sent a check or pledge, please use the enclosed envelope. We would love to hear from you.



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## **Hospital to be Renamed** (continued from page 1)

“With this change, we are celebrating the past and embracing the future,” said Holtsclaw, noting that the Blue Ridge name is one that the hospital has used as a corporate name since the 1970s. “The rich legacy of this hospital’s roots in Mitchell County will always be preserved and treasured, and we will continue to build on that heritage as we serve an increasingly broader geographic area as Blue Ridge Regional Hospital.”

Holtsclaw pointed to statistics showing that in 2006, 51 percent of the hospital’s patients came from Mitchell County, 42 percent from Yancey County, and most of the remainder from Avery and McDowell counties. The hospital’s employee base also reflects a widening geographic scope, with just over half of employees living in Mitchell County and almost 37 percent residing in Yancey County.

“This hospital’s positive impact on the regional economy will continue to grow,” Holtsclaw said. “We forecast adding 50 new jobs over the next five years to meet the increasing demand for healthcare services.”

The hospital expansion, the largest in its history, is on schedule for completion later this year. The project will add 38 all new private patient rooms, expanded Emergency and Radiology Departments and new labor and delivery rooms.

“These improvements are needed to meet increasing demand,” Holtsclaw said, noting that the hospital’s Emergency Department volume has been up 12 percent in each of the last four months compared to the previous year.

The renaming of the hospital will also apply to its facilities throughout the region. The hospital recently completed an expansion of the Spruce Pine Community Hospital Fitness & Rehabilitation Center in Burnsville which more than doubled the facility’s former size. Spruce Pine also recently stepped in to assume ownership of the Mission Family Medical Center, which provides primary care services to residents of Yancey County.

“All of these developments are part of a continuing story of growth for Spruce Pine Community Hospital,” said Holtsclaw. “As Blue Ridge Regional Hospital, we hope to continue expanding and improving to meet the growing needs of people throughout all of the counties we serve.”

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## **Younger Next Year** (continued from page 1)

Call the SPCH Foundation office now to reserve your spot for a wonderful evening at the Pinebridge Center, beginning with a wine and cheese reception and music by The Jazz Imposters. Then hear guest speaker Chris Crowley share his knowledge and answer your questions and spend the rest of the evening enjoying a gourmet dinner surrounded by your friends and family. Tickets are \$100 per person. Chris’ books, “Younger Next Year” and “Younger Next Year for Women,” can be purchased from the foundation office in advance for a discounted price of \$20. Be sure to bring your book so Chris can autograph it for you. A limited number of books will also be available for sale at the event.

On Saturday, June 16 you’ll have the opportunity to practice what you’ve learned from Chris at the Spruce Pine Community Hospital Fitness & Rehabilitation Center in Burnsville. Sign up for yoga, spin, or aerobics classes or, if you prefer, participate in a racquetball tournament. All classes are **free** but require advance registration. Please call the foundation office at 766-1750 for more information or to purchase your tickets.

**Help us save mailing costs!**  
**If you would like to receive our twice-yearly newsletters by email,**  
**please fill out the enclosed form and return it to the Foundation**  
**in the envelope provided.**




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*The SPCH Foundation would like to thank  
the individuals, foundations and companies who generously contributed  
to the Foundation from January 2006 through April 2007.*

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**GIFTS TO THE STEPPING UP HOSPITAL EXPANSION CAPITAL CAMPAIGN**

<i>Gift Amount</i>	<i>Opportunity</i>	<i>Reserved</i>
\$1,000,000	New Clinical Wing	Anonymous
\$500,000 to \$999,999	Lobby	GoldenLEAF Foundation
	Emergency Department	The Duke Endowment
\$100,000 to \$249,000	MRI Room	Bo and Courtney Mauzy
\$75,000 to \$99,999	Emergency Room	The Cannon Foundation
	Decontamination ER	Unimin Corporation
\$50,000 to \$74,999	Chemotherapy Unit	Carolina First Bank
	High Acuity Emergency Room	SPCH Foundation
	High Acuity Emergency Room	Keith and Marquitta Holtsclaw
\$25,000 to \$49,999	X-Ray Room	Richard and Mary Montague
	High Acuity Patient Room	SPCH Foundation
	Labor/Delivery/Recovery Room	SPCH Foundation
	Patient Care Room	The Hall Family
		in honor of Wise and Nellie Hall
	Patient Care Room	SPCH Foundation
\$10,000 to \$24,999	Emergency Treatment Room	Hal and Connie Harrison
	Emergency Waiting Room	Rotary Club of Spruce Pine
	Imaging/Lab Waiting Room	Ken and Sue Phillips
	Chapel	Bill and Caryl Cullom
	Family Lounge on Med-Surg Unit	Mignon Durham
		in honor of Donna Jean Dreyer
	Women's Services Nursing Station	Anonymous
	Student Library	Jonathan and Cassie Smith
		in honor of Earl and Clara Smith
	Surgical Waiting Room	Guy and Pat Ross
	Emergency Triage Room	Paul and Susan Crutchfield
		in honor of Bob and JoAnn Bass
	Physical Therapy Treatment Room	Doug and Dolly Phillips
	Med-Surg Nursing Station	Jonathan and Rebecca Warner
	Coffee Shop	Nancy Polansky and Brad Bunnell
	Chemotherapy Room	Mr. and Mrs. Paul Silver
	Ultrasound Room	Anonymous in memory of Brandon Warren
	Mammography Room	James and Lois Williams
	Gift Shop	John and Rose Gordon
	Nursery	In honor of Kiwanis Club of Spruce Pine:
		Carolinas Kiwanis District Foundation
		Mr. Harry Anderson
		Mr. and Mrs. David Blevins
		Ms. Louise Buchanan
		Fortner Insurance Agency
		Representative Phillip Frye
		Mr. Claude Greene
		Mr. Douglas Greene
		Rev. and Mrs. Jack Hancox
		Mrs. Bill Hudson
		Mr. and Mrs. Roger W. Huskins
		Mr. David Hughes
		Mr. and Mrs. Lewis Jarrett
		Mr. Jack Jones
		Mr. and Mrs. John Keen
		Mr. and Mrs. Robert McFerren

*(continued on page 5)*



Dr. and Mrs. David H. Pike  
Mr. and Mrs. Guy Ross  
Mr. Douglas Rowell  
Ms. Inez Stamey  
Mr. Bob Thompson  
Ms. Kit Trubey  
Mr. Lane Ward  
Mr. and Mrs. John Wellborn  
Mr. and Mrs. Dan Wilson

**Other Gifts to Hospital Expansion  
Capital Campaign**

**\$5,000 to \$9,999**

Anonymous  
SPCH Volunteers  
Mr. John Britt and Ms. Cheryl  
A. Craigie  
Mrs. Kim Smith  
Dr. and Mrs. James Haaga  
Mrs. Wanda Proffitt  
Rankin Patterson Oil -  
in honor of David Blevins

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Mrs. Mary Phillips  
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Ms. Vicki Tolley  
Mrs. Mary Ann Johnson  
Dr. and Mrs William S. Poling  
Mrs. George Stronach  
in honor of Pat Ross  
Mrs. Willa Ann Baker Ward

**\$1 to \$499**

Anonymous  
Anonymous in  
honor of Pat Ross  
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Mr. and Mrs. Jon Bailey  
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Mr. and Mrs. Woodrow Butt  
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Dr. and Mrs. Robert M.  
Wilkinson, Jr.

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SPCH Imaging Department

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**Mrs. Vicki Woody**  
Mrs. Kathy Calhoun  
Ms. Cheryl A. Craigie  
Ms. Sally Hakes  
Ms. Barbara Hasty  
Ms. Mariea Miller

**Ms. Penny Young**  
Ms. Mariea Miller

**Correction:**  
On Jan. 2007 the newspaper ad inadvertently omitted the following donors from the Bennett Society members :  
Dr. and Mrs. George Bennett  
Jonathan and Rebecca Warner  
Advocate Member  
Al and Linda Vesely

## SPCH EMPLOYEE DONORS

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## Toe River Project Access

Monica Yokubinas, Toe River Project Access Coordinator, [monica.yokubinas@msj.org](mailto:monica.yokubinas@msj.org)

As you may know, Toe River Project Access (TRPA) is an initiative of the SPCH Foundation that was launched in November of 2003. Designed to assist low-income, uninsured residents of Mitchell and Yancey counties with access to primary care. Thus far, this program has helped almost 500 people receive \$1,471,857 in free medical, dental, vision, and prescription assistance. The need for this program continues to grow and, unfortunately, our resources are limited. We now have 53 people on our waiting list.

This program's success is reliant upon the generosity of the many participating physicians, dentists, optometrists, and ophthalmologists who, along with their office staffs, generously give of their time and expertise. Below is a list of participating physicians. If you see your healthcare providers on this list, please take a moment to thank them for their generous support of this program.

<b>Physicians:</b>	<i>Keith Kuhne</i>	<i>Arch Woodard</i>
<i>Joseph Antinori</i>	<i>Robert Laborde</i>	<b>Dentists:</b>
<i>Spencer Atwater</i>	<i>David Larson</i>	<i>Dean Leming</i>
<i>Charles Bryan</i>	<i>Robert Miller</i>	<i>Charley Nash</i>
<i>Rebecca Brooks</i>	<i>Phillip Mitchell</i>	<i>John Renfro</i>
<i>Jerry Cade</i>	<i>Mark Nenow</i>	<i>James Thompson</i>
<i>James Carroll</i>	<i>Steve North</i>	<b>Optometrists/ Ophthalmologists:</b>
<i>Sergio Cassanego</i>	<i>Elizabeth Peverall</i>	<i>Chuck Aldridge</i>
<i>Harry Ervine</i>	<i>Jeffrey Polgar</i>	<i>Samuel Navon</i>
<i>Duncan Dorris</i>	<i>Jennings Pressly</i>	<i>Diane Walker</i>
<i>Kristin Gowin</i>	<i>Chad Smoker</i>	<i>Marvin Walker</i>
<i>Brent Hall</i>	<i>Susan Snider</i>	<b>Audiologist:</b>
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<i>James Hoski</i>	<i>Meri Stella</i>	
<i>Shehla Khan</i>	<i>Joyce Thisse</i>	
<i>Barbara King</i>	<i>Michael Unks</i>	

### *A TRPA Client's Perspective ...*

*"I want to thank you for the TRPA program. Through this program I can get the healthcare I need to help me keep working. I have several health problems: rheumatoid arthritis, irregular heartbeat, anemia and stomach problems. This program enables me to go to my family physician when I need to . . . I could not afford these doctors if it wasn't for TRPA. I hope you will continue this program to help me and others like me."*

*Marissa Callahan*

## **D I D Y O U K N O W ?**

*84% of TRPA clients say TRPA has improved the quality of their health.  
Emergency Room visits by TRPA clients dropped 86%.*



*P.O. Box 247  
Spruce Pine, North Carolina 28777*

## **You're invited to get "Younger Next Year!"**

Join your friends and neighbors for a weekend of fun, fine food, and fitness with NY Times best selling author of "Younger Next Year," Chris Crowley.

### **June 15th and 16th**

*(See page 1 for more details)*

\$100 per person/\$33 is tax deductible

All proceeds benefit the expansion and renovation of Spruce Pine Community Hospital.

Reservations are required as attendance is limited.

For more info call the SPCH Foundation at (828) 766-1751

## **Spruce Pine Community Hospital Topping Off - March 2007**

On March 2, 2007 over 200 people, including the Spruce Pine Community Hospital Board, Foundation Board, major donors, and other members of the community, celebrated the completion of the steel infrastructure for the hospital expansion by signing the last steel beam. The beam, carrying the American flag, was hoisted up by crane, set in place and then topped with an evergreen tree.



SPCH Fdn. Board



SPCH & Mission Board

The expansion project is currently on schedule and expected to be completed by November of 2007. Patients will then be transferred to the new wing and renovation of the existing building will begin. The entire project should be completed by March of 2008.



**Opt-Out Option:** The Spruce Pine Community Hospital Foundation may use information about you (such as your name, address, gender, and phone number) and the dates you received treatment at Spruce Pine Community Hospital in order to contact you to seek contributions to benefit the healthcare services of our community. The money raised through these activities is used to expand and support the services and educational programs we provide in the region. If you do not wish to be contacted as part of our fundraising efforts, please write a letter to Cheryl Craigie, Executive Director, Spruce Pine Community Hospital Foundation, PO Box 247, Spruce Pine, NC, 28777.