

Giving

an update for supporters of
Monongahela Valley Hospital

Putting your health first.

Monongahela
Valley Hospital

Office of Fund Development

MVHR HEALTH CARE

Support that Shines

Touched by cancer in both their home and in their workplace, this community-minded couple, Bill and Linda Horrell, co-owners of MarBill Diamonds & Jewelry in Belle Vernon, have recently expanded their efforts to support cancer education in their community through events at Monongahela Valley Hospital.

"We deal with a lot of ladies here (at the Belle Vernon jewelry store) so it's a perfect opportunity to reach out in our community and help educate people," said Linda.

Long-time supporters of Monongahela Valley Hospital's annual Breast Cancer Screening and Luncheon each October, the Horrells have recently stepped up their commitment by becoming a major sponsor for the 11th annual MVH/Lois Orange Ducoeur Breast Cancer Walk on Oct. 11.

"We supported the walk two years ago and got more involved this last year," said Bill, who was a sponsor and donated a heart-shaped pendant worth \$500 that was used for a raffle. "As a sponsor this year, we think we'll be able to reach out to more people, and to educate them about getting their mammograms and taking care of their health."

At a recent staff meeting, Linda polled her employees and asked who would attend the MVH/Ducoeur Walk on Oct. 11. She said every one of their nine employees raised their hands to attend the one-or two-mile fun walk. She laughed, though, because Bill jokingly asked, "Who will run the store that day?"

"We even thought about getting a MarBill team together with some friends and maybe pink T-shirts this year for us," said Linda.

"I see MarBill as being a role model in the community and for the MVH/Ducoeur Walk," said Office of Fund Development Director Melissa Marion. "Bill, Linda and one of their employees, Marsha Fragello, have personally solicited 75 businesses in the community to support the walk; they've made visits and delivered letters. They're talking with people to tell them, 'hey, we're in, you should be in too, it's a

valuable cause, because cancer touches everyone.'" Bill said he lost both parents to cancer, and one of their employees, Sally Imbrogno, has been going through her second bout with acute lymphoblastic lymphoma, a rare blood cancer. Bill said the store staff has rallied to support Sally during this round of treatments. Sally's niece, a fashion designer from New York, has even created a line of scarves for women like her aunt who did not want to wear wigs when they lost their hair but had few "pretty" head scarf options. Linda displayed the scarves at the annual Breast Cancer Screening and Luncheon at MVH last year.

The Horrell Family, who just celebrated their 50th anniversary in business, has been consistently generous in supporting MVH's cancer awareness efforts. In addition to supporting the annual Breast Cancer Education and Luncheon each October and the MVH/Ducoeur Walk, the Horrells donated \$6,000 to the cancer center from a special store promotion for breast cancer month in 2009.

Bill's parents, the late Anna Louise and Bill Horrell Sr., originally opened their business on Broad Avenue in Belle Vernon in 1964 as a catalog store. They named the store after their children, Margaret and Bill – MarBill.

In 1987, the Horrells added the jewelry department. Bill Jr. is now president, Linda is the vice president and the couple is transitioning the family business to its third

generation in its store in the Shoppes at Rostraver. Their son Michael is a jeweler who will eventually take over the helm. The Horrells' daughter-in-law and future daughter-in-law also work at the store. Linda added that she likes the MVH Ducoeur Walk's new "Valley goes PINK" campaign that features a pink bridge. She sees the bridge not only as a symbol of the Valley, but as a symbol of connection. This program and event are connecting the Valley communities together, while helping the hospital continue to serve residents of these communities.



From left to right at MarBill Diamonds & Jewelry are Alex Miller, Carey Wikerham, Karen Johnson, Bill Horrell, Linda Horrell, Kim Bruno, Marsha Fragello, Rebekah Ross, Kylie Horrell and Michael Horrell. Missing from photo is Sally Imbrogno.



Marsha Fragello, Linda Horrell and Alex Miller make up Team MarBill at last year's Ducoeur Breast Cancer Walk.

A Note of Thanks

The past six months have continued to be an exciting time for the Hospital and the Office of Fund Development. In the spring, we hosted our 26th Annual Gala, *Jungle Cruise*, which raised a record-breaking \$147,000 for our Hospital. This fall we are planning the 11th Annual MVH/Lois Orange Ducoeur Breast Cancer Walk, which has grown to include "the Valley goes PINK!" program.

You'll learn more about the success of these events in this newsletter, as well as what we have been able to do with the funds raised this year. As always, we have current funding needs including the purchase and installation of Tomosynthesis, which is state-of-the-art, 3-D breast-imaging equipment that will work in conjunction with the new digital mammography unit at the offsite location. We are also preparing for a renovation and upgrade of the cardiac catheterization lab, and we are always raising funds for the Charles L. and Rose Sweeney Melenzyer Pavilion and Regional Cancer Center at the Hospital.

With so many ways to be involved with the Hospital to either volunteer or make a contribution, I encourage you to get involved!

We hope to see you at the MVH/Lois Orange Ducoeur Breast Cancer Walk on Saturday, Oct. 11 and then, be on the lookout for our annual *Light Up A Life* Holiday Campaign for your opportunity to honor or memorialize a loved one this upcoming holiday season.

As always, thank you for your continued support.

Sincerely,

Sara A. Schumacher
Vice President of Fund Development

WCCF Gives

Don't forget to make a donation to Monongahela Valley Hospital through the Washington County Community Gives Day on Wednesday, Sept. 10. Each donation our Hospital receives will be increased by a percentage from a bonus pool. Visit www.wccfgives.org for more information.

Oldies Dance Honors Cancer Patients

It started with an idea from 10-year-old Gabrielle Nolder who wanted to honor the memory of two ladies: Kim Davis and Diane Sesco. With the help of Gabrielle's uncle, Jim Davis, and her cousin, Kelly Sesco, she and the rest of the Sesco/Davis family have planned an oldies dance each May for the past two years. Since oldies music was Ms. Davis' favorite, it's a perfect fit. The events have raised \$4,250 and benefit the Charles L. and Rose Sweeney Melenzyer Pavilion and Regional Cancer Center's Ensure Fund, which provides Monongahela Valley Hospital's cancer patients with nutritional supplements vital to their treatment. "We want to help those suffering like my mom did and we want this event to help raise awareness about a disease that can surface at any time," said Mrs. Kelly Sesco.



Standing, from left are: James Davis and Kelly Sesco, husband and daughter, respectively, of the late Kim Davis; Kelly Sesco's sons, Daniel, age 4, and Nathan, 8 months old; cousin Gabrielle Nolder, 10, and her mother Tracy Barr; Andrew J. Zahalsky, M.D., director of Medical Oncology; Jessica Fitch, RN, and Bonny Holmes, supervisor.

Team Julie's Jewels

Julie Kingsley and her dynamic Team which includes her sister, Judy Lupori, other family members, friends and coworkers have raised over \$2,000 to assist Monongahela Valley Hospital in preventing, detecting and treating breast cancer. Last October, Julie's main fundraiser was a raffle for a chance to win a collection of Vera Bradley handbags and a Kindle Fire. She and her team also sold key faub wristlets, Peppermint Patties, and various other candies. Julie's daughter, Heather Kingsley, even was involved and held a fundraiser at her salon, Baretta's Hair Salon (Kingsley Salon). Julie's employer California University of Pennsylvania also stepped up to help and held various fundraisers including a Pink Out at one of the womens' volleyball games. This year, Julie is at it again with even more fundraisers and events that include another raffle for a basket containing a signature Michael Kors handbag and another Kindle Fire, as well as a "Paint and Sip" event

held in August in Charleroi. We are grateful to have both Julie and Judy on our MVH/Lois Orange Ducoeur Breast Cancer Walk Committee and thank them for their continued support of our hospital and the community that we serve. Tickets for the Michael Kors/Kindle Fire Basket may be purchased at the Walk on Oct. 11 or from the Office of Fund Development by calling 724-258-1855.



Julie Kingsley (right) and her sister Judy Lupori pose with last year's Vera Bradley/Kindle Fire Basket and raffle tickets, which benefited the MVH/Lois Orange Ducoeur Breast Cancer Walk.

Thank you for making Monongahela Valley Hospital “King of the Jungle!”

Guests interacted with live animals and traipsed through the jungle before enjoying an elegant dinner at “Jungle Cruise,” Monongahela Valley Hospital’s 26th Annual Gala on May 17.

More than 550 guests filled the Westin Convention Center and Hotel in Pittsburgh to raise a record \$147,000, according to Sara Schumacher, vice president of Fund Development for MVH. Top sponsors for the evening included Allegheny Health Network, Doctors First, Inc./PMSLIC Insurance Co., Limbach Company LLC and Unidine.

The event celebrated four exemplary individuals and one business for their commitment to excellence with Dimensions in Performance Awards. They included:

- VEBH Architects, represented by its President Robert D. Bodnar
- Charles N. Lebovitz, M.D., a board-certified general surgeon
- Louis J. Panza Jr., President and CEO of Monongahela Valley Hospital
- Susan R. Hunter, a Monongahela Valley Hospital Auxilian and retiree from the Area Agency on Aging

- Evalyne Ramsden, a retired elementary school teacher who has volunteered with the Auxiliary of Mon-Vale Health Resources, Inc. During the evening, Bob Donahue, Healthgrades director of Quality Services and Client Development, presented the Hospital with a trophy for being named among the top 10 percent in the nation for the Healthgrades® Outstanding Patient Experience Award™.

“This distinguishes Monongahela Valley Hospital as an exceptional place for patients to receive care and that is something to be proud of,” he said during his remarks. “This award is not achieved by accident, and we commend MVH for earning it through its commitment to focusing on clinical performance as well as a high level of satisfaction from its patients.”

In addition to the live animals and a delicious dinner, guests of Gala 26 also enjoyed photobooths, a coffee bar and entertainment provided by *The Finesse Band*.

Save the date for Gala 27: Saturday, May 16, 2015



Dr. R.G. Krishnan (right) and Ron and Karen Quinto enjoy a photo opportunity with a baby elephant.



Guests of Gala 26 dancing to The Finesse Band.

Funding Update: Digital Mammography at HealthPLEX

Over the last year, we have been raising funds to purchase a new digital mammography unit for our HealthPLEX Imaging site in Rostraver Township. We are excited to share with you that this past June the new unit was purchased and installed thanks to the generosity of our community which include individual donors, organizations, grant funding, donations from various groups that have held community events, such as pink outs and bike runs, as well as donations from the MVH/Lois Orange Ducoeur Breast Cancer Walk.

This new digital mammography unit allows the radiologist to review electronic images of the breast using special high-resolution monitors. The radiologist can adjust the brightness, change contrast and zoom in for close ups of specific areas of interest. Other added benefits of digital mammography are that patients experience fewer unnecessary biopsies, fewer callbacks for additional tests and far less false positives.

In order to continue to stay on the cutting edge of the health care we offer to our patients and our



Maryann Konsugar, HealthPLEX Imaging Manager (left) and Jeannette Petruska, Mammography Supervisor at HealthPLEX Imaging pose with the new digital mammography unit.

community, we are adding another piece of equipment to enhance the Digital Mammography Unit at the HealthPLEX called Tomosynthesis. This technology is state-of-the-art, 3-D breast-imaging equipment that will work in conjunction with digital mammography. This mammogram takes 15 successive images, each at a slightly different angle along an arc across the breast. The concept is simple — what is hidden behind dense tissue in one image might be visible in another if the angle is slightly different. The digital information is reconstructed into slices, similar in appearance to those created using CT. Thus, patients with dense breast tissue will especially benefit.

The 2014 MVH/Lois Orange Ducoeur Breast Cancer Walk will be held Saturday, Oct. 11 and will be a major source of funding for this addition to our imaging center. Community members who participate and donate to the walk will directly be contributing to offset the cost of this new equipment called Tomosynthesis.

Holiday Happenings

As the air gets a little colder this upcoming season, we see people come closer together for warmth, to celebrate, to cherish memories, to be thankful for a good meal, to laugh and to give. As part of that celebration we invite you to join us here at the Hospital for our upcoming holiday events and campaigns.

Light Up Night

We like to think that every day of the year Monongahela Valley Hospital is a shining star in our community, but on the evening of **Monday, Nov. 24**, beginning at 6:30 p.m., our Hospital's campus will literally be lit up for our **30th Annual Light Up Night**. Join us on this magical evening that features Frosty the Snowman, hot cocoa, caroling, a local marching band, and of course, a visit from Mr. and Mrs. Claus. Bring your camera to capture these special moments. There is no cost to attend the event and parking in the garage will also be free.

Light Up a Life Holiday Campaign

The holidays are a special time to remember those special people we think of so often in our lives. The **Light Up A Life Holiday Campaign** allows you to give in honor or in memory of those loved ones and at the same time help our Hospital continue to provide quality care to residents in our community. To give to this campaign, look for materials by mail in early December or give our office a call.

Giving Tuesday

On **Tuesday, Dec. 2**, charities, families, businesses, community centers, and students around the world will come together for Giving Tuesday, a global day dedicated to giving back. After the Thanksgiving Holiday and a weekend of shopping for family and friends, please consider making a donation to Monongahela Valley Hospital by visiting www.monvalleyhospital.com and choosing the "Donate Now" tab or by contacting our office.

Mission Statement

Monongahela Valley Hospital's Office of Fund Development's mission is to enhance the health of the residents of the mid-Monongahela Valley area through charitable donations.

Louis J. Panza Jr.

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Putting your health first.

Monongahela
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MVHR HEALTH CARE

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Save the Date



**11th Annual
MVH/Lois Orange Ducoeur
Breast Cancer Walk
Saturday, Oct. 11**

Registration, 9 a.m.; Walk, 10 a.m.
Charleroi Market House
423 McKean Avenue, Charleroi

*One- or two-mile fun walk to support
the prevention, detection and treatment
of breast cancer in our community
at Monongahela Valley Hospital.*

For more info or to become a sponsor, 724-258-1855
or MMarion@monvalleyhospital.com

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