

foundation FOCUS



Flo and Richard Schornstein join the second line around the ballroom at the 2010 Here for Life Gala.

Touro Gala a Great Success

When you see over 200 people, ranging in age from 21 to 92, second-lining around a huge ballroom, you feel like you've been to a great party. That is the consensus of volunteers and supporters as they proudly evaluated the 2010 Touro Here for Life Gala, October 9, 2010, which grossed over \$325,000 to benefit the Touro Family Birthing Center (FBC).

It was the performance by Irma Thomas, Soul Queen of New Orleans, which got people out of their seats and waving napkins. The event at the New Orleans Sheraton sold over 600 tickets and included a patron party in the Rodrigue Gallery, a much-complimented seated dinner in the ballroom, stage show by Thomas and post party with a DJ.

The theme of the evening was Touro babies. Jane, Bill, Jeff and Walton Goldring and Diane and Alan Franco served as the Honorary Family Chairs of the event and JoAnn Greenberg, who is the original artist of the baby tiles that adorn the walls of the Center, served as the Honorary Chair. Touro baby Nancy Bissinger Timm served as the chair of the volunteer committee, which in the true spirit of celebrating Touro families, included both her daughter Hallie and mother Margie Bissinger.

After the event, 1,500 hot pink roses used to beautify the ballroom were taken to Touro, given to new mothers in the FBC and placed all over the hospital to support Touro's "31 Days of Pink" campaign in conjunction with Breast Cancer Awareness Month.

Touro's History with Insulin "Miracle"

Touro's participation in the early research on insulin treatment for diabetes will be highlighted in a lecture by Arthur Ainsberg at 4:30 p.m., Thursday, November 11 in the Foucher Room.

Ainsberg, who with Thea Cooper co-authored "Breakthrough, Elizabeth Hughes, the Discovery of Insulin, and the Making of a Medical Miracle" will be speaking in connection with National Diabetes Month. **The public is invited to attend and asked to call 504-897-8435 by November 1st to make reservations.**

Although diabetes was recognized as a medical condition for 3,500 years, its cause was unknown until the early 20th century. In 1921, Frederick Banting and Charles Best won a Nobel Prize in Medicine for their research on the use of insulin, deemed a new "miracle drug" and a critical factor in the management of diabetes.

In 1923, Touro became one of only 12 hospitals in the country to receive a \$10,000 grant from the Rockefeller Institute for Medical Research "to be used to increase the number of patients who would

CONTINUED PAGE 2

Notes from the Executive Director



Florence D. André

November at Touro is brimming with events interspersed with reflection and deep gratitude. Here is our own story of little miracles, angels and

thanksgiving.

Touro Rehab staff member Margaret Guilbeau came to my office a few months ago with determination in her eyes and passion in her heart. She wanted to start a baseball league for adult survivors of brain injuries, spinal cord injuries and other disabling conditions, modeled after The Miracle League for youngsters who play on the special field behind Audubon Zoo.

Funds would be needed to buy equipment and t-shirts for the players and their “buddies” (to be

called “angels in the outfield”) who would help them negotiate bases and catch fly balls. Margaret estimated it would cost around \$3,000. She wanted to start the league in September and needed funds quickly. I told her local foundations and corporations usually have a formal request process that can take months to complete, so we needed to think about approaching individuals and local companies.

A few days later, our first little miracle happened. A long-time donor and former board member stopped by my office just to say hello while visiting the hospital. He asked me what I was working on and I described the Brain Injury/Spinal Cord Injury Survivors (BISCIS) League idea and how important it is for the recovery process and self-esteem to give these survivors the opportunity to participate in such activities. His next question was how much will it cost? A minute later, a check

was in my hand!

Once the league started, Margaret realized that there were players who could not come every week due to lack of transportation. Again, almost miraculously, an ambulance company offered to pick up those players and take them home – every week!

If you want to feel good about mankind, stop by the Miracle Field at the Fly on a Wednesday evening at 6. You will find family members so joyful to see their loved ones having fun and actively competing. You will see smiling Touro staff volunteers helping their team member swing a bat, get to first base or even hit a home run!

During the final game on November 10th, awards and recognition will be given to players as well as sponsors of the first BISCIS League in the Gulf South. Come! What a great way to start the season of giving thanks.

New Data System Charts Touro Super Bowl Babies

The expansion of the Touro Family Birthing Center (FBC) was up and running this fall just in time for what the FBC staff refers to as the booming business in “Super Bowl” babies. The FBC has received both local and national media coverage for the rise in ‘Who Dat’ babies born nine months after the winning game.

The new facilities include the state-of-the-art GE Centricity system that gives nurses and physicians immediate access to the cumulative, total history of

each patient’s entire pregnancy.

“The system gives the whole big picture about each mom and baby,” said Irene Mitchell, patient care manager for labor and delivery. “The new space and new equipment are just beautiful.”

The expansion also includes a birthing tub used not only for water births but also for comforting mothers who opt for traditional deliveries, an additional C-section prep room, delivery rooms and physician on-call rooms.

DIABETES CONTINUED

be treated with insulin and to teach physicians the proper method of employing insulin in the treatment of diabetes,” explained Touro Archivist Cathy Kahn.

Touro research was lead by Dr. I. I. Lemann, who had been the chief of the Touro medical service since 1919 and a Professor of Clinical Medicine at Tulane since 1914. Dr. Lemann conducted an informal school on insulin treatment after he had completed his own research.

Today, the Touro Diabetes Center offers a comprehensive approach to treating the disease. To learn more, visit www.touro.com/diabetes.



Gabby Nagle with Diane and Alan Franco, Honorary Family Chairs of the Touro Gala.



Walton and Jeff Goldring, Honorary Family Chairs.

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2010 Touro Gala Photos



Peggy Schleiff, Bobby and Bridget Bories, Janie Bories Corenswet, Lynn and Dr. Charles Smith



Drs. Leslie and Lance Estrada and Christopher Lege



Above: Gala chair Nancy Timm with daughters Hallie and Rachel. Left: Emma Greenberg with grandmother JoAnn, Honorary Gala Chair



Above: Aimee Freeman with grandmother Adele Adatto. Left: Touro President Jim Montgomery with Patty and Steve Worley, LCMC CEO



Left: Ashton and Suzanne Phelps. Below: Touro Family Birthing Center staff Julie Meyer, Irene Mitchell and Ivy Rouzan. Right: JJ and Duke Johns



Margaret Epstein



More Gala Photos

To see more photos from the Touro Here for Life Gala and to order prints please visit

www.riverviewphotography.com

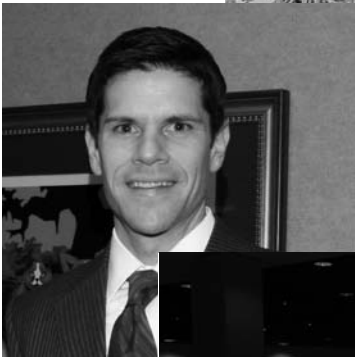
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Far left: Touro Board President Allan Bissinger with mom Margie. Left: Dr. Rodrek and Carlette Williams and Dr. Quinn Peeper. Below: Caroline Robert, Ben Vliet and Valorie Hart



Above: Ronnie and Dr. Joseph Brenner. Left: Dr. Paul duTrel. Right: Tiffany Adler and Jep Epstein. Below: Sarah Rivlin, Jeff Yellin, Jeff Good and Caroline Thomson



Sara Stone



Left: Babs Isaacson. Right: Danielle and Dr. Felton Winfield



Touro Rehab Now on West Bank

The Touro Rehabilitation Center, the premier provider of rehabilitation services in the Gulf South, has now expanded to the West Bank and is pleased to offer services to the entire community in newly-renovated facilities at Woldenberg Village, 3701 Behrman Place.

"We are pleased to offer all West Bank residents easy access to the expertise of Touro outpatient physical therapists, occupational therapists, and speech therapists," stated Jeanette Ray, Touro Vice President of Rehab/Post Acute Services. "Our special expertise is in geriatric and neuro rehab."

Touro Infirmiry is one of the first hospitals in the nation to have a physical therapy department. Today, the Touro Rehabilitation Center is committed to excellence in providing compassionate, family-oriented rehabilitation services and improving the quality of life by enhancing function, increasing independence and facilitating community re-entry. Touro Rehabilitation Center is also the only hospital in Louisiana accredited in several subspecialty areas by the Commission on Accreditation of Rehabilitation Facilities (CARF).

The center is open from 8:00 am to 4:30 pm. Referral by a physician can be faxed to (504) 367-1404. For information or to make an appointment please call (504) 210-1456. To learn more about the full range of rehabilitation services offered at Touro Infirmiry, please visit our website, www.touro.com/rehab.

Murder Mystery Dinner Event at Woldenberg

Woldenberg Village will sponsor a Mardi Gras Mystery Dinner at 5 p.m., Sunday, January 30, 2011 in the Villas at Woldenberg Village, 3663 Behrman Place in Algiers.

The event is a fundraiser for the Alzheimer's Unit at Woldenberg.

Murder a la Carte, Inc. will perform an audience interactive comedy murder mystery show in which the audience will help to solve the crime.

Tickets are \$45 in advance and \$50 at the door for the show and seated dinner with cash bar. For more information and to order tickets please contact Janice Glaeser, 504-367-5640 or online at www.touro.com/mystery_dinner.

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"Saintsgiving" Sale

The Touro Gift Shop is well stocked and ready to help with your holiday shopping needs.

During the month of November, customers will receive 10% off all purchases.

The Gift Shop will also offer a special "Saintsgiving Sale" with a 15% discount on all items with a fleur de lis, on Wednesday, November 24th and Friday, November 26th.

The Gift Shop is located on the first floor of the hospital near the Foucher Street entrance. Shop Monday through Friday 9:00 a.m. - 4:30 p.m. Call (504) 897-8716 for more information. Proceeds from the Touro Infirmiry Gift Shop benefit the Touro Infirmiry Foundation.

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Touro Infirmiry Facilities Staff
White Oak Productions



A VIEW FROM THE CHAIR

Wow! What a gala! Over 500 people — Touro supporters, babies, parents and staff —

had a perfectly prepared dinner, saw a heartwarming video of over 200 Touro baby pictures and rocked to the music of Irma Thomas.

And word about the gala, Touro and the Birthing Center was all over the place, from a banner in front of the Sheraton on Canal Street to great coverage by local media.

This joyful event for the Family Birthing Center could not have been as successful without the support of over 120 volunteers. From selling raffle tickets to making table decorations to soliciting gifts for the raffle, our community and employee volunteers made it all happen. Kudos to Caroline Robert and Valorie Hart and their decorations team for transforming the Sheraton Grand Ballroom with unique hues of pink and blue.

Kudos as well to Margie Bissinger and Gabby Nagle for chairing the Buzz Committee and getting the word out. Many thanks to Suzanne Phelps and Margaret Epstein for putting the 65 tables of guests together. We also owe much gratitude to Hallie Timm, Emma Greenberg and new Foundation board member Ben Vliet for gathering a group of the younger generation for the Post Party in the Rodrigue Gallery.

We had great honorary chairs — Bill Jane, Jeff and Walton Goldring, Diane and Alan Franco and JoAnn Greenberg. The entire evening could never have been so successful without the terrific leadership of Nancy Timm who served as Gala Chair. She put together a fabulous team. And they delivered!

Sincerely yours,

Robert A. Bories, Chairman
Touro Infirmiry Foundation

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