

Foundation Focus

WISCONSIN MEDICAL SOCIETY FOUNDATION NEWS • SPRING 2007

The mission of the Wisconsin Medical Society Foundation is to advance the health of the people of Wisconsin by supporting medical and health education.

Saying NO to soda, YES to water: Racine grant focuses on affordable nutrition

Ask the group of Racine grade school children if soda is good for them and they will yell a resounding “no!” Ask them if high fructose corn syrup is good and they will respond with an equally thunderous “no.” Ask what is good for them? Their replies include pretzels, bananas, grapes, strawberries, nuts and the list goes on.

These nutritionally savvy children are participants in the Cops ‘N Kids Reading Program, which is a recipient of a \$5000 grant from the Wisconsin Medical Society Foundation. This grant supports the work of a dietician to meet with both children and parents to teach them the fundamentals of shopping wisely and eating for a healthy lifestyle. Sunday Muniz, or “Miss Sunday” as the children call her, engages the children in interactive discussions about nutrition, as well as providing them with an opportunity to make and sample snacks that will promote their healthy development.

When speaking to parents, Sunday reinforces what she has taught their children and also addresses parents’ questions and concerns, which vary from kids who refuse to eat meat, drink milk, substitute water for soda or have allergies to certain types of foods. Sunday also suggests ways to keep their grocery ex-

pense manageable while replacing junk food with more nutritious options.

Gregory Shove, MD, supported the development of the program and actively participates in educating both the children and their parents about the fundamentals of eating right, reading labels and learning foods to avoid. During one session with parents he sent a clear message about the risks of poor eating habits to them and their children citing the increased incidence of Type 2 diabetes in teenagers.

“This is an example of a community-based program with strong physician involvement that our Grants Committee encourages,” said Renée Reback, Foundation Executive Director. “An endorsement by one of the Wisconsin Medical Society’s members carries a lot of weight with the Foundation’s Board of Directors, as we cannot know what is needed in every Wisconsin community. We look to Society members to help us evaluate the needs and the ability of an organization to accomplish their stated goals.”

Information on the next grant application deadline this fall will be available by June 1, 2007 on the Foundation’s Web site at www.wisconsinmedicalsociety.org/foundation.



Cops ‘N Kids participants practice what they learn—snacks can be healthy and delicious.



Parents learn to read food labels carefully to reinforce what their children are learning.



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From the President...

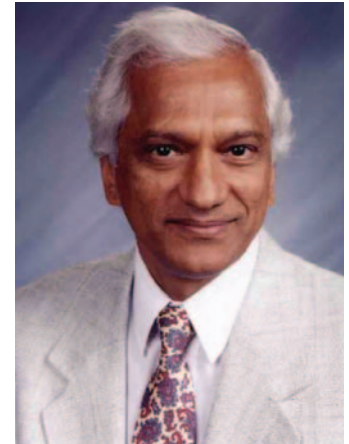
During strategic planning discussions this year, the Foundation Board of Trustees reaffirmed our commitment to support medical and health education. Out of these discussions, the following two goals emerged:

- Keep physicians in Wisconsin
- Improve health through physician-led, community based initiatives

A comprehensive review of our programs is underway to see how we can maximize our resources to accomplish these goals. For instance, a relatively minor but significant change to our Grants Program will be to make sure a member of the Wisconsin Medical Society submits a letter of support for all community-based programs.

Our Scholarship Committee will continue to give preference to students from Wisconsin and especially those who express a desire to stay and practice in the state. We are also working on a pilot project with the University of Wisconsin, Wisconsin Academy of Rural Medicine to target support to medical students who have been pre-screened as most likely to remain in the state and practice in a rural community.

Through these coordinated efforts and partnerships we can advance the health of the people of Wisconsin. Your contributions continue to make these advances possible.



Ayaz M. Samadani, MD
Foundation President

In loving memory

It is with immeasurable sadness that the Foundation dedicates this newsletter to Catherine Slota-Varma, MD, a respected, admired and beloved pediatrician and Foundation Trustee. Doctor Slota-Varma believed strongly in our mission and continued her active participation on the Board of Directors until the last week of her life. She passed away February 6, 2007. We look forward to honoring her memory through the scholarship fund she established.



Dr. Slota-Varma (right) participates in the fun during the Foundation's Operation: Education program. She enjoyed the opportunity to share her passion for pediatrics with medical students.

Antigo Physician Chosen for First Leadership Award

The Kenneth M. Viste, Jr., MD Young Physician Leadership Award honors commitment to patients, community and the profession of medicine.

The first recipient of the Young Physician Leadership Award, Noel N. Deep, MD, exemplifies each of these qualities. In their nominations for the Antigo internal medicine specialist, Todd Hendrickson, MD, and James Moermond, MD, highlighted Dr. Deep's seemingly limitless efforts to care for patients, noting he is up-to-date on knowledge, is dedicated to his patients, takes two-thirds of the internal medicine calls and has even come in on days off to translate to Hindi for patients from India.

In addition to patient care, Dr. Deep is involved in the instruction and mentoring of students and residents who rotate through Antigo. His community activities have been equally noble, including support for a local scholarship fund, aquatic center and tennis courts and providing free sports physicals for residents of the city of Antigo.

Professionally, Dr. Deep sits on numerous committees and boards. As Chief of Staff of Langlade Memorial Hospital, he often uses vacation time to attend leadership conferences and continually improve his leadership skills. "Dr. Deep has embraced this hospital and community wholeheartedly," said Dr. Hendrickson.

The Foundation established the Young Physician Leadership Award through contributions in memory of Dr. Kenneth Viste. His legacy was one of boundless energy for his patients, community and profession. The award includes an engraved plaque and a \$500 contribution in Dr. Deep's honor from the Foundation to a community organization of his choice. Dr. Deep selected the LeRoy Hospice Program.

To make a contribution to support this fund, contact a Foundation staff member at 866.442.3800.



Noel N. Deep, MD

2007 Scholarship, Award and Grant Recipients

AWARDS

John Vasudevan, Houghton Award
Catherine Cahill, Houghton Award
Jaime Hook, Presidential Scholar Award
Noel N. Deep, MD
Kenneth M. Viste, Jr., MD Young Physician Leadership Award

SCHOLARSHIPS

Only recipients of Amy Hunter-Wilson, MD Scholarships (restricted to American Indians) have been chosen to date. Visit our Web site in July for the full list of 2007 scholarship awards.

Laura Kennedy, Nursing
Christine Martinson, Doctor of Optometry
Lance McCue, Nursing
Susan Radtke, Nursing
Nicole Soulier, Human Development & Family Services

FELLOWSHIPS

Holly Grunst, Medical College of Wisconsin – A project to address obesity and nutrition focusing on Ashland and Bayfield Counties

Megan Schmitt, Medical College of Wisconsin – A project to reduce the incidence of smoking among pregnant women in Bayfield County

For reports from the Foundation's 2006 fellowship recipients, see volume 106, no. 2 of the Wisconsin Medical Journal.

GRANTS

Cops 'N Kids Reading Center, Inc.
– Nutrition Education Program for Parents and Kids

Safe Community Coalition
– Reducing Falls in Dane County Through Community/Medical Partnerships

Safe Harbor Child Advocacy Center
– Establish a statewide network to provide peer review and mentoring to increase competency of physicians and ancillary health care professionals on child maltreatment

Wisconsin Medical Society
– Engaging Physicians in Health Care Quality

Smoke Free Wisconsin
– 2007 Statewide Tobacco Control and Prevention Conference

University of Wisconsin School of Medicine and Public Health
– Medical Students for Minority Concerns 20th Annual Health Fair for Underserved

How you can support our mission

Through random acts of kindness...

Remember a loved one or former colleague this Memorial Day through the Foundation's Tribute Program. We will send a card to notify the family of your kindness. The tribute form is available on-line at www.wisconsin-medicalsociety.org/foundation.

Through the White Coat Campaign...

Provide a medical student with their first white coat and a personal note of encouragement through the Foundation's annual White Coat Campaign beginning soon.

Through a new IRA charitable giving option available through December 31, 2007...

Make a more significant charitable contribution by taking advantage of IRA tax law changes available for 2007. Talk to your financial advisor or call for more details.

Each and every gift is appreciated and acknowledged through our annual list of donors in the *Wisconsin Medical Journal* and available online at www.wisconsin-medicalsociety.org/foundation. All donations are fully tax-deductible to the extent allowed by law.



Robert "Jason" Gore will be remembered through a Legacy Page given to all recipients of awards from the fund.

"CHIVALRY. Fighting for what you believe in. Dying for what you believe in. HONOR. LOYALTY. I believe in these values strongly. Those things are the heart and soul of me."

— Robert "Jason" Gore

Honoring Jason's Spirit:

Sheboygan couple establish a scholarship in memory of their grandson

Robert Gore, known by most as Jason, was only 23 when the helicopter in which he was flying was shot down in Iraq on April 21, 2005. He had recently completed a full tour of duty in Iraq as a member of the Iowa National Guard's 186th Military Police Unit and returned on inactive status to provide personal security for the diplomats of the US State Department.

Jason shared a very deep connection and sense of adventure with his grandfather, Donald Gore, MD. They shared a love for the outdoors and sports, with trips that included helicopter skiing in the Coastal Mountains of British Columbia, Canada, canoeing in the Northwest Territories of Canada, backpacking in the Colorado Rocky Mountains and fly fishing in Montana.

Jason's zest for life and adventure was tempered by his demonstrated selflessness, love, compassion, commitment to others and wonderful sense of humor. His goal, after completing his service, was to return to school and study physics or biomedicine.

Dr. Donald Gore and his wife Jacqueline endowed the Robert Jason Gore Scholarship Fund in memory of their grandson earlier this year. "This scholarship will honor Jason's spirit and assist medical students who exemplify the values Jason lived—values that will truly benefit the patients and communities they serve," said Doctor Gore.

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