

Foundation Focus

WISCONSIN MEDICAL SOCIETY FOUNDATION NEWS • SPRING 2009

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

Investing wisely. Investing in people.

It's impossible to ignore the grim economic news—massive job layoffs, poor housing sales and devastating stock market losses. So *what is* a wise investment strategy during these unprecedented times?

Invest in people.

The Foundation Board of Trustees sent a clear message on the importance of investing in medical students when faced with unprecedented investment losses in the Reginald Jackson, Jr., Student Loan Fund, the primary loan fund for medical students. After carefully considering their fiduciary responsibility, the importance of the program to medical students and the broader impact on patients, Trustees voted to maintain support for student loans at \$350,000 for the 2009-2010 school year by directing unrestricted assets to the program.

These students will ultimately pay back their loans plus interest when they begin their practices, but the investment in their education will be measured by much more than financial returns. Consider the career of Charles Holmburg, MD, an internist with ProHealth Care Medical Associates in Menomonee Falls.

In 1962, Dr. Holmburg was a student at the UW

Medical School in need of a student loan. Someone told him that the Charitable, Educational and Scientific Foundation of the State Medical Society—now known as the Wisconsin Medical Society Foundation—offered loans to medical students. “I put on a tie and drove over to the Foundation to ask if I could take out a student loan,” remembers Dr. Holmburg. “I will always be grateful for the assistance I was given that day.” Incidentally, to secure the loan, he was required to take out a small life insurance policy that he only recently cashed in.

After completing his residency and with the encouragement of John Riesch, MD, Dr. Holmburg joined the Wisconsin Medical Society (Society) and has been an active member, serving on the Society's Board of Directors. Clearly, the investment in Dr. Holmburg was a great investment for the Foundation, the profession and to all the patients he has cared for through his practice.

Doctor Holmburg believes in giving back and has been supportive of the Foundation. He is pleased to hear of the Board's decision to maintain student loan funding to help this generation of medical students like he was helped back in 1962.

Weston named 2009 Presidential Scholar



Benjamin W. Weston with a young patient.

Benjamin W. Weston of Shorewood has been chosen to receive the Foundation's 2009 Presidential Scholar Award. This award was created and is supported by past and current presidents of the Wisconsin Medical Society and includes a \$3,000 scholarship.

Weston is completing his third year at the UW School of Medicine and Public Health and will spend next year earning a masters degree in public health before completing his medical degree. He also developed a highly successful Healthy Classrooms Symposium in the Madison area. Subsequently, he enlisted the help of others to launch the Healthy Classrooms Foundation to continue promoting public health ideals in classrooms.

“During this early part of his career, [Ben] has demonstrated highly uncommon interest, ability, energy and leadership along with strong personality traits. He's a rare gem,” said Norm Jensen, MD, in his letter of recommendation. The Foundation's Scholarship Committee and Board of Trustees agreed.



Wisconsin Medical Society Foundation

Foundation Officers

David K. Falk, MD, President
David R. Weber, MD, Vice President
James R. Riordan, Vice President
Erik A. Gundersen, MD, Treasurer
Susan L. Turney, MD, Secretary and
Society CEO

Foundation Trustees

Steven C. Bergin, MD, Society President
Catherine Coyle, RN, PhD
Christine Iglar, Alliance Representative
Robert J. Jaeger, MD, Society President
Elect
Kurt G. Krumholz, CFP
David Maurer, CPA
Timothy J. Muldowney, JD
John R. Petersen, MD
James L. Possin, CPA, JD
Jacob P. Prunuske, MD, MSPH
Renee P. Reback, Executive Director
John D. Riesch, MD
Gregory A. Shove, MD
Kenneth B. Simons, MD
Linda Syth, Society COO
Sridhar V. Vasudevan, MD

Foundation Staff

Renee Reback, Executive Director
Melissa Breen, Development Director
Eileen Wilson, Program Coordinator
Mary Oleson, Event Coordinator/
Administrative Assistant

Contact Us

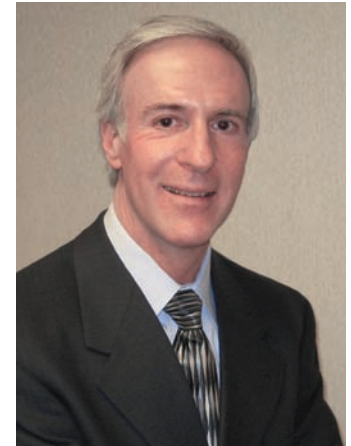
Wisconsin Medical Society Foundation
330 East Lakeside St.
Madison, WI 53715
608.442.3800 or
toll free 866.442.3800
E-mail: melissa.breen@wismed.org
Web site: [www.wisconsinmedical
society.org/foundation](http://www.wisconsinmedical
society.org/foundation)

From the President...

The Foundation's Board of Trustees and staff have always tried to make the very best use of every dollar donated, whether in a booming economy or in challenging times like today. One of the best examples of a program with multiplying benefits is our Fellowship in Government and Community Service program. This program not only enhances medical student education but brings much-needed resources to community-based projects.

The impact of these fellowships extends well beyond the individual students and their projects. We will all benefit. According to a report in the December 2008 issue of the *Wisconsin Medical Journal*, **the Foundation's fellowships offer exactly the types of experiences that encourage students to pursue careers in primary care.** The report cited experiences such as mentoring and working with underserved populations as important to nurturing an interest in primary care. These kinds of activities are the core of our fellowship program.

I am pleased to report that, despite the investment income losses we are all experiencing, we were able to award six fellowships this year. This is largely due to those who joined me in donating to become members of the Foundation's *IV League*. The list of fellowship recipients is on the opposite page and the list of those who generously supported them is on the back page. I hope to see your name with mine next year as a member of the *IV League*.



David K. Falk, MD
President, Wisconsin
Medical Society Foundation

Mineral Point physician chosen for Viste Award

The Foundation is pleased to announce Aaron A. Dunn, MD, as this year's Kenneth M. Viste, Jr., MD, Young Physician Leadership Award recipient. Doctor Dunn, a family physician with St. Mary's Dean Venture in Mineral Point, displays the kind of commitment to patients, the community and the profession of medicine that this award was established to honor.

In the three years he has been in the area, Dr. Dunn has been very engaged in the community. He spearheaded the foundation of a free clinic in Dodgeville and has worked to promote health care reforms that would expand access to all. "Aaron threw himself into this work when it would have been easy to say that it couldn't be done or that he needed to concentrate on building his new practice," Paul Biere, MD, said in his letter nominating Dr. Dunn. "I see Aaron as a natural leader who is willing to put his time and effort into community causes selflessly and is able to educate and motivate people around him toward service."



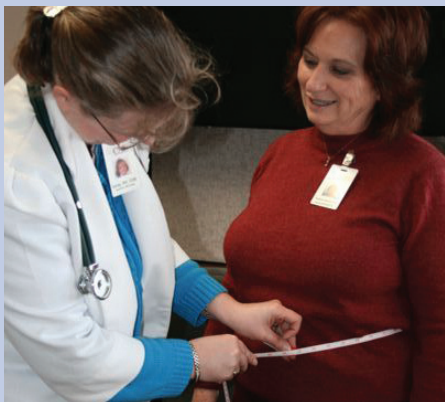
Aaron A. Dunn, MD

Doctor Dunn will be presented with the award during the Wisconsin Medical Society annual meeting on April 17. The Foundation will also make a \$750 donation in his honor to the Community Connections Free Clinic in Dodgeville.

2009 grants awarded



Students from the University of Wisconsin School of Medicine and Public Health register participants at last year's health fair, which focused on providing information, prevention and screening for the underserved.



A Community Memorial Hospital staff member monitors a participant's progress toward reducing risk factors for Metabolic Syndrome.

We are pleased to support the following projects through our grants program this year. Watch for reports on these activities in future newsletters and on our Web site.

Citizen Congress Wisconsin, Inc., statewide

Citizen Congress III: A weekend dialogue between physicians and citizens, \$16,700

Community Memorial Hospital, Oconto Falls

Metabolic Syndrome Awareness and Prevention Program-Year 2, \$18,000

Healthy Classrooms Foundation, Madison

2009 Healthy Classrooms Symposium, \$1000

Marquette Elementary School, Madison

Junior Master Gardener Program, \$2236

UNITEEN: Wisconsin Youth Uniting for Healthy Change, statewide

Tobacco Free Youth at the Capitol event and training sessions, \$2500

University of Wisconsin School of Medicine and Public Health, Dane County

Medical Students for Minority Concerns, 22nd Annual Health Fair, \$2500

Wisconsin Coalition Against Domestic Violence, statewide

Health care provider domestic violence screening card, \$2000

How you can support our mission

Through a memorial gift

Remember a loved one, a mentor or a colleague with a gift through the Foundation's tribute program. We will send a card to notify the person or their family of your kindness. The tribute form is available on-line at www.wisconsinmedicalsociety.org/foundation in the Donations section.

Through a planned gift or a designation in your will

One way to plan for your financial security during difficult economic times while also establishing your personal charitable legacy is through a planned-giving instrument such as a Charitable Remainder Trust or a Bequest. If you are at least 70 years old, there are also attractive options available to you for donating from your IRA accounts.

We appreciate and acknowledge every gift to the Foundation with our annual list of donors in the Wisconsin Medical Journal and on our Web site. All donations are tax-deductible to the fullest extent allowed by law.

Whether your charitable goals include providing scholarships or community experiences for medical students, scholarships for nurses and other medical professionals, or community grants to promote patient education, the Foundation can help you realize your goals. Contact Melissa Breen at melissa.breen@wismed.org or call 866.442.3800 to discuss options.

A bequest can have a powerful impact on the Foundation's mission to support medical and health education. Consider Dr. Reginald Jackson, Jr.'s bequest to the Foundation for student loans. Since the fund's inception, the Foundation has awarded more than \$5.7 million in loans that do not accrue interest during medical school. Imagine the impact your gift could have.

2009 awards, fellowships and scholarships

AWARDS

Aaron Dunn, MD, Mineral Point, *Viste Young Physician Leadership Award*

Matthew Buelow, Medical College of Wisconsin
Houghton Award

Nyama Sillah, University of Wisconsin School of Medicine and Public Health
Houghton Award

Ben Weston, University of Wisconsin School of Medicine and Public Health
Presidential Scholar Award

FELLOWSHIPS

Michelle Clark-Forsting
University of Wisconsin School of Medicine and Public Health
Krohn Clinic, Black River Falls
Physician Mentor: Michael Mahan, MD

Alisha Fahley
University of Wisconsin School of Medicine and Public Health
Children's Hospital of Wisconsin-Fox Valley, Neenah
Physician Mentors: Janette Strassburger, MD, and Byron Crouse, MD

Kari Beth Haley
Medical College of Wisconsin
Injury Research Center at Medical College of Wisconsin, Milwaukee
Physician Mentor: Ronald Pirrallo, MD, MHSA

Chad Pendley
Medical College of Wisconsin
AIDS Resource Center of Wisconsin, Milwaukee
Physician Mentors: Andrew Petroll, MD, MS, and John Fangman, MD

Ebony Richards
Medical College of Wisconsin
Children's Downtown Health Center, Milwaukee
Physician Mentor: Suzanne Brixey, MD

Michelle Yang
Medical College of Wisconsin
Covering Kids and Families Coalition, Milwaukee
Physician Mentor: John Meurer, MD, MBA

SCHOLARSHIPS

Several scholarships are yet to be awarded. Visit our Web site at www.wisconsinmedicalsociety.org/foundation after June 15 for a complete list of awards.

Victor A. Baylon, MD Scholarships
Amanda Herzog, Medicine
Kimberly Doroff, Clinical Laboratory Science

Amy Hunter-Wilson, MD Scholarships
Lindsey Bowman, Kinesiology & Sports Medicine
Adam Sturdevant, Psychology

Introducing the 2009 IV League

The Wisconsin Medical Society Foundation is delighted to announce the *IV League* for 2009. These generous donors made a tax-deductible contribution of \$1000 or more to support the Foundation's Summer Fellowship in Government and Community Service program. As members of the *IV League*, they will be invited to meet some fellows at a private event, receive a private label bottle of *IV League* wine, and receive advance updates on program progress and fellowship projects.

Meet the 2009 *IV League* Members:

Dr. Timothy and Janice Bartholow
Drs. Bryan and Yolanda Becker
Dr. Steven and Susan Bergin
Clarence Chou, MD
Dr. Richard and Wendy Dart
Drs. Noel and Lakshmi Deep
Dr. Robert and Signe Durnin
Drs. David Falk and JoAnne Robbins
Dr. Erik and Margy Gundersen
Dr. Charles and Jean Holmburg
Dr. Norm and Nancy Jensen

Drs. George Lange and
Marlene Melzer-Lange
Dr. Bradley and Susan Manning
Sandra Osborn, MD
Thomas Pagedas, MD
Dr. Gregory and Sandra Shove
Kenneth Simons, MD
David Toivonen, MD
Dr. Susan and Peter Turney
Sridhar V. Vasudevan, MD
Drs. Jeffrey and Valerie Zapolsky

To join your colleagues in support of this vital program and help provide even more fellowship experiences for medical students next year, contact Melissa Breen at melissa.breen@wismed.org or call 866.442.3800.



What's the best investment
in these troubled times?
See cover story for details.

Wisconsin Medical Society
Foundation
330 East Lakeside Street
Madison, WI 53715

PRSR1 STD
US POSTAGE
PAID
PERMIT 1242
MADISON, WI