

Focus on the Future

Summer 2015

Providing philanthropic support to Midland Memorial Hospital since 1945

INSIDE

- Roxane and Ben Strickling Family Endowment Fund
- D'Ann and John R. Norwood Endowment Fund
- Thank You to Our Donors
- Named Endowment Funds at Midland Memorial Foundation
- Culture of Ownership
- The Password You've Entered Is Incorrect
- 18th Annual Estate Planning Seminar

Inaugural Governors' Dinner

The Midland Memorial Foundation Board of Governors hosted the inaugural Governors' Dinner, on January 29, to honor the boards dedicated to providing the highest quality, compassionate healthcare through Midland Memorial Foundation and Midland Memorial Hospital.

Among those in attendance were members of the Board of Governors, Governors Emeriti, Honorary Board of Governors, Board of Trustees, Board of Directors, and Memorial Forum. The evening provided a time to honor incoming and outgoing board members as well as a time for conversation and connection between community leaders of the hospital, time that is often minimal

within a fast-paced growing organization like MMH.

Russell Meyers, President/CEO of MMH, shared the state of the hospital and visions for the future of MMH. The passion for exceptional healthcare in the Midland community could be felt throughout the room as Mr. Meyers noted accomplished goals and possible new ambitions for 2015. Much has been accomplished since 1945, when 24 community leaders began to raise money to build "our" hospital.

The devotion to Midland Memorial Hospital runs deep through all of the volunteer board members. So many families are rooted within the foundation and the hospital. Much of the work of MMH could not be accomplished without the generosity of our board members and donors. Midland Memorial Foundation is grateful for the time and effort that the board members commit to the mission and vision of Midland Memorial Hospital—leading healthcare for greater Midland and leading Midland to become the healthiest community in Texas.



Rosalind Redfern
Grover, Board of
Governors' Chair



Louan and Glenn
Rogers, Board of
Governors



See Page 11 for more photos from the event.



You help shape the future of
MMF. Look inside to learn how
you can make an impact.

Roxane and Ben Strickling Family Endowment Fund

Growing up in Midland, Roxane and Ben Strickling, who were high school sweethearts, married in 1979 after both graduating from Texas Tech University. Roxane and Ben returned to Midland and welcomed the births of their three children, Alexis “Lexie” Anne, Kelly Michael, and Mitchell Andrew, who were all born at Midland Memorial Hospital.

The Stricklings’ passion for the Midland community is evident through their involvement in a variety of community outreaches throughout the years. Roxane and Ben have been very active in their church, and have served on various

community boards such as the City Council, PTA Board, the Midland Junior Baseball Board, and the Petroleum Club Board.

Roxane previously served as a board member of the MMH Ladies Auxiliary and currently serves as a member of the Midland Memorial Foundation Board of Governors. What’s more, the Stricklings saw the importance of contributing to the efforts of the MMH *Campaign for Tomorrow*. They continue to support efforts in providing Midland with the best possible healthcare.

MMH has been a steady foundation for the Strickling family in life events, from the births of their children to childhood emergencies to elderly and cancer care—and most recently the birth of their granddaughter. Through the Stricklings’ generosity, the Roxane and Ben Strickling Family Endowment Fund will affect patient care at MMH for years to come.

When asked what inspired the Stricklings to start this fund, Roxane said, “We have been blessed as a family; now we want to give back so others may benefit...we want MMH to be the best it can be for everyone in Midland.”

MMF is able to fulfill the Foundation’s mission of promoting and maintaining excellence in the delivery of healthcare through the mindfulness of donors like the Stricklings and countless others.



Roxane and Ben Strickling



LEAVE A LEGACY[®]

Make a Difference in the Lives that Follow

To learn more about creating a named endowment, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

D'Ann and John R. Norwood Endowment Fund

For 23 years, D'Ann and John Norwood have called Midland their home. After marrying in 1992, the Norwoods moved to Midland, and a passion for community service sparked immediately. From the beginning, D'Ann and John have been involved in the community through organizations such as the Junior League, Safe Place, Midland Crime Stoppers, Museum of the Southwest, and many others.

D'Ann and John are inspired to be leaders in the community because they believe, “it is important for individuals to make a positive impact in their local communities.”

Aside from their community leadership, D'Ann and John are dedicated to their three sons: William, a freshman at Texas A&M; Andrew, a junior at Midland High School; and Philip, an eighth-grader at Trinity School. The Norwoods are excellent examples to the community, and also to their children on the value of serving their community. The Norwoods continue to have a positive impact in Midland, especially Midland Memorial Hospital.

John serves on the Midland Memorial Foundation Memorial Forum, a committee that focuses on educating members about MMH and



D'Ann and John Norwood

current trends in healthcare. Additionally, the Norwoods have supported the efforts of the MMF Endowment Fund to provide state-of-the-art technology, services, and cutting-edge healthcare to patients throughout MMH.

With the inception of the D'Ann and John R. Norwood Endowment Fund, the Norwoods have again proven their commitment to making a positive impact on the Midland community. An endowment fund is a perpetual fund that will be used to provide support to MMH for generations to come. Through named endowments, visionary donors like D'Ann and John Norwood, and many others, continue to have a positive impact on healthcare and the well-being of Midlanders.

“We love our community and believe it's important to have a well-trained staff and facility for everyone to use. Should you have an emergency, deliver a child, or need general care, everyone wants the best.”

—D'Ann and John Norwood

Thank You to Our Donors

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R.N., Nursing Scholarship Endowment Fund
In Memory of Zelda Hochman

H.S. Winston/Patsy Hochman, R.N.,
Nursing Scholarship Endowment Fund
In Memory of Zelda Hochman

Mr. and Mrs. Lee F. Wood, Jr./
MMF Endowment Fund

In Memory of Marilyn Hanson

Yarborough Management/Dr. Suckarieh
Memorial Cardiovascular Fund

Yarborough Royalties/Dr. Suckarieh
Memorial Cardiovascular Fund

*Established Fund

Named Endowment Funds at Midland Memorial Foundation

Midland Memorial Foundation Endowment Fund

Aggie E. Anguish Nursing Scholarship
Endowment Fund

Kathy Blackwell, R.N., Nursing Scholarship
Endowment Fund

Herb and Elizabeth Blankinship Endowment Fund

Brent G. Blonkvist, M.D., Infant and Children's
Endowment Fund

Viola M. Coleman, M.D., Endowment Fund

Peggy and Bob Cowan Emergency Room
Endowment Fund

Nadine Craddick Endowment Fund

J.D. Crawford Endowment Fund

Linnie Hall Davidson, R.N., Nursing
Scholarship Endowment Fund

Louise and Decker Dawson Endowment Fund

John W. Foster, Sr., M.D., Endowment Fund
Edith Anderson Garst and Robert M. Garst
Endowment Fund

Glendorn Equipment Endowment Fund

The B.R. Greathouse and Helen Greathouse
Endowment Fund

Arden and Rosalind Redfern Grover Endowment Fund

Kelly Rhodes Grover Endowment Fund

Herd Family Endowment Fund

Patsy Hochman, R.N., Nursing Scholarship
Endowment Fund

Nancy S. Hull Endowment Fund

Bettye and Lanny G. Ice, Sr., Endowment Fund

Thomas P. Ingram Endowment Fund

K. M. Jastrow Endowment Fund

Barbara Tom Jowell Endowment Fund

Ann M. Kleine Nursing Scholarship Endowment Fund

LaForce Family Endowment Fund

Rachel Lyman ACC Endowment Fund

Rachel Lyman Endowment Fund

Edwin H. Magruder, Jr., Endowment Fund

Larry and Dorothy Melzer Physician Recruitment
Endowment Fund

Bascom Mitchell Family Endowment Fund

Wayne and Jo Ann Moore Endowment Fund

Morrow Family Endowment Fund

D'Ann and John R. Norwood Endowment Fund

Orloff Engineers, Ltd., Endowment Fund

Barbara J. O'Shaughnessy Endowment Fund

Hal and Sweetie Peck Endowment Fund

The Pevehouse Family Endowment Fund

John J. Redfern, Jr., Endowment Fund

Rogers Family Endowment Fund

Marilee and Ed Runyan Endowment Fund

Billie G. Ruppe, R.N., Nursing Scholarship
Endowment Fund

Dorothy Turner Scharbauer Endowment Fund

Roxane and Ben Strickling Family
Endowment Fund

Joseph G. Suckarieh, M.D., Heart Institute
Endowment Fund

The Lissa and Cy Wagner Endowment Fund

Billy Ray "Pee Wee" Watson Endowment Fund

Charles M. Younger, M.D., Endowment Fund



If you would like to memorialize or honor the life of someone special by creating an endowment fund, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

Culture of Ownership

MMH: Helping to Build the Healthiest Community in Texas

In the beginning of 2015, Midland Memorial Hospital committed to the Mission of Leading Healthcare for Greater Midland through the Vision to become the Healthiest Community in Texas.

In order to live the mission and vision, MMH offered its 1,900 employees a two-day class to study the 12 core values of MMH. The goal of the class is to lead employees to “their best selves” personally and professionally. The core values were introduced to the organization in 2013 by Joe Tye, the founder of Values Coach Inc., a program that coaches and trains individuals on values-based life and leadership skills.

Since the implementation of the Culture of Ownership and the study of the core values, Midland Memorial Hospital patient satisfaction scores have increased by nearly 20 percent. Along with patient satisfaction scores increasing, a survey

was taken regarding employee satisfaction of the work environment, and the results significantly improved over the prior year.

The core values reiterate the importance of authenticity, integrity, honesty, and leadership, to name a few—not only as an employee of MMH, but also on a personal level. Employees have testified how the program has improved their personal and professional relationships. Most of all, the values training has helped individuals become more aware of their surroundings and have a deeper understanding of how to become healthier mentally, physically, and spiritually in order to serve the patients of MMH with the most compassionate quality healthcare.

Throughout the halls, you may hear employees reciting Empowerment Pledges, which are daily reminders to help encourage positivity and productivity at MMH.

The Self Empowerment Pledge

Seven simple promises that will change your life:

Monday – Responsibility
Tuesday – Accountability
Wednesday – Determination
Thursday – Contribution
Friday – Resilience
Saturday – Perspective
Sunday – Faith

A promise is focused on each day, for example:
Sunday promise – Faith
My faith and gratitude for all that I have been blessed with will shine through in my attitude and in my actions.

Twelve Core Values of MMH

Authenticity	Purpose
Integrity	Vision
Awareness	Focus
Courage	Enthusiasm
Perseverance	Service
Faith	Leadership

Worry-Free Giving

Our new guide, ***Creative Ways to Stretch Your Charitable Dollar***, gives you ideas on how you can maximize your donations and make the most impact with your charitable giving. Simply send back the enclosed survey for your FREE copy.



The Password You've Entered Is Incorrect

When Your Online Accounts Become Your Heirs' Problem

Few people want to sift through paperwork when a loved one passes away, but now many also have to plunder through online accounts—stock trades, bank statements, and emails—to retrieve crucial information and possibly a portion of their inheritance.

To complicate matters, most people change their passwords frequently and rarely use something obvious. Meanwhile, most estimates show that the average Internet user has as many as 20 passwords.

While numerous services can safely secure your passwords in an “online vault,” they can be limited. In many instances, some online terms of service may prevent you from transferring accounts to other people. There is also this consideration: What if the online security company goes out of business? Storing your passwords in your will isn't a good idea either since passwords can change often and a will becomes public record, which can potentially put your assets at risk.

4 Steps to Organizing Your Digital Estate

So what can you do to help your heirs? Take the four steps listed below to make the passing on of your online legacy less hectic for your loved ones.

- 1. Identify** all of your online assets—email, Facebook, PayPal, bank accounts, etc.
- 2. List** the usernames, passwords, and security questions and answers, along with the accounts, on a computer spreadsheet that can be easily updated. The list should be stored on a USB flash drive or CD or printed and placed in a safe location such as a fireproof safe or safe-deposit box.
- 3. Share** the location of your list with a trusted person, such as your spouse or a loyal friend.
- 4. Meet** with an estate planning attorney to create a plan that will allow for easy transfer of your digital estate to your heirs.

18th Annual Estate Planning Seminar

A Resource for Local Professionals

Since 1997, Midland Memorial Foundation and Midland College Foundation have partnered to bring top-notch speakers from across Texas to present a variety of topics relating to estate planning. A volunteer committee consisting of professional leaders in the Midland community provides knowledge and expertise when planning the seminar year after year. Thank you to Bob Dawson, Kristi Hyatt, Kathy Lupardus, Cory McDowell, Karen Schmidt, and Shane Stokes for planning another successful seminar!

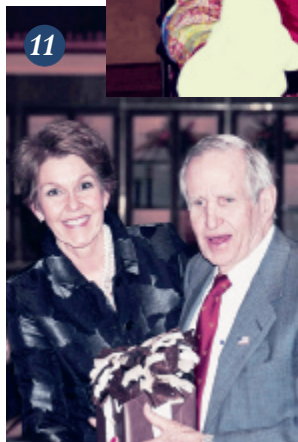
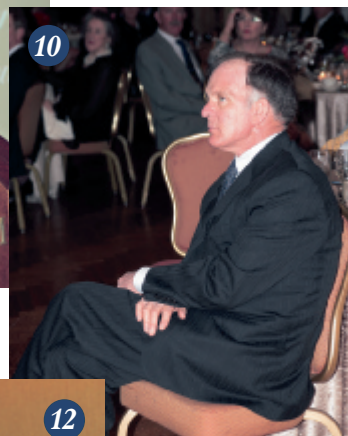
Allen McGuire, CPA, said, “The lineup of speakers is stellar! Some of these professionals speak all over the world.”

The Estate Planning Seminar is a unique way for local professionals to receive required continuing education credits right here at home while providing important estate planning information in order to educate their clients. Thank you to 140 attentive professionals for attending on May 7, 2015.



If you would like to learn more about estate planning, please contact Tricia Jowell Cobb at (432) 683-7516 or tricia@midland-memorial.com.

Inaugural Governors' Dinner



1. Russell Meyers, MMH President/CEO
2. Richard Gibson, Newly Bestowed Governor Emeritus
3. Sandy and Jim Alsup, Board of Governors
4. Paul Morris, Board of Governors and his wife Dee and Patty Herd
5. Richard Coats, Board of Trustees' Chair
6. Elizabeth and Bob Davenport, Memorial Forum and Marion and Cadelle Liedtke, Board of Governors
7. Suzy Boldrick, Board of Governors, with Louan Rogers
8. Fred Kennedy, Midland Memorial Forum Chair
9. Marj Carpenter, Honorary Board of Governors, Big Spring, Texas
10. Douglas Scharbauer, Board of Governors
11. Tricia Cobb, MMF Executive Director and Watson LaForce, Newly Bestowed Governor Emeritus
12. Tommy Lent, Board of Directors' Chair

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The Cornerstone Society \$100,000–\$499,999

The Builders Society \$500,000–\$999,999

The Memorial Society \$1,000,000–\$4,999,999

The Pillar Society \$5,000,000+

Information provided to Midland Memorial Foundation is kept in strict confidence. Please write to us if you wish to have your name removed from future fundraising requests. Upon notification, all reasonable efforts will be taken to adhere to your wishes.

MIDLAND MEMORIAL FOUNDATION

400 Rosalind Redfern Grover Parkway • Midland, Texas 79701

Tricia Jowell Cobb, Executive Director

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