

# MILESTONES

A photograph of an elderly man with white hair and a beard, wearing glasses and a light blue sweater over a light blue collared shirt. He is sitting at a piano, smiling at the camera. In the background, there is a framed photograph of a man and a woman, and a book titled "LED ZEPPELIN".

Anne Vogel  
Family Care and  
Wellness Center

Sheldon Vogel  
Continues a Legacy  
of Lifelong  
Philanthropy

FEATURE ARTICLE ON PAGE 6

# Anne Vogel Family Care & Wellness

Opened Spring 2022



## MILESTONES CONTENTS

Message from Leadership	4	Our Impact	10-21
Message from the Foundation	5	Grateful Patient	22
Sheldon Vogel	6	Events	24-27
Anne Vogel Family Care and Wellness	8	Employee Appreciation	28

## MISSION

As an RWJBarnabas Health facility, Monmouth Medical Center Foundation is a leader in identifying, cultivating and soliciting charitable gifts in support of Monmouth Medical Center's mission to deliver quality-driven, efficient and responsive healthcare services to the community.

## VISION

Monmouth Medical Center Foundation, a charitable organization dedicated to supporting Monmouth Medical Center and its programs and services, has a fivefold mission:

- To develop and implement foundation programs that provide charitable financial support to MMC
- To demonstrate to the public at large how philanthropy benefits donors, patients and the community served by MMC
- To increase public awareness and enhance the community's positive perception of MMC by being an advocate of the center's commitment to the community
- To serve responsibly as the steward of contributed funds to MMC
- To develop candidates for leadership positions for MMCF and MMC

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## MESSAGE FROM LEADERSHIP

**I**n this issue of Milestones, we spotlight the Anne Vogel Family Care and Wellness Center, a new facility that opened in March and features a unique space designed to provide comprehensive women’s and children’s services and a wellness center emphasizing community health education, focusing on disease prevention.

The Anne Vogel Family Care and Wellness Center marks an important contribution to the health of the entire community, and fittingly is named in memory of a cherished hospital benefactor and friend who was devoted to the well-being of our community. The naming is in recognition of a recent \$10 million gift from Sheldon Vogel in memory of his beloved wife and comes on the heels of the Vogels’ record-breaking \$50 million donation given to the hospital in 2019.

With an understanding of the depth and breadth of human flourishing that good health provides, Sheldon knows that there is no better investment than in the healthcare of the people in our communities. This additional extraordinary gift will continue the Vogels’ incredible impact on the health and well-being of the communities we serve.

The Anne Vogel Family Care and Wellness Center is an exciting new facility that is in keeping with our mission to ensure people of all ages have the means and ability to live healthier, more fulfilling lives. We are so grateful to Sheldon for his generosity, and we are honored to further this mission in the name of Anne Vogel. This new center is truly providing extraordinary care close to home and perfectly honors Anne’s caring and giving nature.

A key feature of the Anne Vogel Family Care and Wellness Center is an innovative facility that we liken to “the heart of a home,” a large demonstration kitchen staffed by a full-time dietitian and uniquely equipped to support the community on a healthy-eating journey. Thanks to an additional naming gift, it has been named The WEforum Demonstration Kitchen. WEforum is an organization founded by Foundation Trustee Carolyn DeSena and led by women in the community whose mission is to build a culture of healthy living. We know that a healthy diet is among the keys to good health, and we are so thankful to WEforum for partnering with us to educate our community that leading a healthy lifestyle is a life choice – and that the benefits are immeasurable.

We know that the pandemic has made health and wellness goals difficult to attain for many, and we are embracing these challenges with a facility designed to provide virtual and hybrid programs along with in-person conferences, presentations and workshops. As we embrace the hopefulness that lies ahead, we wish you well on your healthy living journey.

**“We wish you well on your healthy living journey.”**



**ERIC CARNEY**  
President and Chief Executive Officer  
Monmouth Medical Center and  
Monmouth Medical Center Southern Campus



**BILL ARNOLD**  
President and Chief Executive Officer  
of Robert Wood Johnson University Hospital  
New Brunswick and President,  
RWJBarnabas Health Southern Region



**“What inspires someone to give so generously?”**

– CLAIRE KNOPF

**I**n our last issue of Milestones we shared the story of Anne Vogel, compassionate community leader, philanthropist, and wife to Sheldon Vogel. We are humbled by Sheldon’s recent gift of \$10 million dollars, naming the Anne Vogel Family Care and Wellness Center in her honor, and appreciate his openness to sharing his story with us in this issue. “What inspires someone to give so generously?” is a question that the team sought to answer throughout the pages that follow, with stories and reflections from a wide variety of recent donors. As Chair of the Foundation Board I have the unique pleasure of personally witnessing so many acts of generosity, and each one reconfirms what I already know to be true: This community is stronger than the sum of its parts, and together we are building a better future for generations to come. We are building a future where Monmouth Medical Center is even better able to keep our community healthy, and we could not do it without you.



**CLAIRE KNOPF**  
Chair, Monmouth Medical Center Foundation  
Board of Trustees

## MESSAGE FROM THE FOUNDATION

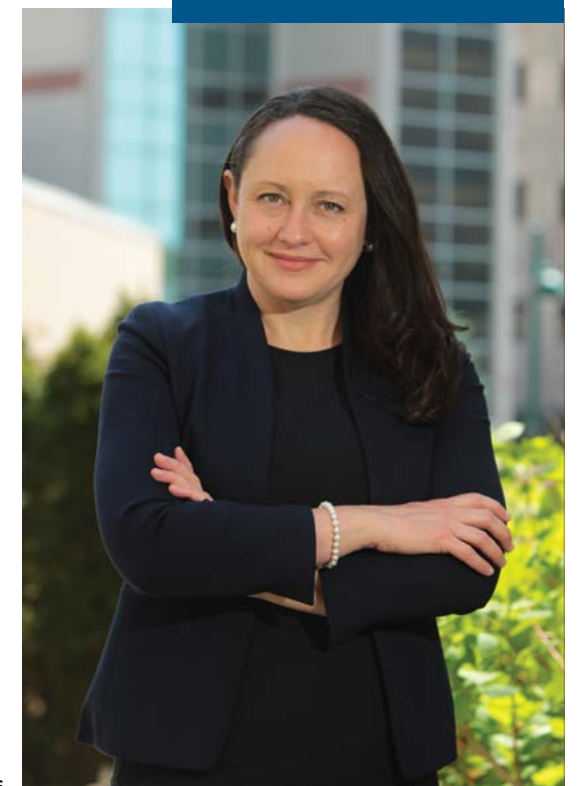
**I**want to start this issue with a heartfelt thank you to each of you who has stepped up over the last two challenging years to help Monmouth Medical Center. I am so inspired by the culture of philanthropy in our community! Those unshakable values have comforted the MMC frontline team throughout the pandemic, most recently with our #stillhere4heroes campaign that provided letters of gratitude and care packages for every one of our staff heroes. We are riding this wave of compassion into 2022 and will kick off our safe and exciting event season this year including the opening of the Anne Vogel Family Care and Wellness Center, a return to the Power of Pink, Swing Pink, and much more. I’m thrilled to share that Robin Arzon, Vice President of Fitness Programming and Peloton Instructor, will be speaking at our Power of Pink event in July. As a Peloton enthusiast and fan of Robin, I hope you will join us! As you read more about the exciting opportunities to get involved, please don’t hesitate to reach out.



**CAITLIN OLSON**  
Regional Vice President of Development for  
Monmouth Medical Center and  
Monmouth Medical Center Southern Campus

**“I am so inspired by the culture of philanthropy in our community!”**

– CAITLIN OLSON



## Anne Vogel Family Care and Wellness Center

### Sheldon Vogel continues a legacy of lifelong philanthropy



FROM LEFT: Sheldon Vogel and Eric Carney, President and CEO of MMC and MMCSC at the Anne Vogel Family Care and Wellness Center in Eatontown

In 2019, Sheldon and Anne Vogel, long-time supporters of Monmouth Medical Center, pledged their support to the future of healthcare by gifting \$50 million to Monmouth Medical Center's new campus planned for Tinton Falls.

After Anne passed away in 2021, Sheldon, the former chief financial officer for Atlantic Records, donated \$10 million to Monmouth Medical Center's new 82,000-square-foot hub for multidisciplinary healthcare in Eatontown. Named the Anne Vogel Family Care and Wellness Center, the facility stands in memory of Anne and her legacy of commitment to her community.

"She would have appreciated it in her lifetime, but it's too late for that," Vogel said. "This way, all our friends will see her name, and that is the pleasure you get."

The Anne Vogel Family Care and Wellness Center will bring services from nutrition to maternal care closer to the community; including urgent care, pediatric services in cardiology, endocrinology, gastroenterology, pulmonology and infectious diseases; and its Perinatal Mood and Anxiety Disorders Center and breastfeeding program.

"We are so grateful to Sheldon for his continuous generosity, and we are honored to continue the transformation of Monmouth Medical Center and the future of healthcare in our region in the name of Anne Vogel

— ERIC CARNEY,  
President and CEO  
of MMC and MMCSC

Vogel grew up in Long Branch. Raised by his mother; his father died of a heart attack when Sheldon was just 3 years old. He graduated from the University of Pennsylvania's Wharton School of Business and served in the Army during the Korean War. He later returned to the shore, employed as the controller for Vogel's Department Store in Long Branch, owned by his uncle. Serendipity had Anne working there as well, bringing them together.

When a record label called Atlantic Records needed a new controller, Vogel hesitated at first; he was not much of a music fan. But he decided numbers were numbers, whether for recording labels or department stores, and he took the job.

Vogel continued to live in Monmouth County while commuting to New York, becoming friendly with some of the label's musicians, including Bette Midler, Foreigner, and Manhattan Transfer. Once, he said, he traveled to Europe with Led Zeppelin.

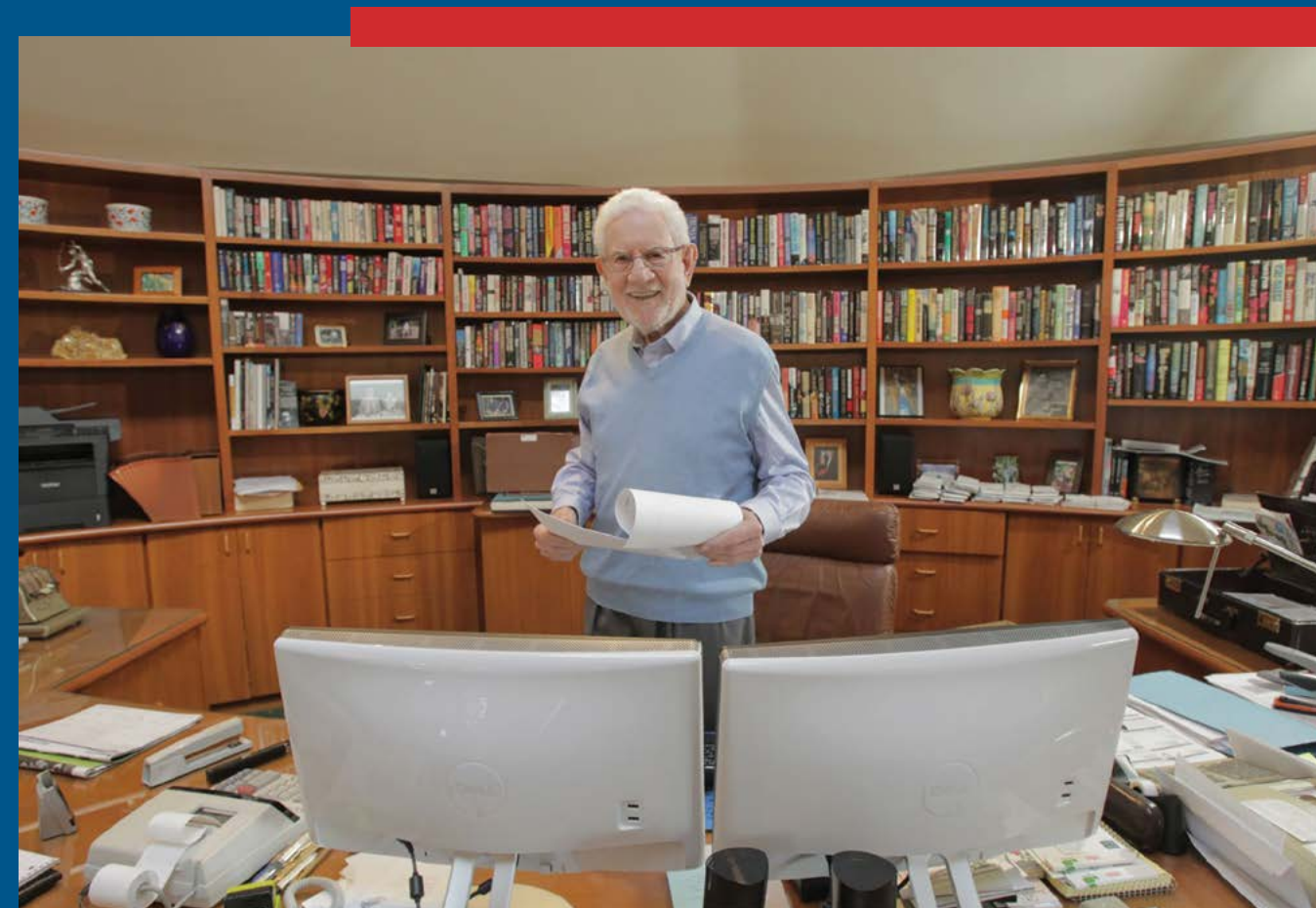
His tenure with Atlantic paid off. When the label was acquired by Warner Brothers, Vogel received lucrative stock options. He was promoted and he assumed more responsibilities; he was CFO of the New York Cosmos soccer team and president of the Record Industry Association of America.

Vogel left Atlantic after 30 years, when culture shifted and a new executive wanted to spend lavishly on hot, new acts. Too lavishly for Vogel's tastes. He became an investment adviser and continues this work today, traveling into Manhattan at least once a week.

After Anne was diagnosed with dementia, Vogel began to consider what to do with their money, as there is not much on his wish list. He is content driving in his 12-year-old Chevrolet Suburban and spending time at home gardening while his eight dogs, three cats, and two goats roam his estate.

"... all our friends will see her name, and that is the pleasure you get.

— SHELDON VOGEL



Sheldon Vogel at his home in Colts Neck

## Local Philanthropists support... Anne Vogel Family Care and Wellness Center

Local philanthropists share why it was important to them to be a part of the early support for the new Anne Vogel Family Care and Wellness Center. Their impact will help to build and shape the future of healthcare and the services that will benefit our community.

“We are honored to partner with RWJBarnabas Health in the newly created Anne Vogel Family Care and Wellness Center in Eatontown – after more than a decade of serving the community at our JBJ Soul Kitchen restaurants.

— DOROTHEA AND JON BON JOVI

“As Trustees of two Monmouth County health organizations and lovers of fresh and garden grown vegetables and fruits, investing in wellness and nutritional programming at this new facility was so important to us. It is so exciting to see this first new building as a part of Monmouth Medical Center’s expansion and outreach to the community.

— BONNIE AND RON KLEIN

“The WEFForum Demonstration Kitchen will provide unprecedented and empowering programming and educational experiences centralized around living a healthier lifestyle. It will make a major impact in the community which will change the way we live, connect and support ourselves and those around us.

— CAROLYN C. DESENA

## Anonymous Giving Makes a Difference Donor Profile

She grew up watching her family share the fruits of their labor and give generously to local causes, including Monmouth Medical Center (MMC). They lived their altruistic values, seeing the needs of the community they were a part of and lending a hand where they could. She watched and learned from the long-standing relationships they built with leaders and institutions who made a difference, developing her own unique philanthropic mission along the way.

Today, as a proud mom and grandmother, she is building on her family’s legacy. MMC, a community hospital has grown into the regional leader in high quality care that it is today thanks to consistent, thoughtful contributions like hers.

Over the last 30 years she has stepped up to provide resources for breast cancer treatment, behavioral health, and various calls to action. When COVID-19 hit, she sought out an organization that helped get vaccines to Veterans in need, and she responded to MMC’s call for help with a generous contribution to the Emergency Response Fund. Up until 2021, those contributions over the years totaled more than \$1 million.

With a keen eye to the future that will serve her granddaughter’s generation, in 2021 she decided to significantly increase her investment in MMC with her largest donation to date: a gift of \$1 million that will fund community programming at the Anne Vogel Family Care and Wellness Center. Driven by an abiding respect for the power of community and the necessity of healthcare as a right, her meaningful investment in the future enables the development of programs that will be free and open to the public so that families will live longer, healthier lives for generations to come.



FROM LEFT: Bill Arnold, President and Chief Executive Officer of RWJ University Hospital in New Brunswick and President of the RWJBH Southern Region; Anne Evans Estabrook, Trustee of Monmouth Medical Center and RWJBH; Barry Ostrowsky, Chief Executive Officer of RWJBarnabas Health; Eric Carney, President and CEO of MMC and MMCSC

## Philanthropist Anne Evans Estabrook \$3 Million Life-Changing Gift

Anne Evans Estabrook, a local philanthropist, Trustee of Monmouth Medical Center (MMC) and RWJBH, announced a gift of \$3 million to support the new medical campus in Tinton Falls.

Anne, having grown up in nearby Elberon, has strong connections throughout Monmouth County and is a prominent member of New Jersey's business and philanthropic community. Her connection to MMC is personal. Her father experienced a lengthy hospitalization at MMC after suffering from a heart condition and cancer. Twenty years later, her late husband was treated at MMC following a severe stroke that took his life in four short days.

"The warmth and compassionate care that I felt and saw within the team at Monmouth was the same in 1983 as it was in 2003," Anne says. "The staff not only treats their patients; they treat the whole family. Moments like this inspired me to become more involved with the hospital and support its incredible work. I am so happy to be able to support them in such a meaningful endeavor."

The new, state-of-the-art and environmentally friendly Vogel Medical Campus in Tinton Falls will incorporate future-focused and innovative elements that will enhance both the practitioner and patient experience. The campus is being designed alongside MMC's expert clinicians in order to leverage the latest advances in medical space planning and technology.

As for Anne's own legacy, her philanthropy is rooted in her gratitude and her hopes for the future. "I believe that when we receive, we need to give back. Education, health and family are the values that are most important to me. Being a part of the Vogel Medical Campus, where the next generation of healthcare providers and leaders will be educated and trained, is an investment in the health and well-being of my community, including my own family."

“Her gift is an incredible investment in our community. Anne's contributions are crucial to achieving our ultimate goal of delivering an unparalleled patient experience.

— ERIC CARNEY,  
President and CEO  
of MMC and MMCSC

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to [monmouthgiving.org](https://monmouthgiving.org)



## MMC Main Lobby Reception Area Fran & Don Welcome

When you enter the newly renovated lobby at Monmouth Medical Center (MMC), you will be greeted at the Frances and Donald Welcome Reception Desk. The new reception area was named for Frances and H. Donald Welcome, Long Branch area residents and career public school teachers.

The Welcomes have deep, lifelong ties to Long Branch and MMC. They devoted their careers to the education of the city's elementary school students. The Welcomes have entrusted their medical care to the doctors and staff of MMC. Over the years, they expressed their gratitude for such care through philanthropic support of the hospital. Before this gift, they also named The Fran and Don Welcome Room, designed specifically for code response, in the Anne Vogel Geriatrics Emergency Medicine Unit.

Shortly before Fran passed away on October 16 last year, and in connection with the renovated MMC lobby, she stated that, "Our gift to Monmouth Medical Center is also a gift to the people of Long Branch, who gave so much to us throughout our lives."

“MMC has always had a very special place in our lives. Fran and I were so proud to make this meaningful gift and to have our last name, Welcome, associated with the welcoming point for the hospital.

— DON WELCOME

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FROM LEFT: Laura Siemientkowski, Manager of Volunteer Services; Front Desk Representative Rosemarie Contey; Johanna Rosario, Regional Director of Patient Satisfaction; Front Desk Volunteer Howard Margolis; and Maritza Berrios, Senior Guest Representative



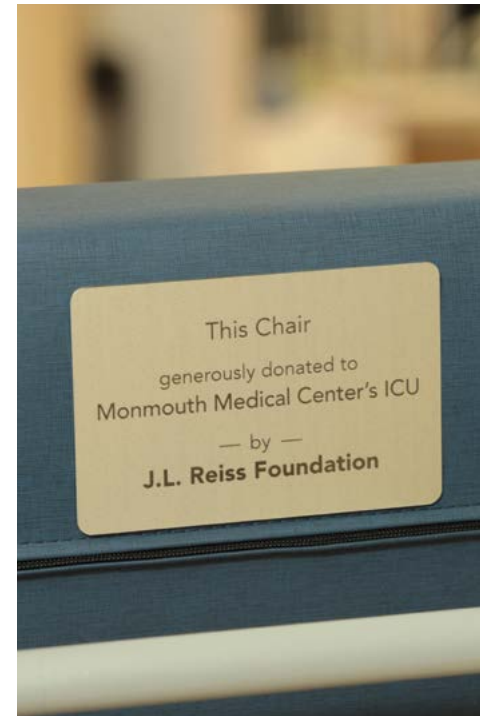
Gathering in the ICU with the unit's new clinical recliner chairs are Gretchen Nicolosi, third from right, and Maureen Bowe, second from left, with ICU nurses, from left, Michelle Prusko, Lisa Fabrizio, Gina Peralta and Bailey Stark

## The Gift of Healing

Donation allows ICU to purchase state-of-the-art medical recliners

Patients who need critical care in an intensive care unit (ICU) do not necessarily spend all their time in bed. Indeed, healing includes being able to get up, move if possible and sit comfortably for periods of time. That may not be easy, of course. Special chairs can make all the difference. Through a generous donation, Monmouth Medical Center's (MMC) ICU was able to purchase state-of-the-art clinical care recliner chairs that not only provide the comfort of heat and massage, but also help the care team effectively implement early mobilization in critically ill patients.

Robin Embrey, Director of Donor Relations, MMCF, notes that Carl Reiss, through his family's J.L. Reiss Foundation, donates to MMC every year in honor of his niece, former ICU nurse Gretchen Nicolosi. In 2021, in speaking with Gretchen, he learned that clinical care recliner chairs were needed for the ICU, and provided funding for the purchase of eight recliners. These recliners provide comfort and support to MMC's patients as well as visiting loved ones. They also provide support for progressive movement. The ICU patient rooms are equipped with lifts in the ceilings that can lift patients right from the bed into the chair to get them started on their journey to mobilization.



*In recognition of this gift, plaques were installed on the back of each chair that read, "This chair generously donated to Monmouth Medical Center's ICU by the J.L. Reiss Foundation."*

**“The heat and massage of the chairs assist with a holistic approach to healing critically ill patients.**

— MAUREEN BOWE, MSN, RN, Administrative Director of Critical Care, Renal Services, Nursing Resources, Respiratory Care and Cardiology Services

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to [monmouthgiving.org](http://monmouthgiving.org)





FROM LEFT: David DeSanti, Colleen Terracciano, Laura DeSanti, Kenneth Terracciano, and Anthony P. Terracciano, husband of Rita and Treasurer of the MMC Board of Trustees with Eric Carney, President and CEO of MMC and MMCSC

## Rita's Room Ribbon Cutting

Monmouth Medical Center (MMC) Heroes now have a dedicated space to decompress and achieve peace and solitude throughout the day and night. MMC held a ribbon cutting on October 18, 2021 for Rita's Room, named in honor of the late Rita Terracciano by her children, Laura, Ken and Karen. Rita's Room is a gift from the Terracciano family to the staff at MMC as a thank you for all they do.

Over the years, the Terracciano family has made a difference in the lives of so many at MMC. "When I found out that there was a way to create a special place for the staff at MMC to practice self-care; I knew we wanted to honor our mother and surprise my father with this gift in my mother's name," Karen said.

Rita's Room is open 24 hours a day to all staff at MMC. The staff have the opportunity to receive a chair massage, practice self-care, relax and reflect in a spa-like atmosphere. Thanks to the generosity of the Terracciano family, employees of MMC can enjoy a moment of solitude in the midst of their demanding workday.

**“I am so moved by your family's continuous and deeply generous support of our clinical team at MMC. In the past, Tony, you have participated in rounding, creating a strong connection with our nursing staff, placing their wellness as your top priority.**

— ERIC CARNEY,  
President and CEO  
of MMC and MMCSC

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to [monmouthgiving.org](https://monmouthgiving.org)



Gloria Nilson, Foundation Board Trustee and her husband Lennart

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OPPOSITE PAGE: FROM LEFT: Gloria Nilson, Foundation Board Trustee; Carolyn Deforte, Fireflies Chair and Foundation Board Trustee, cut the ribbon to the garden with Eric Carney, President and CEO of MMC and MMCS; Claire Knopf, Foundation Board Chair; and Caitlin Olson, Regional Vice President of Development, MMC and MMCS

## The Gloria Nilson Garden of Reflection Ribbon Cutting

October 8, the Fireflies Council for Behavioral Health celebrated the official opening of The Gloria Nilson Garden of Reflection. This new green space is located in a secure courtyard adjacent to Monmouth Medical Center's (MMC) inpatient behavioral health units.

"We have learned during this pandemic that taking care of our mental health is more important than ever, with so many people struggling during these uncertain times," said Eric Carney, President and CEO of MMC and MMCS. "The vision for this new space was to create an inviting outdoor area for patients to get a breath of fresh air and to experience a reflective moment that encourages healing."

MMC is the largest provider of mental health services in Monmouth County. The revitalization of this space, a previously unwelcoming place for these patients, now provides a serene environment full of blooming flowers, a raised garden bed and a recreation courtyard. The Esther and Bill Schulder Family Gazebo provides protection from the elements and inspirational quotes adorn the space intended to inspire hope for the future.

The Fireflies Council continues to raise funds for this space and Behavioral Health Services, and Gloria Nilson continues to support the effort by making an additional commitment to Behavioral Health.



The Esther & Bill Schulder and Family Gazebo



"This garden represents so much and encourages healing for the many people who come here to receive the best in mental health treatment in Monmouth County.

— CAROLYN DEFORTE,  
Fireflies Chair and  
Foundation Board Trustee



Deal  
Community  
Tree of Life

After having to pivot to a virtual format in 2020, the Deal community excitedly anticipated the return of the annual Tree of Life Fundraiser held at the Haddad Family home.

Hosted by Eddie and Lydia Haddad, Sam and Milo Haddad, and Norma and Michael Cohen, last year's event, held on June 23, 2021 was the most successful event to date. Under the leadership of Sam Haddad and Maurice Zekaria, the Deal community came together to raise almost \$1 million in support of programs and services at Monmouth Medical Center (MMC).

Community members listened as MMC leadership shared how proud they are of the brave and committed staff at MMC. Eric Carney, President and CEO of MMC and MMCS, stated, "I want every member of the staff to whom I say hello each day at MMC to know that I think they are heroes."

Following these presentations, the community was able to meet with MMC leadership and express their gratitude for the care that they and their families received over the years, especially during the COVID-19 pandemic.

“When you are in a traumatic situation and every second counts, MMC is there for you. MMC is a local hospital that provides world-class care for our community.”

— SAM HADDAD

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to [monmouthgiving.org](https://monmouthgiving.org)

OPPOSITE PAGE FROM LEFT: Sam Haddad; Robin Embrey, Director of Donor Relations, MMCF; and Maurice Zekaria



“I know working through the pandemic the last two years has not been easy, but every person I came across showed their passion and made the stay much more bearable with their happiness. They made my daughter feel comfortable which is hard to do with a 2 year old. Thank you for all that you do!

— ASHLEY LUCARELLI,  
Isabella Ann’s Mother

Dr. Sanjna Shah, FAAP, Pediatric Hospitalist at MMC and her team treated Isabella. “Ashley and her daughter Isabella were both absolutely lovely and we are all so glad that she improved while under our care on Pediatrics. As a parent myself I can understand how frightening and upsetting it is when your child is not well. In Pediatrics we all strive to alleviate some of that pain and anxiety with clear and frequent communication as well as by providing empathetic and compassionate care,” said Dr. Shah.

Isabella’s health improved quickly and she returned home. Once again, she was back to her usual self, running around, happy and playing pretend.

To make a gift to the Grateful Patient Program,  
visit [monmouthgiving.org](http://monmouthgiving.org)



FROM LEFT: Snigdha Raja, 1st year resident; Dr. Sanjna Shah, FAPP, MMC Pediatric Hospitalist; and Rama Maghnam, 2nd year resident

## Grateful Patient Isabella Ann Lucarelli

Ashley Lucarelli, Monmouth Medical Center (MMC) Labor and Delivery Registered Nurse, knew that something was wrong with her daughter. Two-year old Isabella was no longer her energetic, happy self, and began behaving quite differently.

Just after Christmas Isabella was recovering from a double ear infection and had finished her course of antibiotics. In addition to her odd behavior, Isabella developed a peculiar rash, fever and swollen eyes. Ashley, as both a nurse and a mom, knew that something was wrong and took Isabella to the Emergency Room at MMC. Shortly thereafter, Isabella was admitted to the hospital.

A hospital stay can be a daunting experience; in the case of a small child, it can be particularly scary. The team at MMC made it anything but that for Isabella. According to Ashley, “Isabella was greeted by a team of what felt like 10 people who were so gentle and made her feel comfortable from the moment she arrived. Even though she is only 2 years old, they spoke to her and made her feel safe, constantly checking on her.”

TOP PHOTO: Ashley and Christopher Lucarelli with daughter Isabella Ann



The Leon Hess Cancer Center Council  
Co-Chairs and Foundation Board Trustees  
Claire Knopf and Terry Ingram

## The Leon Hess Cancer Center Council Swing Pink & Power of Pink

Swing Pink and The Power of Pink events came together on September 20, 2021 to raise funds for mind, body, and spiritual programs and services for cancer patients treated at the Anne Vogel Family Care and Wellness Center in Eatontown. Attendees participated in morning sports at Navesink Country Club. Following these activities, participants departed with takeaway lunches to view the virtual program at home. The event presented Anne Vogel posthumously with the Judith W. Dawkins Ambassador of Excellence Award. Judy Ziegler accepted the honor on behalf of her sister.

For more information on how to give and to watch the program, please visit [www.mmcevents.org](http://www.mmcevents.org)

Caitlin Olson, Regional Vice President of Development, MMC and MMCS; Claire Knopf, Pink co-chair, LHCCC council member and chair of the MMCF Board of Trustees, Co-Chair and Foundation Board President; Eric Carney, President and CEO of MMC and MMCS; the PINK golfers



THE LEON HESS CANCER CENTER COUNCIL

PRESENTS

# THE 27<sup>th</sup> ANNUAL POWER of pink

THURSDAY, JULY 21, 2022, RUMSON

THE HOME OF MARY & JOHN M. KIELY  
RUMSON, NJ

## ROBIN ARZÓN

Vice President of Fitness of Programming at Peloton  
KEYNOTE SPEAKER

The Power of Pink returns to its annual luncheon event in Rumson on July 21, 2022 featuring high-end boutique shopping and a structured program with remarks from hospital and community leadership, as well as cancer survivors.

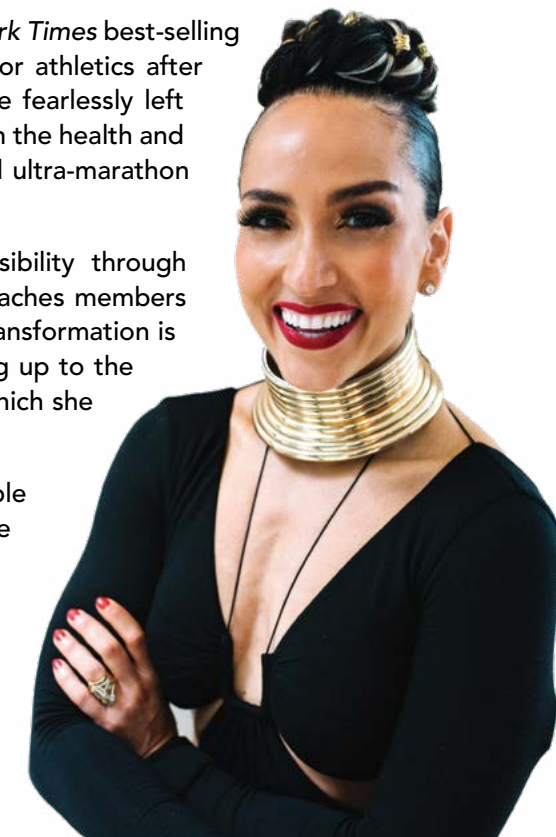
The keynote speaker at the event will be Robin Arzón, *New York Times* best-selling author of *Shut Up and Run*. Robin discovered her passion for athletics after healing from a traumatic experience through movement. She fearlessly left behind a successful law career to embark on new adventures in the health and wellness field. Robin has since reinvented herself into an avid ultra-marathon runner and global fitness leader.

Her life's mission is to redefine, reform and rethink possibility through movement. In her MasterClass on Mental Strength, Robin teaches members how to turn their inner critic into their inner advocate. This transformation is achieved by providing them with the critical tools for leveling up to the next area of their life. Greatness is simply the lens through which she operates and which she urges others to do the same.

In 2020, Robin was named one of the most influential people on *Fortune Magazine's* 40 Under 40 list. In 2021, she became the first-ever recipient of *Glamour Magazine's* "Daring to Disrupt" award.

Peloton instructor Robin Arzón approached her fit pregnancy with the same belief she has of every new beginning: Focus on what you can do rather than on any limitations. Robin is encouraging pregnant women to stay active and feel empowered, even when facing potential challenges such as Robin's Type 1 diabetes diagnosis.

New York Times  
best-selling author of,  
**Shut Up  
and Run**



To register and for more details on this year's *Power of Pink* event, please visit [www.rwjbh.org/pop](http://www.rwjbh.org/pop)

Monmouth Medical Center | RWJBarnabas  
Foundation HEALTH

RUTGERS  
Cancer Institute  
of New Jersey  
RUTGERS HEALTH

## Invitational Golf Tournament October 21, 2021

Register at  
[www.rwjbh.org/golfclassic](http://www.rwjbh.org/golfclassic)  
for the June 16, 2022 event



FROM LEFT: Bill Arnold, *President and Chief Executive Officer of RWJ University Hospital in New Brunswick and President of the RWJBH Southern Region*; Eric Carney, *President and CEO of MMC and MMCSC*; Bill Thygeson, *Golf Chairman, Foundation Board Trustee*; and Caitlin Olson, *Regional Vice President of Development, MMC and MMCSC*

The Annual Golf Classic Tournament returned this year raising over \$125,000 to benefit hospital programs and services. Hosted by Golf Chairman Bill Thygeson, the tournament was orchestrated to provide a safe environment for over 96 golfers. The event raised an additional \$120,000 through the raffle of a 2021 Jeep Wrangler.



FROM LEFT: Caitlin Olson, *Regional Vice President of Development, MMC and MMCSC*; Suzette Fromkin; Marisa Escaleira, *MMC nurse, Fromkin Oncology Wing and winner of the Jeep car raffle*; Rob Sickel, *Board Chair, MMCSC*; Eric Carney, *President and CEO of MMC and MMCSC*; and Greg Fromkin

PHOTO ON RIGHT:  
Golfers get ready for play



## MANAGING YOUR Mental Health



### Behavioral Health Virtual Series Community Conversations Continues

In the follow-up to the first installment of the series, MMC's Behavioral Health team came together and participated in a 40-minute virtual panel to discuss mental health and well-being. The panel served as a resource to those who have suffered previously with mental health issues, and for those who may have found themselves with new feelings of anxiety, stress and fear in uncertain times.

The final segment of the series premiered in December 2021 and featured a short video on Early Intervention Support Services and Psychiatric Emergency Support Services for adults and children, programs at MMC that provide urgent crisis assessments and short term intervention for those seeking immediate mental health care.



**Donna Martini, LCSW**  
Program Director,  
Early Intervention Support  
Services Program  
at Monmouth Medical Center



**Johnna Malter, MA**  
Child and Family Crisis Clinician,  
Psychiatric Emergency  
Screening Services at  
Monmouth Medical Center



**Ayana Pierre**  
Case Manager,  
Early Intervention Support  
Services Program  
at Monmouth Medical Center

To view the videos and visit the resource page visit:  
[mmcevents.org/behavioral-health](http://mmcevents.org/behavioral-health)



MMC Heroes gather together and are holding some of the items from the special gift of appreciation which included a canvas tote bag, a blanket, Target gift card, notepad, and pen.

“As a hospital with the mission we have of excellent medical and personal care of all patients, we could not effectively provide that care without the Monmouth Medical Center caregivers that we are blessed to have. As a board member, I thank you for all you do and for the wholehearted manner in which you provide that care. You continually provide your energy and expertise, AND your hearts. Thank you one and all.

— ANNE EVANS ESTABROOK, TRUSTEE OF MONMOUTH MEDICAL CENTER & RWJBH

## Employee Appreciation Tough Times Don't Last, Strong Teams Do

Over the last two years, the resilience of our healthcare heroes and the incredible, enduring commitment and dedication demonstrated by everyone at MMC was awe-inspiring. Throughout all of the challenges of the pandemic, our staff continued providing the highest quality, compassionate care.

In January 2022, MMC launched the *StillHere4Heroes* campaign. *StillHere4Heroes* provided the opportunity for the community to thank our caregivers through words of appreciation and encouragement as MMC responded to another COVID-19 surge. Hundreds of responses were received and shared daily with our strong team to help lift their spirits.

“MMC Heroes, not just yesterday and today, but 24/7 always! Thank you for your dedication.

— THE INGRAM FAMILY

“You all ROCK!! What would we do without our Healthcare workers? Thank you so very much for all you do and all the sacrifice you have to deal with while selflessly helping others. Thank you!

— ELLEN FROM TINTON FALLS



Lauren Russo, Administrative Director, Medical-Surgical Division shows off her StillHere4Heroes swag with style. The tote bag is emblazoned with the words: Tough times don't last; Strong Teams Do, which was inspired by a motto Lauren created for MMC's first COVID inpatient unit, G5, where she served as Director of Patient Care until her recent promotion.

To make a donation or to learn more about the ways you can be involved, please contact us at 732.923.6886 or go to [monmouthgiving.org](http://monmouthgiving.org)

# 2022 FOUNDATION SPECIAL EVENTS

**MAY**  
**Celebratory Opening  
the Anne Vogel Family Care  
& Wellness Center**  
Wednesday • May 11  
11:00 AM - 1:00 PM

**JUNE**  
**Invitational Golf Classic  
Tournament**  
Thursday • June 16  
Rain date: October TBD  
10:00 AM  
Hollywood Golf Club

**JULY**  
**Power of Pink**  
Thursday • July 21  
11:00 AM  
Rumson

**SEPTEMBER**  
**Swing Pink**  
Monday • September 19  
8:00 AM  
Navesink Country Club

**Big Steps for Little Feet**  
Sunday • September 25  
11:00 AM  
Long Branch

**OCTOBER**  
**Behavioral Health Series**  
October TBD

MILESTONES DESIGNED BY JANICE HAHN STUDIO  
WWW.JANICEHAHNSTUDIO.COM



## WIN ME, DRIVE ME TAKE ME HOME

# CAR RAFFLE WEDNESDAY DEC. 14

Drawing to be held at Monmouth Medical Center



2022   
**DISCOVERY SPORT P250**  
COLOR Byron Blue | INTERIOR Light Oyster | Black Rims

**ONLY 2,000**  
TICKETS TO BE SOLD

**\$100 PER TICKET**

Call Foundation Office for Information  
**732.923.6886**

Winner need not be present to win. Winner responsible for all taxes and registration. No substitution of the offered prize may be made and no cash will be given in lieu of the prize. Car valued at \$53,541.54.

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