HOLIDAY GATHERING RAISES FUNDS AND FUN

On a cold evening in December, there was plenty of warmth to go around as friends of the Foundation gathered for holiday food and fun. The event was on December 5, 2013, from 5:30-7:30 p.m. at the offices of Quarles & Brady in Madison. Sixty-five guests enjoyed a spectacular view of the Capitol while enjoying delicious healthy food, drink, and camaraderie. Foundation President, Chris Van Mullem, issued a “Past-President’s Challenge” to all WAPC past-presidents. Chris agreed to match with a personal donation of up to $500. The challenge brought in nearly $4,000! Thank you to the sixteen past-presidents who brought the challenge to life with their participation.

Fit Fresh Cuisine™, a local Madison business owned and operated by registered dietitian, Sarah Berndt, provided delicious fresh appetizers. Fit Fresh Cuisine™ is a restaurant and catering service and also provides meal plans for those trying to reach or maintain a healthy weight.

The partnership between Fit Fresh™ and the Foundation is a natural “fit,” with the most recent initiative focusing on perinatal weight management. During the event, Ms. Berndt joined Foundation staff and directors in presenting information about healthy eating and the perinatal weight management initiative.

Guests also enjoyed participating in the raffle, which featured several prizes, including gift certificates to Fit Fresh Cuisine™, Copps grocery, Gail Ambrosius Chocolatier, Salon Rue Cler, GiGi’s Cupcakes, Choles Floral, Sprecher Brewing Company, and Wollersheim Winery.

The Resource Development Committee, chaired by Amanda Leipold, planned the event.

>>> Continued on page 9.
Ten Reasons Why YOU Should Attend the 2014 WAPC Annual Conference:
The 2014 WAPC Annual Conference is fast-approaching. The conference is April 27-29 at the Glacier Canyon Conference Center in Wisconsin Dells. The conference brochure is available online at www.wapcperinatalconference.org, as is the registration and other information. Here are 10 compelling reasons why you should plan to participate!

REASON #1

Attend the Perinatal Foundation sponsored Thomas A. Leonard, MD, Memorial Lecture.
Welcome Sabrina Craigo, MD, featured speaker on Tuesday, April 29 at 7:45 a.m. Her presentation “Perinatal Transport in 2014,” will review the history and goals of regionalization of perinatal care. Dr. Craigo is a Professor and Vice Chair of Obstetrics and Gynecology, Director of Maternal Fetal Medicine, Tufts University School of Medicine Tufts Medical Center in Boston, MA.

REASON #2

Join us on April 27
Join the Perinatal Foundation Board for a quiz bowl with infant brain specialist, Debra Selip, MD, your celebrity quiz master. Patterned after “Jeopardy,” participants will form teams of 6-8. Each team can name itself, for example, the Frontal Cortex table. There will be healthy competition and teamwork to benefit both babies’ brains and participants’ brains. Everyone’s skills will be put to good use.

Here are the details:
When: Sunday, April 27, 2014, 6:30-7 p.m.
Where: Glacier Canyon Conference Center, 45 Hillman Road, Wisconsin Dells
Cost: $25 per person and includes heavy hors oeuvres

Watch for your invitation in your email inbox.

Debra Selip, MD, from Rush University Medical Center, Department of Pediatrics – Section of Neonatology in Chicago presented the 2013 Thomas A. Leonard, MD, Memorial Lecture. Back by popular demand, Dr. Selip will share her knowledge of infant brain development in a playful and interactive way.

REASON #3

Have fun at the Silent Auction and support the Foundation’s programs and projects. Relax with a glass of wine and have fun bidding on a variety of unique and useful items at the silent auction on Monday, April 28 from 5:15 to 7 p.m.

One of the spectacular items offered at the 2014 silent auction is a one-week stay in Tuscany!

UNDER THE TUSCAN SUN, MANCIANO, ITALY
One-week accommodations for four people
Stay in your choice of five properties (Villa Zolira, Casa Natalia, Casa Bambini, Mira Bella, Casa Giovanna) surrounded by lush gardens and a magnificent expansive view of the rolling countryside. Each property features two bedrooms with one or two baths with showers, a kitchen, and a lovely living area. To view the Casas visit their Web site at www.tuscanresort.com.

The properties are situated in the ancient hill town of Manciano, approximately 1½ hours north of Rome in the southern edge of Tuscany, which rises on the top of a hill open to the four winds with a breathtaking view in all directions.

Donated by Leone Hinzman, Value: $4,550, Minimum bid: $2,000
Check-out the “Silent Auction Gallery” at [www.wapcperinatalconference.org](http://www.wapcperinatalconference.org) where you can view some of the items. The items are listed in categories—Arts & Crafts, Food & Drink, Entertainment, Just For Fun, Miscellaneous, and Travel. To donate an item to the Silent Auction, go to [www.wapcperinatalconference.org](http://www.wapcperinatalconference.org) and download a donation form.

**REASON #4**

You could be a lucky winner!

Try your luck on winning one of three raffle prices that include an Apple iPod Touch 5th Gen (16GB), $200 Target Gift Card, or a $200 Visa Gift Card. Tickets are $5 each or three for $10. Tickets can be purchased in person at the WAPC/Perinatal Foundation office or at the Annual Conference.

**REASON #5**

Awards Banquet – This gala event is a time to recognize individuals who represent the volunteer spirit that makes the work of the Foundation and WAPC possible. Enjoy harp music while socializing with colleagues and enjoying dinner at the Glacier Canyon Conference Center. The awards banquet will be held immediately following the Silent Auction on Monday, April 28 from 7-8:45 p.m. In addition, join in honoring Julian E. De Lia, MD, FACOG, FACS, recipient of the 2014 Callon-Leonard Award, the highest honor awarded by the association. Dr. De Lia is a Professor in the Department of Obstetrics and Gynecology at the Medical College of Wisconsin. His areas of expertise are complicated multiple pregnancies and Twin to Twin Transfusion Syndrome.

**REASON #6**

Tremendous Value! Take advantage of the price break, and register for all three days. Fees are structured to minimize out-of-pocket expenses. The full conference fee, $315 for WAPC members and $400 for non-members, includes all presentations, electronic handouts, receptions, exhibits, author-attended poster session, continental breakfasts, breaks, lunches, and awards banquet. Register today at [www.wapcperinatalconference.org](http://www.wapcperinatalconference.org).

**REASON #7**

Special Rates for Hotel Rooms – The Glacier Canyon Lodge is offering special hotel rates of $99 for a double queen with sofa bed. All registered guests have access to the water park.

**REASON #8**

Take advantage of networking opportunities – Enjoy the benefits of networking with a multidisciplinary group of colleagues who share the common goal of healthy women, babies, and families. Meet interesting people, and engage in rewarding conversations.

**REASON #9**

See the Perinatal Foundation’s support of the conference in action – The Perinatal Foundation’s financial support is instrumental in bringing together state and national perinatal experts to discuss pertinent and emerging perinatal issues.

**REASON #10**

Location! Location! Location! The Conference is being held in Wisconsin Dells and the Dells = FUN! This is a perfect opportunity to bring family or friends and enjoy the indoor water parks, restaurants, shopping, and all the Dells has to offer.
The Perinatal Foundation and WAPC have a new Web site with the same address—www.perinatalweb.org. The public announcement about the site went to friends of the Foundation on January 21, 2014, in the form of a birth announcement. The new site is exciting for many reasons: It has an online store, an online classroom, a new organization, an easy-to-use content management system, and a “slider” on the homepage for current events. The new site is user-friendly, making it easier to donate to the Perinatal Foundation and find information about Foundation programs and publications.

The Perinatal Foundation is fortunate to have tech-savvy staff who quickly mastered the behind-the-scenes programming that allows staff to make most edits. There is still a need for support from the developers and our IT consultants for more complicated programming and communicating with the organization’s database.

The latest Web site is version 4. That means that there were three previous versions. Technology moves quickly, so expect a “sibling”--version 5-- in the future. For now, enjoy the infant, version 4.

**HOW YOU CAN SUPPORT THE PERINATAL FOUNDATION**

Here are a few ways you can contribute to the Perinatal Foundation*:

- **Donate online:** [www.perinatalweb.org](http://www.perinatalweb.org)
- **Make an annual gift by check or credit card:** This can be completed online or by phone or mail.
- **Honor a loved one with a commemorative gift:** This is a great way to honor a friend, colleague, or agency that went the extra mile for your family or patient.
- **Designate a gift to a special fund:** You can designate your gift to the Myrtle Bahm Leonard Memorial Scholarship fund or the Thomas A. Leonard, MD, Memorial Lecture fund.
- **Donate securities:** Donations of stocks, bonds, or shares in mutual funds benefit both the Foundation programs and the donor, as donors can receive immediate tax deductions and avoid capital gains taxes.
- **Plan ahead with an estate or other major gift:** You can make a bequest or deferred gift a part of your estate planning.
- **Join the Perinatal Society:** The society honors individuals who have made a commitment of support to the Foundation through a planned or “deferred” gift.

All donations are tax-deductible. The full amount of a gift is a charitable contribution to a 501(c)(3) organization. *If you would like to mail a donation, an envelope is provided in this newsletter.*
Can you feel the excitement?

Can you feel the excitement as you read this issue of the Perinatal Foundation Newsletter? 2013 was a remarkable year for the Foundation. There is much going on and much to share with you as supporters of the mission of the Perinatal Foundation.

We are grateful for the time, talent, and expertise of the members of the Board in helping the Foundation build new relationships and expertise in finance and fund raising to support our work.

Our finances have improved as the stock market improved. Our Finance Committee led the charge with their sage advice on the management of our resources. Through your generous contributions, the Foundation exceeded expectations for individual contributions, the 2013 Silent Auction, and the Myrtle Bahm Leonard Scholarship Fund.

We had a successful Holiday Gathering. (See page 1.) Door prizes from a variety of businesses, great food donated by Fit Fresh™ of Madison, an incredible view of the Capitol and networking with folks from across the state exceeded our expectations and contributed to a wonderful evening. One sure measure of the success is the request for a repeat event in 2014.

Can you feel the excitement?

The momentum from 2013 continues in 2014.

Your contributions supported the development of a new Perinatal Foundation and WAPC state of the art Web site that supports the work of both.

WAPC is hosting its annual conference on April 27-29 at the Glacier Canyon Conference Center in Wisconsin Dells. One of the highlights of the conference is the Thomas A. Leonard, MD, Memorial Lecture presented by Sabrina Craigo, MD, of Tufts University. The lecture is supported by the Foundation.

How can you contribute to the excitement? Support the Foundation through contributing to the silent auction and purchasing raffle tickets for gift cards or an Apple iPod. For more information about both, contact staff at 608-285-5858.

Finally, please plan to join us for a special Foundation event on April 27 at 6:30 p.m. at the Glacier Canyon Conference Center in Wisconsin Dells. It will be an entertaining evening with featured guest, Debra Selip, MD, a specialist in infant brain development. Dr. Selip was a featured speaker at the 2013 WAPC annual conference. Come learn exciting concepts on Infant Brain Development to use with your children, grandchildren, and neighbors, and network with those who share your interest. Plan to attend and bring a friend! (See related feature on page 2.)

Can YOU feel the excitement?? We invite you to be a part of it.

With kind regards,

Chris Van Mullem, MS, RNC
President, Perinatal Foundation
On November 19, 2013, the Perinatal Foundation Board of Directors met to evaluate its accomplishments in 2013 and plan for 2014. The Board made the following decisions:

1. Approved the 2014 annual budget
2. Approved a plan to conduct strategic planning in May 2014
3. Evaluated the portfolio and the performance of the money managers
4. Supported the use of a YouTube video for the year-end appeal
5. Supported the work of the Resource Development Committee, chaired by Amanda Leipold, for planning the Holiday Gathering scheduled on December 5 at the offices of Quarles & Brady in Madison
6. Welcomed Phillip Nielsen as the chair of the Foundation Program Committee
7. Welcomed Jennifer Hennessey to the Board
8. Supported a fundraising event April 27, 2014, as part of the WAPC Annual Statewide Perinatal Conference

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PROGRAM COMMITTEE CONSIDERS A NEW DIRECTION

The Program Committee is considering a shift in focus. Committee members drafted a new committee “charge” that would involve a shift in the way the committee operates. Namely, the Program Committee would no longer carry out its own programs, but rather allocate its program funds to WAPC. The Foundation Board will consider the revised charge at its Spring Board meeting on May 15, 2014.

MYRTLE CONTINUES TO MAKE HER MARK

In 1994, the Perinatal Foundation began the Myrtle Bahm Leonard Memorial (MBL) Scholarship Fund as a way to honor the legacy of Mrs. Leonard, one of the major benefactors of the Foundation. Myrtle left her mark on this world in many positive ways, most notably through her generosity to young people. Myrtle’s generous legacy continues: The MBL Memorial Scholarship Fund has made a difference in the lives of 48 college students and their families over the past 20 years. The scholarships underwrite the cost of childcare expenses for students pursuing careers in the health care field.

In 2009, the Perinatal Foundation began a process of evaluating the impact of the scholarship program by talking with scholarship recipients. The Foundation asks students how the scholarship affects their lives, their families, and their educations. The responses we receive continue to show the Foundation’s supporters the importance of the scholarship program and the significant impact it has on students’ lives. In this issue, we feature the story of Tiffany Sidell, a student at Madison College.

Tiffany is pursuing an Associate Degree in Nursing and is a single mother to Amir, age 4. Amir attends the Madison College Children’s Center thanks to this scholarship. Tiffany believes that having this scholarship literally made the difference as to whether or not she could continue with nursing school and Amir could continue attending the college-run Children’s Center, a place where “the teachers are like family.” Amir developed and matured more than Tiffany could have possibly imagined during his two years at the Children’s Center.

This scholarship has meant great care and education for Amir and peace of mind for Tiffany as she continues to thrive in nursing school. She has been able to make the dean’s list each semester and credits the Foundation sharing in that success.

In Tiffany’s words, “This scholarship means the world to me and Amir. We both love learning and this financial assistance definitely facilitates that! I honestly don’t know if I’d still be on this path if it weren’t for this help from the Foundation. Thank you so much!”

To donate to the MBL fund to help students like Tiffany, visit the Foundation’s web site, www.perinatalweb.org and click on Donate.

The Perinatal Foundation makes awards to the University of Wisconsin-Eau Claire (UW-EC), University of Wisconsin-Milwaukee (UWM), and Madison College (MATC). The colleges then select students to receive the scholarships. All of the recipients have children in a college-run childcare program.
WITH HEARTFELT GRATITUDE

The Perinatal Foundation received some contributions for unexpected reasons, some happy and some sad. We are deeply grateful to all of those who contributed and deeply humble to be part of the tributes and memorials.

A generous group of neonatal nurse practitioners at Wheaton Franciscan Healthcare-St. Francis in Milwaukee provided a donation to honor their colleague, Dr. Anna Kostelanetz. The Foundation was a perfect place to find a meaningful holiday gift. Thank you to the neonatal nurse practitioners!

Bob Dinndorf, Executive Director from Madison College Foundation, surprised the Foundation by surrendering his stuffed piggy bank, worth nearly $100. He remarked that the red piggy bank was an effective constant reminder about the Foundation, creating the opportunity to give a little every day. Thank you, Bob.

Carolyn Rumph made a valuable contribution of her time to help staff prepare the Foundation’s annual appeal. In her retirement, Carolyn’s time is more flexible. She is gracious and shares some of that time to support the work of the Foundation. Thank you, Carolyn.

Finally, donors from around the country marked the passing of Ron Olson, MD, with generous donations. It was Dr. and Mrs. Olson’s desire to name the Perinatal Foundation for memorial gifts in Dr. Olson’s obituary. Our heartfelt sympathy goes to Ron’s family, and our deepest gratitude goes to Ron’s patients, friends, and colleagues for their generous contributions.

A TRIBUTE TO RON OLSON, MD

Dr. Ronald W. Olson, age 84, died on Monday, Nov. 4, 2013, at Agrace Hospice Care. Ron graduated from the University of Wisconsin-Madison with a degree in zoology, and then served as a second lieutenant with the Marine Corps’ 8th Tank Battalion. He graduated from the UW medical school in 1957 and interned at Madison General Hospital before he entered a four-year residency in Ob-Gyn at UW Hospitals. Ron was in private practice for 13 years before joining the UW medical faculty, specializing in maternal-fetal medicine. He retired in 1991 due to failing health.

Ron is survived by his wife, Wilma, and three children. He was preceded in death by his daughter, Deb, who died in 2004.

The family requested that in lieu of flowers, memorials could be made to the Perinatal Foundation or the Madison Public Library Foundation. The Perinatal Foundation is deeply honored and grateful to play a part in advancing Ron’s legacy.

(Information adapted from Ron’s obituary published online.)
HOLIDAY GATHERING RAISES FUNDS AND FUN

>>> Continued from page 1.

The Foundation extends a huge “thank you” to Amanda and all of the members of the Committee—Fredrik Broekhuizen, Jon Goldstein, Jennifer Hennessey, and Chris Van Mullem. Resource Development Committee member and Foundation Board director, Jennifer Hennessey, is an attorney at Quarles & Brady and arranged space for the event. Thanks to Jennifer and Leah McNeely at Quarles & Brady.

The Resource Development Committee remains hard at work planning the next event for the Foundation. See page 2 to learn more.

The Holiday Gathering was a time to mingle and get in the holiday spirit. Foundation director and WAPC past-president, Russ Kirby, and Foundation supporter, Janet Simdon.

Foundation supporter, Emily Kane, was one of the lucky winners of one of several raffle prizes. Emily won a gift certificate to Fit Fresh Cuisine™.

WAPC past-President, Geri Diemer, and husband, Joel enjoyed the view of the Capitol with other guests.

The purpose of the Perinatal Foundation newsletter is to inform donors and friends of the work of the Foundation. The opinions and conclusions expressed in the articles are those of the authors and do not necessarily represent the positions of the Perinatal Foundation. Comments are encouraged and can be submitted to:
Thank You for

The Perinatal Foundation recognizes with gratitude contributions received from February 1, 2013, to January 31, 2014. Many thanks to all donors for their support of our mission to improve the health of women, babies, and families.

SUSTAINER: +$2500
Carol A. Browning, MD
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PARTNER: $1,000 - $2,499
Susan R. Davidson, MD
Joanne A. Selkurk & Brad Martin
WAPC Fox Valley Region
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PROVIDER: $500 - $999
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Ann E. Conway, MS, MPA, RN
Dennis T. Costakos, MD
In honor of Julian DeLia for receiving the 2014 Callon-Leonard Award
In honor of Chloe Costakos, a senior at the University of Wisconsin-Madison
In honor Jeanne Rosendale, WAPC President-elect
To offset the cost of an iPad
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Russell Kirby, PhD, MS, FACE
Stephen C. Ragatz & Family
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Dr. & Mrs. Frank R. Greer
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Margaret Malnory, MSN, RN
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In memory of Dr. Chester B. Martin
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In memory of Joseph & Helen Neary and Rosanne Byrnes
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Scholarship Fund
WAPC Western Region
In honor of Ann Conway’s father, Don Rueckl
Jean Willard, CPA

ADVOCATE: $100 - $249
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Beatrice Musolf, RN
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Raja Nandyal, MD
In honor of his good friend, Dr. Dennis Costakos
In memory of Al Radwill
Phillip L. Nielsen, MSW
In honor of Dennis Costakos, MD, recipient of the 2013 Callon Leonard Award
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Ronald & Wilma Olson
In honor of Dr. Frits Broekhuizen
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In memory of Lillian, Judith, and James Tellier
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Suzanne Walczak
Mardelle Wuerger, RN, MS
In memory of Sally Thompson
Thomas A. Leonard Memorial Lecture Fund

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Olivia Andreacchi
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In memory of Ann Haney

Dennis T. Costakos, MD
In honor of his good friend, Dr. Dennis Costakos
In memory of Al Radwill
Phillip L. Nielsen, MSW
In honor of Dennis Costakos, MD, recipient of the 2013 Callon Leonard Award
John & Jane Norman
Ronald & Wilma Olson
In honor of Dr. Frits Broekhuizen
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Myrtle Bahm Leonard Memorial Scholarship Fund
Walter R. Schwartz, MD
Myrtle Bahm Leonard Memorial Scholarship Fund
Dr. Geoffrey R. Swain
In honor of Liz Zelazek and Jill Paradowski
Laurie B. Tellier, RN, MSN
In memory of Lillian, Judith, and James Tellier
Myrtle Bahm Leonard Memorial Scholarship Fund
Suzanne Walczak
Mardelle Wuerger, RN, MS
In memory of Sally Thompson
Thomas A. Leonard Memorial Lecture Fund

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Bonnie & Stuart Allbaugh
Tori Andacht-Genal, RN, BSN, IBCLC
Olivia Andreacchi
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Richard A. Aronson, MD, MPH
In memory of Ann Haney
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In memory of Nancy Horlean
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In honor of Alana Everson, PharmD student
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In honor of grandchildren
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Barbara Olson
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In memory of Dr. Ronald Olson
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**OUR VISION** is to be the leading philanthropic organization promoting excellence in perinatal health care of women, babies, and families.

**OUR MISSION:**

- Secure new resources and provide stewardship of the endowment fund.
- Conduct needs assessments, evaluate opportunities to make contributions to better perinatal health outcomes, and fund selected needs.
- Partner with the Wisconsin Association for Perinatal Care and other organizations who share our goal of improving perinatal health.
- Support dissemination of successful programmatic and educational models to advance perinatal health in the global community.