

Children's Medical Fund of New York

# in touch

Winter 2007

134

Hospital Beds

175,000

Annual Ambulatory Visits

0

Dedicated Pediatric  
Emergency Rooms



## COLD TRUTH

Why Long Island's Only Children's Hospital  
Needs Your Help Now!

**PLUS** An Interview With NS-LIJ Health System's Michael Dowling **3** Ray Romano & Elvis Costello Help Raise The Roof **4** Men's Division Honors Dennis Riese **6** Schneider Children's Hospital Rebuilding Update **10**

**Children's Medical Fund  
of New York**

We help children. We help community. We help each other.

## GARDEN CITY CHAPTER HOSTS “A NIGHT AT THE RACES”

The horses were off and running on February 3, 2007, when the Garden City Chapter hosted a dinner dance at Chateau Briand in Carle Place.



Event Chair Lilli Diller, Garden City Chapter President Sharon Castellano, and Event Chair Elena DiLemme

For some pre-race excitement, guests previewed and bid on over 25 silent auction prizes, including a London Jewelers gift certificate and a stunning pearl necklace.

When guests arrived in the ballroom, they had a chance to pick their favorite horses. A live announcer called the video races, as guests cheered on their steeds. The top six winners received assorted prizes and gift baskets.

After the races, guests enjoyed an elegant buffet and an extravagant assortment of desserts, while they danced the night away.

Event Chairs Elena DiLemme and Lilli Diller worked tirelessly on this wonderful event which raised \$25,000 for the new Pediatric

*“If we are to teach real peace in this world, and if we are to carry on a real war against war, we shall have to begin with the children.”*

Mahatma Gandhi



Joseph and Elena Dilemme

Emergency Center at Schneider Children’s Hospital.

CMF thanks Elena, Lilli, Garden City Chapter President Sharon Castellano, and all of the volunteers, for their dedication and commitment to helping children in need. ■



Warren and Lilli Diller



## UPCOMING EVENTS

**February 9**  
**Garden City Chapter Masquerade Ball**  
*Chateau Briand, Westbury*

**March 6**  
**Men’s Division Steak and Sticks**  
*Ruth’s Chris Steakhouse, Garden City*

**April 9**  
**Men’s Division Poker Night**  
*Tam O’Shanter Club, Brookville*

**April 10**  
**Women’s Division Ladies’ Night Out**  
*Old Westbury Country Club, Old Westbury*

**June 16**  
**33rd Annual Golf and Tennis Charity Classic**  
*Glen Oaks Club, Old Westbury*

**TBA**  
**Kids Golf for Kids Charities’ 4th Annual Kids’ Outing**  
*The Red Course at Eisenhower Park, East Meadow*

**October**  
**Lester’s Kids’ Fashion Show**  
*Old Westbury Country Club, Old Westbury*

For the latest information on upcoming events, please contact Erica Dardon at 516 352-3344, or visit our website at [cmfny.org](http://cmfny.org)

**IN TOUCH** is published twice a year by Children’s Medical Fund of New York, 3000 Marcus Ave, Suite LL09, New Hyde Park, NY, 11040. Each issue is mailed to over ten thousand supporting members.

## AN INTERVIEW WITH MICHAEL DOWLING

North Shore-LIJ Health System’s President and CEO talks about helping others and the rebuilding project underway at Schneider Children’s Hospital.

**What made you get involved in health care?**

When I grew up in Ireland, my father had a major disability, and my mother, too. My parents were both involved in getting some assistance from government agencies. It taught me an important lesson about our interdependence. The ability to do something that helps large numbers of people in the community gets me up in the morning and makes me want to work harder than I did yesterday.

**Are there any common traits you see among supporters of Schneider Children’s Hospital?**

They share an understanding that if some members of the community are not doing as well as others, it affects the whole community. They share a mission to give back to the community that helped make their own success possible. Also, many would like to teach their own children about the value of helping others.

**Why was New York so far behind Philadelphia and Boston in establishing a children’s hospital?**

Historically, there was a feeling that you can equally well treat children as part of a large, comprehensive hospital. New York City had some of the largest medical complexes in the world. That made it exceptionally difficult to get approval for a children’s hospital here. The original founders of CMF understood the need, and had the wherewithal and determination to make it happen.

**How do we catch up?**

We’re far along the way. This past summer, we were ranked among the top 25 children’s hospitals by *US News*



North Shore-LIJ Health System President and CEO Michael Dowling welcomes a group of new employees to Schneider Children’s Hospital.

and *World Report*. Some of the others, including Children’s Hospital of Philadelphia and Children’s Hospital Boston, have had a hundred year head start—we’re the youngest on that list. But the main thing holding us back has been the lack of a separate pediatric emergency department.

**How does not having a separate emergency department affect Schneider Children’s Hospital?**

It hurts us in the rankings; it hurts us in recruitment; but, primarily, it hurts us in our ability to adequately treat patients. You don’t want to take children into an emergency room that’s already packed with adults.

**What needs to happen to get this project completed?**

It’s going to happen. The first phase of construction at Schneider Children’s Hospital will be completed in late 2008. The new pediatric emergency department is

*“You can’t have a children’s hospital without a distinct, separate pediatric emergency department.”*

part of the second phase. There are several things that need to happen first, including our winning of state approval. I’d like to start going into the ground tomorrow, but the biggest impediment is not having all the money.

**Where do you see Schneider Children’s Hospital once this project is completed?**

I don’t see anything that will hold us back. We have the scale. We have the people. Once we get the philanthropic help and we build this new facility, we will make this one of the great children’s hospitals in the world. ■

# RAY ROMANO & ELVIS COSTELLO HELP RAISE THE ROOF

On May 1, 2007, Children's Medical Fund of New York and North Shore-LIJ Health System Foundation welcomed nearly a thousand people for its "Building on a Dream" gala.

The gala, which featured comedian Ray Romano and an after-party with musical legend Elvis Costello, raised over \$40 million for the new Pediatric Emergency Center at Schneider Children's Hospital. Held at the elegant Cipriani Wall Street in Manhattan, the gala marked the launch of the public phase of the fundraising campaign for the expansion of the 154-bed hospital.

The evening included a live auction conducted by an auctioneer from Christie's auction house. Items on the auction list included a Gibson guitar, autographed by Elvis Costello, private jet travel on Talon Air, and a trip to the exclusive Armani Privé runway show in Paris, France.

The night's honorees included the past 25 recipients of The Bernard L. Martin Award for Humanitarianism, which is presented at CMF's Annual Golf & Tennis Charity Classic. This annual award is given to a member of CMF's Men's Division who best exemplifies commitment to children's health care. A plaque will be hung in Schneider Children's Hospital to recognize the honorees dedication and service to children. Also honored for his service and commitment to advancing children's health care was Philip Lanzkowsky, MD, Executive Director and Chief of Staff of Schneider Children's Hospital.

A major gift from the Blumenfeld family, longtime supporters of CMF, will enable the hospital to begin construction on the \$110 million project



Backstage with CMF President Corey S. Ribotsky, Stacey Ribotsky, and Ray Romano.



Elvis Costello and the Imposters get the crowd on its feet at the gala.

in 2008.

Among the other highlights of the evening was the premiere screening of the short dramatic film, *Synergy*—a joint production of CMF, North Shore-LIJ Health System Foundation, and The Drink Agency. *Synergy* tells the heart-wrenching story of four Long Islanders and how their lives cross paths one day at Schneider Children's Hospital. It was filmed entirely on location on Long Island,

at locations donated by supporters, by a crew made up of many concerned local residents. (If you haven't already seen the film, please contact our office for a free copy.)

Thanks to the leadership and vision of CMF Chairman David Blumenfeld, CMF President Corey S. Ribotsky, and all of CMF's generous supporters, the dream of building a new wing at Schneider Children's Hospital is becoming a reality. ■



Recipients of the Bernard L. Martin Award for Humanitarianism.



The Blumenfeld Family receives an award in recognition of their support.



Brad Blumenfeld, Richard Mack, and David Bender

*“Every man must decide whether he will walk in the creative light of altruism or the darkness of destructive selfishness. This is the judgment. Life's persistent and most urgent question is ‘What are you doing for others?’”*

Martin Luther King, Jr.



Martin and Ellie Lifton



Jeff Jurick, Lisa Jurick, and North Shore-LIJ Health System Foundation President Ralph Nappi

# 32ND ANNUAL GOLF & TENNIS CHARITY CLASSIC HONORS DENNIS RIESE



The Riese Family

*“The soul is healed by being with children.”*

Fyodor Dostoyevsky

On a perfect Monday in June, Children’s Medical Fund celebrated its 32nd Annual Golf & Tennis Charity Classic at Glen Oaks Club in Old Westbury. CMF was proud to honor Dennis Riese of The Riese Organization. With the help of Dennis and Journal Chairmen David Blumenfeld, Corey S. Ribotsky, Mark Stempel, Howard Tanney, and Gary Trimarchi, CMF raised over \$1 million for the event.

Guests registered at 8:30 am and received a gift bag which included a Calloway golf bag; a golf shirt, hat, and umbrella; gift certificates to Hawaiian Tropic Zone and The Shoe Box; and more.

After breakfast, golfers had the chance to warm up on the driving range before heading out to the holes.

In the locker rooms, out on the course, and on the courts, members were introduced to a new marketing campaign designed to raise awareness for CMF’s Men’s Division. Designed by The Drink Agency—and part of a larger rebranding effort presently underway—the campaign featured a series of posters, signs and tee shirts with provocative and entertaining messages.

To add to the excitement, the girls from Hawaiian Tropic Zone Restaurant were on hand to help rally raffle sales. The result was lots of fun and loads of sales. Both golfers and tennis players had the opportunity to win fabulous prizes, and to bid on silent and live auction items.

After a great day of golf and tennis, drinks, hors d’oeuvres, and networking,



Dennis Riese and Richard Chipman



Lauren, Victoria, Dennis, Randi, Tyler & Sam



The Ribotsky Family

guests had a chance to challenge their skills and win a free membership by pitching a crumpled paper through a giant target.

David Blumenfeld and Corey S. Ribotsky presented Dennis Riese with the Bernard L. Martin Award for Humanitarianism for his dedication to advancing children’s health care. Upon accepting the award, Dennis spoke of his passion for helping children and on the impact it’s had on his life. Dennis’ words and, especially, his deeds have been an inspiration to us all.

CMF would like to acknowledge all of the sponsors and participants at this year’s outing. CMF is grateful for their continued support. A special thank you to the entire Riese family for helping to make this year’s Charity Classic a resounding success. ■



Corey S. Ribotsky and David Blumenfeld present Dennis Riese with the Bernard L. Martin Award for Humanitarianism.



Corey S. Ribotsky and David Blumenfeld present CMF Chairman Emeritus Steven J. Lifton with an award for his service.



Men’s Division Members Dan Freedman, Neil Schorr, and CMF Trustee Mark K. Goodman receive awards for winning the tennis tournament.



CMF Women's Division members at the future home of Schneider Children's Hospital in 1973.

# COLD TRUTH

## Why Long Island's Only Children's Hospital Needs Your Help Now!

**The facts are chilling.** Built in 1983 to accommodate 40,000 annual ambulatory visits, Schneider Children's Hospital (SCH) now accommodates four times that amount within the constraints of the original physical structure.

While Long Island's population continues to expand—and SCH regularly faces daily occupancy rates of 100%—many other area hospitals are downsizing their pediatric departments. Some are giving up their pediatric departments all together. Today, SCH draws from a much larger geographic area than it has traditionally, with 50% of its patients coming from Queens, from New York City, and from around the world.

"We're in desperate need of new space to meet the region's ever-growing demands for pediatric services," said Philip Lanzkowsky,

MD, Executive Director and Chief of Staff of SCH. "The facility needs to be expanded to accommodate the volume. It needs to be modernized. It needs to be upgraded, and it needs to have its own separate emergency department. This new rebuilding project—the first major construction since the hospital opened—will prepare Schneider Children's Hospital for the future."

Forty years ago, a group of concerned parents founded CMF in a living room, with a mission "to build the finest children's medical facility that the hand and heart of man can devise." Their original vision continues to inspire CMF members today. CMF is committed to raising the funds necessary to ensure SCH remains a place of healing, hope, and warmth for the children, and their families, who seek its care. ■

*"Our physical structure is no longer adequate to serve the needs of our children."*

Philip Lanzkowsky, MD, Executive Director and Chief of Staff of Schneider Children's Hospital

## MESSAGE FROM THE BOARD

David Blumenfeld & Corey S. Ribotsky

What a great year this has been for CMF! We are proud to announce that Children's Medical Fund has made great strides in our capital campaign to build a new Pediatric Emergency Center at Schneider Children's



CMF Chairman David Blumenfeld

Hospital. The first phase of construction is currently underway at the hospital.

Phase I includes a major expansion to the hospital's Neonatal Intensive Care Unit, including 24 new beds and 5,900 square feet for physician

offices. It also includes the conversion of the courtyard into a 20,000-square-foot, four-story, glass-enclosed atrium that will feature an elaborate playground for hospitalized children.



CMF President Corey S. Ribotsky

On May 1, 2007, we held our "Building On A Dream" gala at Cipriani Wall Street to benefit Schneider Children's Hospital. This event was hosted by CMF

and the North Shore-LIJ Health System Foundation, our first joint event with the Foundation. This event raised a record-breaking \$40 million towards our goal of \$110 million needed to complete the second phase of the urgently-needed rebuilding project at Schneider Children's Hospital.

In June, our 32nd Annual Golf & Tennis Charity Classic was a huge success, thanks to the participation of this year's honoree, Dennis Riese. Dennis' dedication to enriching the quality of life of children is an inspiration. We applaud Dennis and his

family for their many years of support to CMF, and many other worthy local causes.

You may have noticed our newsletter has been redesigned. CMF has begun a major rebranding effort to make it easier for us to reach a larger audience, to attract new members, and to raise funds.

We have a wealth of new materials at your disposal to help spread the word about CMF. In the upcoming months, we'll be unveiling our redesigned website, with a store for online donations and easy sign-up for events. Also, look for our new Corporate Alliance campaign decals in store windows where you shop. Working together, we'll make our community a better, safer, and healthier place for our children. ■

*"There is a wonderful, mythical law of nature that the three things we crave most in life—happiness, freedom, and peace of mind—are always attained by giving them to someone else."*

Peyton Conway March



Debbie Amato and Yenny Rodriguez enjoy a day at Nubest Salon and Spa.

## A MOTHER'S DAY "GIFT OF BEAUTY" FOR TWO COURAGEOUS MOMS

**On Sunday May 13th,** Mother's Day, NBC TV's "Today in New York," hosted by Carolyn Gusoff, featured a special segment about two young mothers of seriously-ill children at Schneider Children's Hospital.

CMF arranged with Nubest Salon and Spa in Manhasset, NY, for both moms to receive a "Day of Beauty" at the salon. For a few precious hours these two courageous women were

given relief and relaxation from their round-the-clock routine of caring and inspiring their children in their battle for good health.

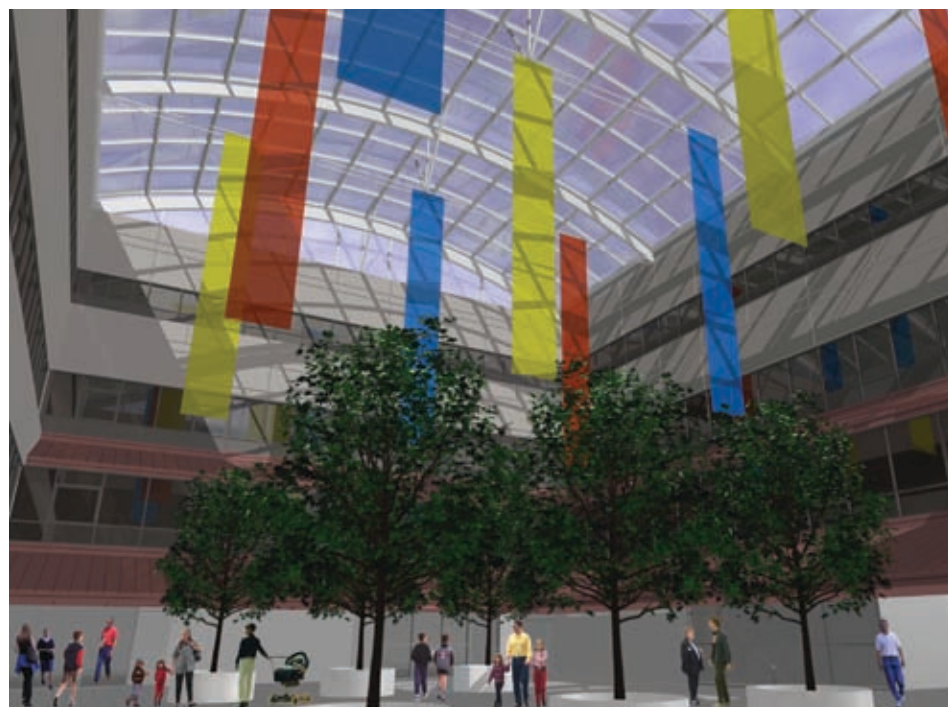
"We've built our business in this community. Partnering with CMF is a rewarding way to show our thanks," said Michael Mazzei, President of Nubest Salon and Spa. CMF and Nubest plan to make it an annual tradition. ■

## SCHNEIDER CHILDREN'S HOSPITAL REBUILDING PROJECT UPDATE

The first phase of the \$144 million rebuilding project is well underway at Schneider Children's Hospital, which was recognized this summer in *US News and World Report* as one of the top 25 children's hospitals in the country—the youngest hospital to be included in the group.

Scheduled for completion in 2008, Phase I includes a 5,900 square-foot expansion to the hospital's 44-bed Neonatal Intensive Care Unit, including 24 new beds for high-risk newborns; an additional 5,900 square feet of physician offices; and a four-story, glass-enclosed atrium. The atrium will feature a playground for hospitalized children, interactive exhibits, a performance stage, and areas dedicated to pet, music, and art therapy.

Plans for Phase II call for the construction of a new 100,000 square-foot building that will house Long Island's first stand-alone pediatric emergency department; a state-of-the-art imaging center that will provide care exclusively for children; a Pediatric Intensive Care Unit that includes 25 new beds; and a Medical Unit that includes 25 beds, all of



A rendering of the new four-story, glass-enclosed atrium currently under construction at Schneider Children's Hospital.

which will be single rooms.

This past year, CMF has raised the first \$40 million of the projected \$110 million estimated for Phase II—enough to ensure groundbreaking in 2008. The larger of the two phases consists of a desperately-needed

state-of-the-art pediatric emergency department; second floor shell space for Radiology; and two additional floors of shell space for medical/surgical units. Assuming funds are in place, construction of this new building is expected to take two years. ■

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## IS CMF RIGHT FOR YOU?

CMF members share a passion for helping children and for teaching children about the importance of helping others.

If you live on Long Island, if you work here, if you're raising a family here, or if you just love kids—consider joining our cause. You'll be making our community a safer, healthier, and happier place for all of our children.

It's easy to get started. Find out more at our new website, launching soon at [cmfny.org](http://cmfny.org)

## MESSAGE FROM EXECUTIVE DIRECTOR

Rita C. Kay

This has been an exceptional year of accomplishment for Children's Medical Fund of New York under the leadership of Chairman David Blumenfeld and President Corey S. Ribotsky.



As an aid to our fundraising efforts, we've focused on increasing awareness of CMF in the community. CMF has received free advertising and publicity from our friends at The Drink Agency and Anton Community Newspapers, Boulevard Magazine, and Elements Magazine. They have helped us bring our message to a wider audience, and let our friends and neighbors know of our events.

We have also secured free public service advertising from Time Warner magazines. They have placed full-page color ads for CMF in a number of their top consumer magazines, and will continue to do so in the upcoming year.

CMF and the new Pediatric Emergency Center were also the subject of my thirty-minute interview on *The American Dream Show* on WVVH-TV Hamptons Television and on Time Warner's video-on-demand.

We have begun to pursue grants and appropriations from major financial institutions and government agencies. We expect these efforts to be of significant help in our fundraising in the upcoming year.

It has been deeply rewarding to have played a role in the growth of CMF over the past thirty years. We could have never achieved this success without our member's support. Now, more than ever, your contributions are vital—to move forward with the new Pediatric Emergency Center at Schneider Children's Hospital and to provide the best available pediatric care to our children. ■

## FROM A FATHER'S JOURNAL

July 20, 2007

*I spend a lot of time thinking about Matthew. I remember how I used to rush home from work to a house that resembled Grand Central Station. Most of the time I'd walk in to find Matthew with a look of excitement on his face just because I was home! Other times I would find other surprises, like soda pouring out the fridge, or Jell-O stains all over the carpet.*

*I remember Fridays, when I would chase my mother-in-law out of the house at three-o'clock, so I could spend time alone with Matthew before the next nurse arrived.*

*I looked forward to Saturday nights, when I would take Matthew and all his equipment upstairs so he could sleep with his mother and I. They were the most peaceful nights, with Matthew's chubby little hand resting on my arm.*

*I miss those things the most now when I come home to such a quiet house. But I try to hold on to the strength Matthew has given me through his memories, and to use it to help his beautiful mom and I get through any difficult times that might lie ahead.*



Matthew Giunta, Sr. and his son, Matthew, Jr., in the summer of 2006.

*I will always be proud to be the father of such an amazing and inspiring son. I love and miss you, Matthew, Jr.*  
—Daddy

Matthew Gerard Giunta, Jr. was born on September 5, 2005. Unable to breathe on his own, he spent his first three months at Schneider Children's Hospital. After 15 months, Matthew passed away at home with his parents, Matthew, Sr., and Danielle Giunta.

On the first anniversary of Matthew's death, friends and family have donated \$12,261 to CMF in his honor. To learn more about this remarkable family, go to Matthew's website at [caringbridge.org/visit/matthewsdream](http://caringbridge.org/visit/matthewsdream). ■

## JEFF AND STEFANIE RUBIN SPONSOR NEW YEAR'S PARTY AT SCHNEIDER CHILDREN'S HOSPITAL



Stefanie Rubin, Diane Kramer, Cindy Joel, and Ellen Lindenbaum serve up sundaes for the kids.

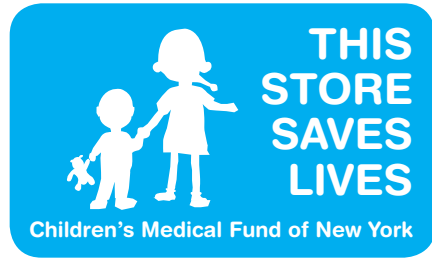
Children's Medical Fund members and hard-working volunteers rang in the New Year by hosting their annual New Year's patient party at

Schneider Children's Hospital, on January 11, 2007.

Jeffrey and Stefanie Rubin generously sponsored the event, providing the children with an afternoon of festivities in a balloon-brightened cafeteria. Highlights included a craft project, a make-your-own-sundae ice cream party, toys for each child, and live music by the New York City Swing Band.

A special thank you to Jeff and Stefanie for the joy they spread, and for their continued commitment to CMF and Schneider Children's Hospital. ■

## CMF CORPORATE ALLIANCE LAUNCHES NEW RETAIL CAMPAIGN




Look for this decal around town where you shop.

**CMF's Corporate Alliance** announces a new retail campaign to raise awareness of its mission to advance children's health care in our area.

CMF has a rich history of corporate partnerships, dating back to 1974 when the H.J. Heinz Company sponsored a baby-food label-collecting campaign. "For 37 years, we've experienced the rewards of making children's lives better," said CMF Chairman David Blumenfeld. "Working with our local business partners, we have an opportunity to reach a much wider audience."

The new campaign, part of a larger rebranding effort by CMF, will be rolling out soon across Long Island and on the web.

If you know a business that's looking to increase its community presence, contact Rita Kay at 516 352-3344. 

### Children's Medical Fund of New York

3000 Marcus Ave, Suite LLO9  
New Hyde Park, NY 11040

## THESE COMPANIES SAVE LIVES

### CMF'S Corporate Alliance Partners Help Make Our Community A Better Place. Let's Show Them Our Support.

Advance Tabco	IWCO Direct
Americana Manhasset	Janover Rubinroit
Anton Publications/Boulevard Magazine	The Lifton Company
Apollo, L.L.P.	Marcum & Kleigman
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The Drink Agency	Real Estate Strategies
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