



# In touch\*

SPRING 2006

CMF of New York – Bringing Vital Programs to Schneider Children's Hospital

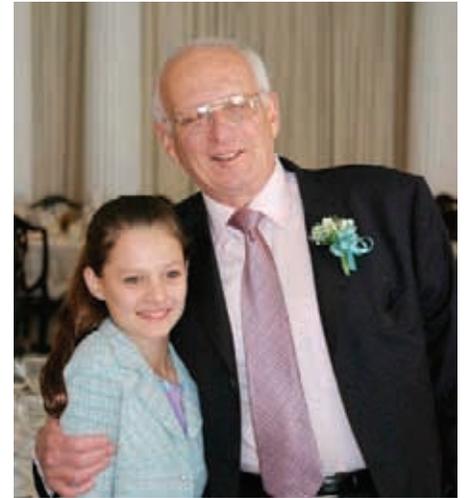
## Children Helping Children . . .



Sabrina Marie Cicero was celebrating her seventh birthday and decided that she wanted to do something to help the sick children at Schneider Children's Hospital. Sabrina felt that she had more than enough toys and wanted to figure out a way to help those less fortunate. Instead of receiving presents for her birthday from her friends and family, Sabrina asked everyone to help her raise money for the hospital and proceeded to raise \$300. Sabrina was very happy that she could do this for the boys and girls and hoped it would make them happy, too. Children's Medical Fund wishes to thank Sabrina for her generosity and caring.

## You're Hired!

see page 3



George H. Ross with Gena Bradshaw

## Kick'n It With The Knicks see page 3



Children of CMF members with former Knicks guard John Starks

## Upcoming Events

### ■ 31st Annual Golf & Tennis Charity Classic

June 19, 2006  
Glen Oaks Club, Old Westbury

### ■ The Marcum & Kliegman Long Island Workplace Challenge

(a 3.5 mile run/walk)  
July 25, 2006, 7 p.m. at Jones Beach State Park, Zach's Bay.  
Proceeds to benefit CMF.

### ■ Kids Golf 4 Kids Charities

August 21, 2006  
Eisenhower Park Red Golf Course

### ■ Corporate Breakfast

Early Fall 2006  
To Be Announced

### ■ Family Fun Day

Fall 2006  
To Be Announced

### ■ Women's Division Fashion Show

– November 2006  
Old Westbury Country Club  
Old Westbury

## Ladies Shopping Night Raises Over \$25,000

The Women's Division welcomed friends to celebrate "Ladies Nite Out." Co-chairs Julie Lifton and Wendy Talerman, along with their entire committee, performed an amazing job when they designed a wonderful private shopping evening and dinner last November 8 at Old Westbury Country Club.

The evening began with a delicious buffet and cocktails. The 200 women in attendance not only enjoyed the buffet, but also kicked off their holiday shopping early at more than 35 vendors, which included ladies apparel, handbags, and dazzling jewelry. Each vendor generously provided CMF with raffle prizes, along with donations of 20 percent of their evening's sales. Roslyn Junior SCOPE helped throughout the night by selling raffle tickets. There was an amazing selection of raffles and silent auction prizes, including Bryant & Cooper, Matteo's, and La Genestra restaurant gift certificates.

CMF would like to thank the Women's Division President Wendy Talerman, the entire committee, and all of the volunteers who worked on this event.



Women's Division member Heidi Salzman, President and Co-Chair Wendy Talerman, CMF Chairman Steven J. Lifton and Co-Chair Julie Lifton.



Garden City Chapter member Elena Dilemme (right) and guests.

## Garden City Chapter Installs New Officers

Members of the Garden City Chapter were thrilled to be part of the installation of a new board at their annual brunch, which was hosted this year by long-time supporter Lilli Diller. Lilli

opened her beautiful home to welcome members for this very special ceremony. A delicious brunch was served and the "Oath of Office" was administered to new board members.

CMF and the Garden City Chapter would like to thank Chapter President Gretchen Sundius and the entire board for their hard work and true dedication. We wish the chapter continued success.



Garden City Chapter Board



## Garden City Chapter Hosts Monte Carlo Night

Highlighting its fundraising season, the Garden City Chapter celebrated its annual Monte Carlo Night at Cherry Valley Country Club in Garden City. This annual event was chaired by Barbara Runac and Garden City Chapter President Gretchen Sundius. The evening featured games of chance, entertainment and a sumptuous buffet. Thanks to the efforts of the entire com-



Chairwoman Barbara Runac and Garden City Chapter President Gretchen Sundius



(from l. to r.) Rita Kay, Barry Kay, Richard Barbadillo and CMF Trustee Clare Barbadillo

mittee for all of their dedication and commitment to this annual event. A special thanks to the event underwriters, Clare and Richard Barbadillo, and Joseph and Elena DiLemme.

Congratulations to this wonderful group of women for their on-going commitment.

## You're Hired!

The Corporate Alliance invited George H. Ross, who gained national recognition for his co-starring role on TV's "Apprentice," but has been well known as Donald Trump's attorney and advisor, to serve as the keynote speaker for its spring Corporate Breakfast and give tips on his deals and road to fame. Ross spoke to a sold-out audience on Thursday, May 19, at the Carlton at Eisenhower Park. Many thanks to our event chairs: Mallory Brenner of CitiGroup Private Banking, Ilene Cooper of Farrell Fritz, and Marlene Brenner for rallying the corporate community and raising more than \$20,000.

Children's Medical Fund established the Corporate Alliance back in August of 2004. Since that time, the committee has become a group of 25 of Long Island's business elite. This committee helps CMF connect with business leaders in the community and cultivate their relationships to increase awareness and raise funds for vital programs and capital projects at Schneider Children's Hospital of the North Shore Long Island Jewish Medical Center.

CMF was delighted to have George H. Ross as its featured speaker. Ross, who attracted a sold-out crowd of more than 200, spoke about his new book, "Trump Strategies for Real Estate: Billionaire Lessons for the Small Investor," and various techniques used by "The Donald" in past real estate deals that have made both Trump and him successful in the world of real estate. After his talk, Ross fielded questions from the audience and then announced a raffle for an individual to win a one-on-one lunch with Ross that he donated. Ross kindly agreed to stay and sign his books for the attendees, who lined up for his signature.

Another star at the event was 11-year-old Gena Bradshaw, one of CMF's miracle Angels. When Gena was three years old she was diagnosed with leukemia. She went through serious medical treatments at Schneider Children's Hospital, but has been cancer-free for the past five years. "I think my family was very sad when I was sick, but CMF and the hospital

helped us all feel better," she added as part of her brief address to the audience.

If you would like to join the business

leaders of CMF and become part of the Corporate Alliance Committee, please call Executive Director Rita Kay at 516-352-3344.

## Kick'n It With The Knicks

To jumpstart excitement for our golf tournament, we held a family fun day with the New York Knicks at Madison Square Garden on December 12, 2004. The kids not only got a chance to play on the MSG court, but also met with



(from l. to r.) Geri Fessler, Michael Kaufman, David Blumenfeld, Wendy Talerman, John Starks, Steven J. Lifton and Mark Goodman.

John Starks for pictures and autographs. They also were able to meet the Knicks City Dancers and received many free giveaways. This event gathered families together to create awareness as to why CMF raises money for the hospital.

## Watch For Our Kids Only Golf Outing



**August 21, 2006  
Golf 4 Kids Charities**

Call 516-352-3344 to see how your kids can participate.

## North Shore Chapter Hosts Winter Wonderland Gala



On February 4, 2005, the North Shore Chapter hosted a "Winter Wonderland" at The Carlton in Eisenhower Park sponsored by The N.I.R. Group, LLC. Guests enjoyed delicious cuisine in the dining room, which was decorated to look like a winter wonderland. They were delighted with a dazzling array of raffle prizes while they danced the night away with entertainment provided by Fantasy Entertainment.

North Shore Chapter President Stacey Ribotsky, along with her entire committee, created a superb event. The chapter raised \$40,000 for the children at Schneider Children's Hospital. The Women's Division and CMF wish to thank Stacey and her committee for their dedication to helping children in need.

North Shore Chapter  
Winter Wonderland Committee:

*President*  
Stacey Ribotsky

Sheri Astrachan	Nicole Novick
Erika Barres	Alona Ostad
Nicole Berger	Pam Rentzer
Marina Chimerine	Jennifer Rebeti
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Cindy Joel	Stefani Steinberg
Lori Manis	Wendy Talerman
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Lesley Mester	Ceci Weiner

## New Babies Can Be At Risk

The neonatal intensive care unit of Schneider Children's Hospital is a regional center of excellence designated by New York State with the most comprehensive and advanced services for the treatment of sick newborns. It is the principal referral center for more



than one-tenth of all babies born in the state. In addition, several hundred mothers and newborns are transferred here before or after birth, respectively, for its superb care.

The NICU handles most every newborn problem possible. Its mission of outstanding clinical care, teaching, and research is probably no better exemplified than by the initiatives of Dennis Davidson, M.D., chief of the SCH-NICU, and the story of baby Thomas Roessler.

About a year before Thomas was born, Dr. Davidson met with other clinician-scientists around the country to kick off a clinical trial to test a new therapy preventing a form of cerebral palsy in full-term infants. The therapy was called selective brain cooling for hypoxic-ischemic encephalopathy.

This medical condition occurs when there is an obstetrical emergency leading to a lack of blood flow and oxygen to the brain of babies before they can be delivered. These babies are neurologically depressed at birth with very

low Apgar scores. They require mechanical ventilation, medication to treat seizures, and intravenous nutrition.

Previous to the brain cooling technique, care was only supportive. Unfortunately the outcome was often poor, with the baby developing permanent neurologic sequelae or cerebral palsy.

Frustrated by seeing babies over the years with this problem, Dr. Davidson readied doctors and nurses at SCH to enter babies into this clinical trial. The process safely lowers a baby's body temperature to 94-95 degrees F via a cooling cap. Begun immediately after the stress at birth, it continues for three days.

Treatment must take place within six hours from birth. Acknowledging that some

babies would be transported from other hospitals in the area, the SCH team had to be ready 24/7.

It was a relatively quiet Sunday morning when suddenly an emergency phone call came in from the labor and delivery area that a "crash" caesarean section was being performed on a mother whose baby (Thomas) was dying due to blood loss and lack of oxygen.

Dr. Davidson's team ran to the delivery room. Thomas was born lifeless. He had no heart rate and was not breathing. Still in the delivery room, the baby required intubation, ventilation, chest compressions, multiple doses of epinephrine, and also a total replacement of his blood volume within minutes after birth. The Apgar scores were zero.

By 12 minutes, Dr. Davidson's team considered telling the parents that further attempts at resuscitation would be useless. Then the baby's heart started beating on its own. Thomas was transported about 100 feet away to the NICU, but he was in a deep coma.

The baby's condition was so severe that he almost met exclusion criteria for brain cooling. The family still wanted the team to help. Research nurse Barbara Wilken rushed in from home to assist so the baby could receive brain cooling. Seizures developed. Thomas had to be supported by a mechanical ventilator for days. He could not feed for weeks and he required intensive physical therapy.

When Thomas finally was permitted to leave from the hospital, his neurologic prognosis was still guarded. Gradually over time, however, it became obvious that a true medical miracle had occurred. Thomas Roessler would be a normal child.

### Dennis Davidson, M.D. Chief, SCH-NICU



Dr. Davidson's principal area of research is the study of neonatal lung disorders. He is a leader in the development of a life-saving gas

called nitric oxide, which is used to rescue babies with life-threatening lung disorders.

The Neonatal Intensive Care Unit at Schneider Children's Hospital was the first in the area and still one of the only centers that has a transport carrier for newborns in which the nitric oxide treatment can be started at a referring hospital. Two of these highly sophisticated transport incubators were donated by Children's Medical Fund.

Scores of newborn lives have been saved by the lung rescue program at SCH so far. Dr. Davidson now hopes for funding for two complete sets of the latest brain cooling equipment, especially since the brain cooling trial has shown safety and efficacy. The FDA soon will approve the latest model.

# Montessori Gala Proceeds Designated for Brain Cooling



(from l. to r.) Kristine Della Spirenza, Steven Lifton, Melinda Trapani and Brenda Benson

In the United States today, more people have cerebral palsy than any other developmental disability, including Down syndrome, epilepsy, and autism. About two children out of every thousand born in this country have some type of cerebral palsy. Studies have

shown that at least 5,000 infants and toddlers and roughly 1,300 preschoolers are diagnosed with cerebral palsy each year.

That was one reason that the West Hills Montessori Parent Association decided

to host a gala and benefit Children's Medical Fund of New York.

According to Gala Coordinator Brenda Benson, the event was designed to raise money and provide a state-of-the-art brain cooling cap for the NICU department at the hospital.

The gala, entitled, "Give from the Heart," took place at the Fox Hollow in Woodbury this past February 9 and raised significant funds from its incredible assortment of gift baskets and raffles. Red Door Spa, 1-800 Flowers, and the New York Jets, among many others, supported this special evening.



Event Chair Brenda Benson (second from left) with Decorations Sponsor Mark Desantis of 1-800-Flowers

## SCOPE Update

School and Community Outreach Program & Events

■ from Director Sandy Gart

### The Caring Connection

Despite ongoing repercussions of the traumatic events, like Katrina, that erupted this past year, children from various school districts continued to act on their desire to reach out and help those in need. Through a variety of programs and events, participating schools and Jr. SCOPE high school clubs have provided support and raised funds for Schneider Children's Hospital.

Since our children are the future, SCOPE continues to promote the ideals of community service by helping students realize the joy of giving through programs, such as Children Helping Children.

Once again we ask our membership to help us recommend individuals and/or schools which may be interested in participating in our program. In addition, members should consider encouraging

their own children to join us. This worthwhile endeavor can provide experiences that last a lifetime. We would be delighted to hear from you. Please contact the office at 516-352-3344.



SCOPE Director Sandy Gart and SCOPE Volunteer Wendy Forgash.

# 30th Anniversary Golf & Tennis Charity Classic Raises Over \$1 Million

When Children's Medical Fund's Golf and Tennis Charity Classic kicked off on June 20th, 2005, at the Glen Oaks Club, it honored Richard Mack of Apollo Real Estate LLP and celebrated its 30th anniversary. The weather also was as spectacular as the event. With the help of Richard Mack and his journal chairs David Bender, Stephen Mack and Steven Ball, CMF raised over \$1 million.

The day started out without a cloud in the sky. Guests began to arrive at 8:30 a.m. When they checked in, they received an amazing gift bag. The gifts included a duffel provided by Kenneth Cole, golf shoes sponsored by Newmark Real Estate, umbrellas and visors sponsored by Apollo Real Estate,

and much, much more. After a delectable breakfast, golfers had a chance to warm up on the driving range for the shotgun start at 11 a.m.

The New York Knicks City Dancers were on hand to help sell raffles for the day. Golfers and tennis participants had the chance to win fabulous prizes and participate in a hole-in-one contest courtesy of North Bay Cadillac. The Knicks City Dancers were sponsored by Kaufman, Schneider and Bianco.

Down on the tennis courts, players had the opportunity to receive one-on-one instruction from the pro and then participate in a tournament. At day's end, Mark Goodman, Neil Schorr, and



Tennis Chair Mark Goodman, Men's Division President Michael Kaufman, and Tennis Chair Neil Schorr

Richard Rush presented Brian Wasserman with the Manny Litwin Tennis Player of the Year Award.

After a long day of golf and tennis, the guests relaxed on the clubhouse veranda for drinks, hors d'oeuvres and networking. In addition to the wonderful raffle prizes, there were unbelievable auction items. Some of these included trips – to Spain, Puerto Rico, Orlando, Florida, and Utah – all donated by Richard Mack and Apollo Real Estate. As an additional surprise, former Islanders super star Bob Nystrom led a live auction for a Team USA signed jersey from 1980.

As the sun went down on another record-breaking event, thanks went out to the Mack family for its dedication and commitment to CMF. Children's Medical Fund was grateful to all the generous sponsors for continuing to help make our children healthier and happier.

If you would like to become a member of the Men's Division or participate as a sponsor at this year's next Charity Classic, please contact the CMF office at 516-352-3344.



Honoree Richard Mack and Family

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CMF is a 501 (c)(3) nonprofit organization which helps support the vital programs of Scheider Children's Hospital, part of the North Shore-LIJ Health System

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CMF V.P. and Treasurer Jeffrey Weiner and Anthony Aronica

## Message from Chairman

■ Steven J. Lifton

I would like to share with you some of the wonderful moments and opportunities we experienced this past year.



We welcomed Rita Kay as CMF's new executive director. Of course, many of you know Rita. She has been a trustee and former co-president of the Women's Division. We are very excited to have Rita on board in

her new leadership capacity. She has shared years of enthusiasm as a dedicated member of CMF. I promise you that every time you will meet her, she will be smiling.

A new website has been developed. Not only will it allow people to find out about the good work of CMF, but also it incorporates a calendar of our events. Be sure to check out the new run/walk this summer that will take place at Jones Beach and benefit CMF. You can download sponsorship information about our Charity Classic and even volunteer online. Soon, you will be able to contribute to CMF online, too. Visit [cmfnj.org](http://cmfnj.org) and check us out.

CMF held many exciting and successful events. These have included the Women's Division fashion show by Lester's at the Old Westbury Country Club. Our newly established Corporate Alliance Committee presented an outstanding program last year. The breakfast event held at Carlton on the

### Americana-Manhasset Armani Benefits CMF at Private Event



(from l. to r.) Executive Director Rita Kay with Anna and David Blumenfeld, CMF president

Park featured Trump Organization's George Ross, who gained national recognition as a co-star on the "Apprentice" television show, as our guest speaker. This event was both entertaining and informative. Thank you George.

We also celebrated the 30th anniversary of the Men's Division Golf and Tennis Charity Classic last June when we honored Richard Mack and raised close to \$1 million. The tourney was held at Glen Oaks Country Club and the weather was spectacular. We certainly appreciated the efforts of Richard and his journal chairs – David Bender, Steven Ball and Stephen Mack.

Our friend, Corey Ribotsky, has agreed to serve as the honoree for this year's Charity Classic, which will be held at Glen Oaks Country Club. We are thrilled with Corey's participation and enthusiasm. Be sure to mark June 19 on your calendars. We look forward to another winning day.

We are very encouraged with the participation in CMF by the younger generation. Quite a few schools continue to raise money for the hospital through our SCOPE program headed by Sandy Gart.

You all should be pleased that there will be a Donor Wall at the entry to the hospital and a new Angel Wall. The Angel Wall also will include a special section to honor schools, which participate with us through SCOPE. This long overdue project not only has final design approval from hospital administrators, but we also are now bidding out the job for its construction.

Our success this year would not have been possible without David Blumenfeld, CMF president, Michael Kaufman, former Men's Division president and Mark Goodman, our new president. We appreciate the efforts of Jeffrey Weiner, treasurer and head of our Finance Committee; Mitchell Rechler, head of the Allocation Committee; Geri Fessler; Wendy Talerman, president of Women's Division; Stacey Ribotsky, North Shore Chapter president; Gretchen Sundius, Garden City Chapter president; all of our committees; and Sandy Gart, SCOPE director. I would like to acknowledge Julie Lifton, whose thoughts and ideas I continue to take credit for.

I want to add a special thanks to our staff: Gina Segreti, Gregg Hirschorn, Tina Indenbaum and Erica Dardon. Without their hard work and countless hours of dedication, this year would not have been possible.

We look forward to a new season of challenges, renewed enthusiasm, and lots of wonderful support. Thank you everyone.

## Message from Executive Director

■ Rita C. Kay

My new position is the culmination of a lifelong dream. I wake up in the middle of the night thinking about how amazing my 25-year journey with CMF has been



and what a unique and unbelievable opportunity I have now to help it grow to new heights. I am thrilled and grateful that I have been chosen to lead CMF into the future.

My love of children led me to CMF many years ago and inspires me to this day. The many challenges we face require enthusiasm, optimism and strength. I believe that with your continued encouragement and help, we can make Schneider Children's Hospital the best in the country so that our children continue to receive world-class care and treatment.

I am blessed with a loving husband and family, who like many of you, support our efforts. You also have been my friends, well-wishers, and my extended family. It is wonderful to know that I will work with so many good people whom I love and appreciate over these next years.

My goal will be to position CMF and our wonderful children's hospital as the choice for parents, individuals, and businesses when they think of children's causes. I hope to accomplish this by:

- Recruiting new and enthusiastic young members
- Recognizing the achievements of those who are deserving
- Presenting a warm and welcome atmosphere for all who join
- Having a united focus on what we are trying to achieve

I look forward to my new job with enthusiasm and passion. At the same time, I desire to bring back into the fold valuable members who helped CMF at one time; to recruit new members who share my passion; and to unite current members in a bond of dedication and purpose.

I welcome you all to join me on what I expect will be an amazing journey. Together we will make things happen.

## CMF has a New Logo

*InTouch* debuts CMF's new logo on its front cover and at the right. Designed by David Calderley, an award-winning graphic artist who has created amazing album covers for top-selling artists like Moby, the new logo reflects our mission and relationships.

The large yellow heart in the background shows the love for family and children. Its yellow color represents the promise of a new and brighter day filled with hope. Two adult figures surround and protect the child with love and caring, which is central to what we do and at the center of the illustration.



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## We Need Your Help

You can help support Children's Medical Fund by sponsoring our *InTouch* issues. This publication is produced twice annually and circulated to over 10,000 individuals, families and businesses within the New York metro region. Choose the sponsorship opportunity that best suits your marketing needs. Sponsorship space will be reserved for you on the mailing side of the newsletter where your logo and a paragraph of 100 words about your company will be displayed and typeset by publication for your approval. Add a front headline mention of your company name on *InTouch* header, too.

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Front headline mention and mailing side sponsorship space for two issues.

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#### Issue Sponsorship Space

Sponsorship space on mailing side for one issue.

Sponsorship opportunities are a great marketing vehicle. They also show your support for Children's Medical Fund, whose mission is to provide ongoing funding for vital programs at Schneider Children's Hospital of the NS-LIJ Health System. For information, contact Rita C. Kay at 516-352-3344

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