

WAYNE STATE  
UNIVERSITY  

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COLLEGE OF NURSING

2007 LifeLine Awards  
ELECTRONIC PRESS KIT

L I F E L I N E  
*Awards*

Thursday, September 25, 2008  
5:30 p.m. – 10:00 p.m.  
The Roostertail  
Detroit, MI

Hosted by:  
Wayne State University College of Nursing  
Board of Visitors

L I F E L I N E  
*Awards*

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## LifeLine Awards History



The LifeLine Awards were established in 2001 by the Wayne State University College of Nursing as a way to recognize individuals for their contributions to health care that are regional, national and/or global in their impact. This awards gala also serves as an annual fundraiser that provides scholarships to WSU nursing students in need and assists in faculty recruitment. With the nursing shortage rapidly approaching crisis stage nationwide, the ability to continue to attract world-class faculty to the College and prepare future generations of nurses is imperative.

The College of Nursing Board of Visitors, an invaluable link between the College of Nursing and the community at large, hosts the event. This select group of business executives, civic leaders and health care professionals – all of whom share an abiding interests in the future of nursing education – enhance, support and contribute to the financial stability of the College of Nursing. The LifeLine Awards is but one way in which they demonstrate their patronage.

You may nominate someone to receive a LifeLine Award by simply sending a letter to the attention of the College of Nursing Board of Visitors, 5557 Cass Ave., Room 106, Detroit, MI 48202 stating why your nominee should receive the honor and explaining the impact the individual has had on health care in Michigan, the nation or internationally.

### **Investing in Our Future Nurses**

To date, the LifeLine Awards have provided over **\$178,000** in scholarships to **105** Wayne State University College of Nursing students. These scholarships immediately impact the lives of the students who receive them; most of the funds are allocated within 30 days of the event.

In September 2007, two-thirds of students accepted to the College of Nursing requested financial aid. The College of Nursing was only able to assist only 10 percent of them. Your support of the LifeLine Awards will aid a future nurse professional in achieving his or her career ambitions.

### **2008 Honorees**

Ron Hall, President & CEO Bridgewater Interiors  
The Molina Family – Molina Healthcare

### **2008 Alumni of the Year**

Nancy King Reame, MSN, PhD, FAAN

### **In Memorial**

Dr. June Kuczynski, College of Nursing Board of Visitors  
Major General Lucius Theus, College of Nursing Board of Visitors

## PAST LIFELINE HONOREES



### 2007

**Rachel Boone Keith, MD**, the first LifeLine Award recipient to be honored posthumously, was a brilliant, pioneering physician who refused to let racial prejudice or sexism deter her dream of earning a medical degree in the 1940s. She went on to devote her career to caring for Detroit's indigent and underserved populations for nearly a half-century. A civil rights advocate, philanthropist and community leader, Dr. Keith, who died in January 2007, also was a dedicated and insightful member of the College of Nursing Board of Visitors for many years.

**Nancy Schlichting**, president and CEO of Henry Ford Health System, presides over a \$3 billion health care network that includes five owned hospitals, an 800-physician group practice and 17,000 total employees. A staunch supporter of the vital role nurses play in patient care and organizational structure, Schlichting is known for her personal, hands-on management style and her tireless interactions with corporate, community and governmental leaders to improve the state of health care in southeast Michigan.

### 2006

**Phyllis Meadows, PhD, MSN, BSN**, director and health officer of the department of Health and Wellness Promotion for the City of Detroit, has spent more than 27 years applying her diverse background- including a Ph.D. in sociology from Wayne State- to the fields of health care, human services, academia and philanthropy

**U.S. Representative Joe Schwarz, M.D.**, has worked in the worlds of health care and government service throughout his career in public service, fighting to improve health care and education systems in America.

### 2005

**Larry Fleischmann, M.D.**, is the retired president of Children's Hospital of Michigan. He founded its Renal Dialysis and Transplant Program and has served for many years as the Director of Nephrology Service.

**The Wayne State University College of Nursing Alumni Association**, founded in 1946, is a leading benefactor of scholarships for nursing students at all levels of study in the College of Nursing.

### 2004

**Vernice Davis Anthony**, CEO of the Greater Detroit Area Health Council, is also a former member of the Wayne State University Board of Governors. A Wayne State alumna, she has been an exceptional leader in creating paths and accessibility to healthcare for low-income residents within metro Detroit through partnerships and collaboration.

**Michele L. Baker**, is Executive Director of the Howard Baker Foundation, which was founded in 1993 to provide assistance to deserving Detroit high school graduates attending Wayne State University to encourage continued progress toward a degree and recognize scholastic achievement. Preference is given to students majoring in nursing or a natural science curriculum; however, other curriculums are considered.

L I F E L I N E  
*Awards*

**2003**

**Marianne Udow**, currently director of the Michigan Department of Human Services, received the LifeLine award for her work as Senior Vice President of Health Care Products and Provider Services at Blue Cross Blue Shield of Michigan. She has served as the chair of the WSU College of Nursing Board of Visitors, Michigan Women's Foundation and Greater Detroit Area Health Council.

**The Darren & Roberta McCarty Cancer Foundation** was established in 1997 by former Red Wings star Darren McCarty and his mother, Roberta, to raise awareness about multiple myeloma, the disease that claimed his father's life. The Foundation has co-funded over \$2 million in research specific to multiple myeloma.

**2002**

**Dick Purtan**, a member of the National Radio Hall of Fame, is one of Michigan's most beloved and enduring air personalities. His annual Radiothon has raised over \$8.9 million for the hungry and homeless of Detroit impacting the health of thousands of Detroiters.

**Gail Warden**, former president & CEO emeritus of Henry Ford Health System, is an elected member of the Institute of Medicine of the National Academy of Sciences, served on its Board of Health Care Services, and formerly served on the committee on Quality Health Care in America. In 1997, then-president Clinton appointed him to the federal Advisory Commission on Consumer Protection and Quality in the healthcare industry

**2001**

**Ada Jacox, PhD, RN, FAAN** is a pioneer in pain management and evidence-based practice. The Associate Dean of Research and Doctoral Programs at the WSU College of Nursing until her retirement, Jacox, serves on the American Pain Society's Board of Directors and chairs its clinical pain guidelines committee.

## PAST ALUMNI OF THE YEAR AWARD RECIPIENTS



### 2007

**Dorothy (Dottie) Deremo**, the president and CEO of Hospice of Michigan, the state's largest provider of hospice and palliative services, can claim an outstanding 39-year career of accomplishments and experiences, including vice president of patient care services and chief nursing officer at Henry Ford Health System, member of the Michigan Certificate of Need Commission and the Michigan Commission on End of Life Care, vice chair of both the Michigan Palliative Care Organization and Oakwood Healthcare System, and assistant professor at Michigan State University and Wayne State University. Deremo received both her bachelor's and master's degrees in nursing from WSU.

### 2006 (Presented at the LifeLine Awards for the first time)

**Marybeth Lepczyk, MSN, RN, CS**, recipient for Leadership in Administration as manager of the Detroit Medical Center (DMC) Geriatric Center of Excellence and coordinator of the DMC Nursing Innovation for Care of Healthy System Elders (NICHE). Marybeth is a recognized authority on care for the elderly.

**Gearld A. Burns, MSN, RN, CS, ACRN**, recipient for Clinical Practice. Throughout his 31-year career as a staff nurse, administrator and public health nurse at the Detroit Medical Center, Burns has focused on the care and treatment of HIV/AIDS patients and their families. He has published, presented and worked as a researcher on countless projects related to the subject and continues to volunteer his time with HIV/AIDS patients as well as the homeless.

**Jeanette Wrona Klemczak, MSN, BSN, Alumna of the Year**, is the first Chief Nurse Executive in Michigan history. Jeanette was appointed by Gov. Jennifer Granholm in 2004 to lead the state's efforts to retain and recruit nurses and improve health care for Michiganders through the perspective of nursing.

**Stephanie Myers Schim, PhD, RN, APRN, CNAA, BC**, recipient for Community Involvement, is an Associate Professor at the WSU College of Nursing and a driving force behind the Interdisciplinary End-of-Life Project and the new Center for the Advancement of Palliative-Care Excellence (CAPEWAYNE) at Wayne State University.

### Student Testimonial:

Shundia Blackburn, WSU CON LifeLine Scholarship Recipient

"What a wonderful surprise to open a letter from the College of Nursing and find such a generous gift inside. The LifeLine Award Scholarship will be a great help to me and my family in paying for tuition, books and nursing school in general. Thank you for making my day and contributing to my nursing education."

## **Health Care Innovators J. Mario Molina, Martha Bernadett and John Molina, Detroit Entrepreneur Ron Hall Named 2008 LifeLine Awardees**

**DETROIT, July 2008** – Three top executives from Molina Healthcare, Inc., America's first family of managed care for low-income citizens, and longtime Detroit entrepreneur and business leader Ronald E. Hall have been named recipients of the 2008 LifeLine Award, the highest honor bestowed by the Wayne State University College of Nursing.

Molina Healthcare president and chief executive officer J. Mario Molina, MD; executive vice president of research and development Martha (Molina) Bernadett, MD, and chief financial officer John C. Molina will be recognized with Mr. Hall at the Eighth Annual LifeLine Awards gala on Thursday, Sept. 25 at the Roostertail in Detroit.

Originated and headquartered in Long Beach, Calif., Molina Healthcare, Inc., today operates in eight states, including Michigan, and arranges for delivery of health care services to persons eligible for Medicaid, Medicare and other government-sponsored programs for low-income families and individuals, thus providing quality medical assistance to those most in need and least able to afford it. For three years in a row, Molina has been ranked among "America's Best Health Plans" by the National Committee for Quality Assurance (NCQA) and *U.S. News and World Report*. The LifeLine recipients' patriarch, the late Dr. C. David Molina, began the organization in 1980 out of a modest medical office that still exists today.

Hall, currently the president and chief executive officer of Bridgewater Interiors, an automotive supply company in joint venture with Johnson Controls, Inc., as well as president/CEO of Renaissance Capital Alliance and New Center Stamping, played a major role in securing minority procurement commitments from Detroit's largest health care entities. Holder of a master's degree in business administration from Wayne State University, Hall has played a key role in minority business development and policy in the state of Michigan, having transformed the Michigan Minority Business Development Council (MMBDC) into one of America's premier minority business organizations and previously served as assistant vice president of minority business development for New Detroit, Inc.

"We are proud that Molina family and Mr. Hall, all of whom can claim an outstanding list of accomplishments that are both regional and national in their scope, are allowing the college to honor them in this way," said College of Nursing Dean Barbara K. Redman. "They all have done their part to expand health care opportunities to more people, and they are very deserving."

The LifeLine Awards is the signature fundraising event of the WSU College of Nursing, having amassed nearly \$179,000 for nursing student scholarships and to aid in faculty recruitment since 2001 while acknowledging extraordinary individuals for their contributions to health care. The College of Nursing Board of Visitors, a select group of health care professionals, civic leaders and business executives who serves as an advisory body to the Dean and the college.

At the same event, Dr. Nancy King Reame, the Mary Dickey Lindsay Professor of Nursing and director of the Doctor of Nursing Science program at the Columbia University School of Nursing in New York, will receive the 2008 Wayne State University College of Nursing Alumni Association Alumna of the Year Award.

The evening at the Roostertail will begin with a reception and silent auction at 5:30 p.m. Dinner will be chimed at 7:15 p.m. Admission is \$175 per person.

For more information on the LifeLine Awards, please contact Angela A. Bingham, College of Nursing director of development, at (313) 577-6967 or [abingham@wayne.edu](mailto:abingham@wayne.edu), or visit the College of Nursing Web site at [www.nursing.wayne.edu](http://www.nursing.wayne.edu).

**PRESS CONTACT:** Jim McFarlin, Information Officer  
(313) 577-8605; [jmcfarlin@wayne.edu](mailto:jmcfarlin@wayne.edu)

# WAYNE STATE UNIVERSITY

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## COLLEGE OF NURSING

### **Mission**

The mission of the College of Nursing is to provide educational and experiential opportunities for nurses to become leaders in their field by creating innovations that lead to better health.

### **Vision**

The vision of the Wayne State University College of Nursing is to be southeast Michigan's center of nursing excellence by leading academic, research and outreach efforts that promote healthy living.

### **Strategic Plan**

The College of Nursing's 2005-2008 Strategic Plan focuses on nine goals:

1. expanding and diversifying research activities
2. promoting the college's national reputation and enhancing its visibility
3. maintaining excellence in undergraduate and graduate nursing education
4. becoming a leader in self-care and care giving in the urban environment
5. developing the college as a global institution
6. increasing diversity in the College of Nursing community
7. enhancing and promoting technology in teaching, research and clinical practice
8. promoting clinical practice as an essential component of faculty instruction
9. supporting *Wayne First: The Campaign for Wayne State University*

### **Fast Facts**

- The Wayne State University College of Nursing has been preparing highly trained nurses for careers in clinical practice, education and research for 62 years.
- One out of every four nurses who practice in southeast Michigan graduated from Wayne State's College of Nursing.
- Graduates average a 96.7 percent first-time pass rate for the NCLEX-R.N. state licensure examination – 11 percent higher than the national average.
- The College of Nursing graduate and undergraduate programs consistently are ranked among the top 10 percent of all nursing programs in the country.
- The doctoral program was ranked fifth in the nation in 2007 by Academic Analytics, a New York firm that measures faculty performance rather than institutional reputation. Wayne State was the only Michigan college or university that appeared in the top 10.
- The College of Nursing was one of the first in the nation to offer an accelerated program for individuals already holding an undergraduate degree in another field who want to become nurse. The Second Career/Second Degree program allows students to complete the nursing program in 16 months.
- The accelerated Neonatal Nurse Practitioner program is the only one of its kind in the state.

Wayne State University  
College of Nursing  
8<sup>th</sup> Annual LifeLine Awards  
September 25, 2008  
The Roostertail



## Corporate Sponsorship Levels

### **Platinum Sponsor** **\$10,000**

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- Special recognition in all printed and press materials
- Special recognition and a link on the College of Nursing Web site
- Full page ad in the program
- Acknowledgement during the program
- Premiere signage at the event
- One table (10 reserved seats) to the event
- Market value \$875

### **Gold Sponsor** **\$ 5,000**

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- Special recognition in all printed and press materials
- Special recognition and a link on the College of Nursing Web site
- ½ page ad in the program
- Acknowledgement during the program
- Reserved seating for six (6) to the event
- Market value \$525

### **Silver Sponsor** **\$ 2,500**

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- Signage at the event
- ¼ page ad in the program
- Reserved seating for four (4) to the event
- Market value \$350

### **Table Sponsor** **\$1,750**

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- Name placement in program
- Reserved seating for ten (10) to the event
- Market value \$875

## Other sponsorship options

### **Fireworks Sponsor\*** **\$7,500**

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**\*DEADLINE: Must be ordered by August 1, 2008**

- Special recognition and a link on the College of Nursing Web site
- Acknowledgement during the program
- Signage at the event
- Full page ad in the program
- Reserved seating for eight (8) to the event
- Market value (\$700)

### **Reception Sponsor** **\$5,000**

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- Special recognition and a link on the College of Nursing Web site
- Acknowledgement during the program
- Signage at the event
- ½ page ad in the program
- Reserved seating for six (6) to the event
- Market value (\$525)

Market value is 50 percent of an individual ticket price.

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## Individual Sponsorship Levels

### **Presidential Club Sponsor** **\$2,500**

- Acknowledgement during the program
- Recognition in the program book
- Reserved seating for six (6) to the event
- Market value \$525

### **Dean's Club Sponsor** **\$ 1,000**

- Recognition in program book
- Reserved seating for four (4) to the event
- Market value \$350

### **Nursing Club Sponsor** **\$ 500**

- Recognition in program book
- Reserved seating for two (2) to the event
- Market value \$175

### **Individual Admission** **\$ 175**

- One (1) reserved admission to the event
- Market value \$87.50

Market value is 50 percent of an individual admission price.

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### Corporate Sponsorship Levels

_____	Platinum Sponsor	\$10,000
_____	Gold Sponsor	\$ 5,000
_____	Silver Sponsor	\$ 2,500
_____	Table Sponsor	\$ 1,750
_____	Fireworks Sponsor*	\$ 7,500
_____	Reception Sponsor	\$ 5,000

### Individual Sponsorship Levels

_____	Presidential Club Sponsor	\$ 2,500
_____	Dean's Club Sponsor	\$ 1,000
_____	Nursing Club Sponsor	\$ 500
_____	Individual Admission	\$ 175

Business/Organization \_\_\_\_\_

Contact name/title \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Authorized signature \_\_\_\_\_

### Logo Required Specs

- Artwork created in InDesign, Adobe Illustrator or Photoshop is preferred.
- Include links and fonts used.
- "High Quality Print" resolution in pdfs – in CMYK are also acceptable
- Photos should be saved in CMYK .jpg files – 300 dpi
- Other artwork and logos should be saved as vector files or eps files
- Microsoft Word or PowerPoint files are not high resolution file, are *not acceptable*.

**DEADLINE: August 15, 2008**

**Send completed forms via email to [abingham@wayne.edu](mailto:abingham@wayne.edu) or fax to (313) 577- 4571**

Check Payable to: Wayne State University  
Credit Card: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard  
Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Name On Card: \_\_\_\_\_

Submit payment to: Wayne State University, Attn: Angela Bingham, 106 Cohn Building, 5557 Cass Ave, Detroit, MI 48202

**Thank you for your support of the 8<sup>th</sup> Annual LifeLine Awards.**

Wayne State University  
College of Nursing  
8<sup>th</sup> Annual LifeLine Awards  
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## GUESTS ATTENDING

**NOTE:** Indicate vegetarian meal(s) with "V"  
Indicate WSU Nursing Alumni with "A"

(Please type or print legible the names of you and your guest as you would them to appear on their name badges)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Questions, please contact (313) 577- 0300.

Wayne State University  
College of Nursing  
8<sup>th</sup> Annual LifeLine Awards  
September 25, 2008



**Sponsorship & Silent Auction Donation Form**

**Sponsorship Deadline: August 15, 2008    Silent Auction Deadline: August 15, 2008**

Organization (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State \_\_\_\_\_ Zip: \_\_\_\_\_

**Individual Levels:**

- Presidential Club Sponsor \$2,500     Dean's Club Sponsor \$1,000
- Nursing Club Sponsor \$500     Individual Tickets: \$175

**Corporate Levels:**

- Platinum \$10,000     Gold \$ 5,000
- Silver \$2,500     Table \$1,750

**Silent Auction Donation Form**

Suggestions for donation:

- \* Electronic devices
- \* Sports or theatre tickets
- \* Themed gift baskets
- \* Tickets to sporting or cultural events
- \* Vacation packages
- \* Gift certificates
- \* WSU apparel/items
- \* Detroit specific items
- \* Use your imagination

Please briefly describe the item you are providing for the Silent Auction in the space below. Use a separate form for each item you wish to donate. Please supply ALL requested information.

Item: \_\_\_\_\_

Estimated retail value: \$ \_\_\_\_\_ Special Restrictions: \_\_\_\_\_

Description of Item/Donation:

\_\_\_\_\_  
\_\_\_\_\_

Donor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please ship donated items to:**

Wayne State University  
Attn: Angela Bingham  
106 Cohn Building, 5557 Cass Ave.  
Detroit, MI 48202  
Phone: (313) 577-6967

**All items must arrive by August 15, 2008**

If your donation is not a physical item, please provide promotional materials, including a description, brochure, and/or photo for display during the auction. The winning bidder will be provided with your name and contact information in order to arrange for delivery.

**Send completed forms to: abingham@wayne.edu or fax to (313) 577- 4571**

Check Payable to: Wayne State University

Credit Card:             Visa             MasterCard

Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Name On Card: \_\_\_\_\_

Submit payment to: Wayne State University, Attn: Angela Bingham, 106 Cohn Building, 5557 Cass Ave., Detroit, MI 48202

Thank you for your generous donation!

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**Program Ad Rates**

Inside Front Cover	\$5,000
Outside Back Cover	\$5,000
Inside Back Cover	\$4,000
Full Page	\$3,500
½ Page	\$2,000
¼ Page	\$1,000
Business Card	\$ 500

**Logo Required Specs**

- Artwork created in InDesign, Adobe Illustrator or Photoshop is preferred.
- Include links and fonts used.
- “High Quality Print” resolution in pdfs – in CMYK are also acceptable
- Photos should be saved in CMYK .jpg files – 300 dpi
- Other artwork and logos should be saved as vector files or eps files
- Microsoft Word or PowerPoint files are not high resolution files are *not acceptable*.

Business/Organization:

\_\_\_\_\_

Contact Name:

\_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number \_\_\_\_\_

Email:

\_\_\_\_\_

Address:

\_\_\_\_\_

City, State \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized signature

\_\_\_\_\_

***DEADLINE: August 15, 2008***

**Send completed forms via email to [abingham@wayne.edu](mailto:abingham@wayne.edu) or fax to (313) 577- 4571**

Check Payable to:	Wayne State University
Credit Card:	_____ Visa _____ MasterCard
Card number:	_____ Expiration Date: _____
Authorized Signature:	_____ Name On Card: _____
Submit payment to: Wayne State University, Attn: Angela Bingham, 106 Cohn Building, 5557 Cass Ave, Detroit, MI 48202	

**Thank you for your support of the 8<sup>th</sup> Annual LifeLine Awards.**



**For More Information  
Please Contact:**

**Sponsorship, Auction, & Program Ads**

Angela Bingham  
Director of Development  
(313) 577-6967  
[abingham@wayne.edu](mailto:abingham@wayne.edu)

**Press Inquiries**

Jim McFarlin  
Information Officer  
(313) 577-8605  
[jmcfarlin@wayne.edu](mailto:jmcfarlin@wayne.edu)