



Insight



The Trail Ends in Wayne County

THE STORY OF THE GOLDBERGS, HONIGFELDS—AND A FRIEND NAMED JOE: PAGES 2-3

CONTRIBUTIONS

August 1 to November 30, 2012

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Contributions from a generous and caring community are vital to sustaining well trained personnel and modern equipment and facilities. Memorials and gifts in honor of a family member or friend, and gifts recognizing an anniversary or other occasion, are ideal ways to express love, respect and honor for those special people in our lives. Such gifts also demonstrate your spirit of community. You are invited to direct your questions about special occasion gifts and other contributions to G. Richard Garman, Executive Director, Wayne Memorial Health Foundation, at (570) 253-8272.

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By G. Richard Garman
Executive Director,
Wayne Memorial Health Foundation

THE STORY BEHIND one of the most recent additions to the Hospital's Giving Tree, a gift from Rona and Marc Honigfeld and their two daughters, Kylie and Mackenna, in honor of Rona's parents, Starr and Stan Goldberg, owners of Trail's End Camp in Beach Lake, includes a rich history of relationships with Wayne Memorial Hospital that spans four generations. The Honigfelds initiated their discussion with Rich Garman, executive director of Wayne Memorial Health Foundation, in the fall of 2009, shortly after Stan's friends and former campers surprised him with a 70th birthday celebration at camp. Starr had requested that partygoers, in lieu of gifts, make donations to Wayne Memorial Health Foundation. Subsequently, Marc and Rona completed the purchase of a Leaf on the Giving Tree. The family placed the Leaf on the Tree at the close of the regular camp season this August before returning to their winter homes in New York.

While the leaf was placed on the tree in 2012, the story of Starr and Stan's journey to Beach Lake and Wayne Memorial Hospital can be traced back to post World War II, Brooklyn, New York. Stan's uncle, Irv Goldberg, was a physical education and health teacher in the New York City school system and co-worker of a gentleman by the name of Joe Laub. If that name sounds familiar, it should as Joe served as a member of the Hospital's Board of Trustees from July 1974 until March 1988. It was in 1947 that Joe Laub purchased what was

then the Budd farm located in Beach Lake. Joe selected his good friend, Irv Goldberg, to serve as the first athletic director at Trail's End. At the same time, he offered Irv the opportunity to bring his relatives to the camp, which included Stan Goldberg. As a nine year old, Stan did not want to have anything to do with camp. Keep in mind that the war had ended in Europe in 1945 and at that time, 'camp' had an entirely different meaning. Many friends and family members who remained in Europe were lost in the concentration camps.

Through the years, Stan had many opportunities to go to Trail's End as a camper but it was not until 1960 that he finally decided to take his parents' advice and apply for work at Trail's End. At that time, Stan was in his third year at New York University as an education major and his parents knew it would be beneficial for him to have hands-on experience working with children. Stan's Uncle Irv had already retired; but nevertheless, Stan interviewed with Joe Laub and was hired as a bunk counselor for 12-year-old boys and as a basketball instructor. Stan fell in love with the camp and at the same time he also fell in love with Starr, who worked in a New York City importing and exporting house. They were married in 1961. In 1964, the Goldbergs went to camp for the first time as a couple, with Starr working with the younger girls and Stan serving as a group leader. During 1965 and 1966, Stan served as the waterfront director and Starr worked in the main office. It was in 1967 that Joe Laub offered Stan the position of head counselor. Originally, Stan didn't think he would like it, but ultimately responded "yes" to Joe's request. Stan

Wayne

Memorial's Newest Leaf

often describes it as his dream job. "I loved watching kids grow and develop," he said, and "I refused to look at the clock, something that was handed down to me from my father. I was later to realize that my role as head counselor laid the groundwork for me being able to purchase Trail's End Camp in 1986 from Joe." Each year Starr accompanied Stan to camp and he credits her for his success. "She was the unsung hero, looking after the homesick kids and fattening up the skinny kids with nighttime snacks." Stan continued to teach until 1991, when he retired from the school system as an assistant principal. Since 1991, Starr and Stan have made Trail's End their full time career. Stan Goldberg was inducted into the American Camp Association's Legends of Camping in 2010.

It was not too many years later that camp became a family affair. Marc Honigfeld met Stan and Starr's daughter, Rona, during the fall of 1989 after being introduced by college friends. At that time, Marc was in law school at Boston University and Rona was studying for her nutrition degree. While in Boston, Marc would often play basketball with a guy named Andy, a senior at Boston University. In 1990, Marc and Rona spent their summer at Trail's End. During one Sunday afternoon, Marc saw his friend, Andy, coming down the camp road. Little did he know his friend from Boston was Andy Laub, Joe's grandson. Marc and Andy have grown to become great friends.

Marc graduated from law school and practiced law from 1991 through 1994 in New York and New Jersey. In 1992, he and Rona married and then joined Trail's End on a full time

basis in 1995. While Kylie, their first daughter, was born in New York in 1996, Mackenna, their second daughter, was born at Wayne Memorial in August of 2000. Marc has served on the Foundation Board of the Hospital since 2004.

The Goldbergs/Honigfelds and Laubs continue to maintain a close friendship and view each other as extended family. For those readers who remember Joe Laub, his son, Alan, is a pediatrician in the New York area, while his other son, Mike, is in the real estate business in the same area.

In addition to hosting more than 500 campers during regular camp seasons, Trail's End hosts corporate retreats, student development weekends for high schools and universities, religious retreats, family reunions, birthday celebrations, weddings and Bar/Bat Mitzvah weekends.

The Goldbergs and the Honigfelds continue to be friends of Wayne Memorial Health System, and we thank them for their support!

Cover photo, back row:

Rich Garman, Marc Honigfeld, Stan Goldberg, Rona Honigfeld.

Front row: Kylie Honigfeld, Starr Goldberg, Mackenna Honigfeld.





Top: New Wayne Memorial Health System Board members Joann Hudak, Susan Mancuso and Francis "Frank" Borelli at a board meeting in early December. Ms. Mancuso, a Carbondale resident is the first board member ever from Lackawanna County.

Below: The Board bid goodbye to two long-term members, former Board Secretary Ingrid Warshaw and Maureen Beilman, pictured with her farewell gift, a chair, and CEO David Hoff and Board Chairperson Lee Oakes.

First Ever from Lackawanna County

THE WAYNE MEMORIAL Hospital/Health System Board of Trustees rang in 2013 with three new board members: Francis J. Borelli, Susan Faye Mancuso and Joann Hudak. Ms. Mancuso is the first board member to hail from Lackawanna County* where Wayne Memorial recently opened new services.

"Each one of these new board members brings a unique perspective to our vision for Wayne Memorial," said Chief Executive Officer David Hoff. "We look forward to working with them."

Francis (Frank) J. Borelli, a retired businessman, lives in Pike County and Joann Hudak, currently the Assistant Superintendent for the Wallenpaupack Area School District, resides in Wayne County.

Mr. Borelli's resume reveals a long and illustrious career in both business and public service. He served as the Chief Financial Officer and Director of Marsh & McLennan, a professional services and insurance brokerage firm, from 1984 to 2001. Prior to that, he held senior management positions at Airco, a manufacturing firm, and the accounting firm Deloitte, Haskins & Sells, where he was a senior partner and employed for 24 years. He was appointed by Paul Volcker, the former Chairman of the Federal Reserve, to an Advisory Committee to improve the internal procedures of auditing firms. His other public service includes many roles with the National Multiple Sclerosis Society, which honored him with a Lifetime Achievement Award, and Chairman of the Board of Nyack Hospital in New York, a member of the New York-Presbyterian Healthcare System. Serving our local area, he is currently chairman of Lackawaxen Emergency Medical Services.

Mr. Borelli has been a director of five publicly traded companies, including Express Scripts, and two private corporations.

Joann Hudak, Ed.D., is a longtime local educator, who began her career as a Spanish teacher at Pocono Mountain High School. She received Bachelor's and Master's degrees from East Stroudsburg University, as well as a Master of Arts in Spanish from Montclair State University and her doctorate in Education from Widener University.

Hudak is an active figure in the local community, serving on many boards and taking leadership roles in numerous organizations. These include chairperson of the Northeast Innovation Alliance, formerly Workforce Wayne, and chair of the American Red Cross Pike/Wayne Chapter, and a former member of the Wayne Memorial Community Advisory Board. Her profile describes her as a "community leader who forges vital relationships with parents, business and industry and the public."

Carbondale resident Susan Faye Mancuso has also served on many boards, including the former Marian Community Hospital's Foundation Board and the boards of both Penn State/Worthington Campus and Community Bank & Trust, along with playing an active role in the recent expansion of the Greater Carbondale YMCA.

"Mancuso represents a community that Wayne Memorial hopes to serve in a greater capacity in the near future," said Hoff.

Since Marian closed in February of 2012, Wayne Memorial has opened new outpatient centers in Forest City and Waymart, and Wayne Memorial Community Health Centers has launched the Carbondale Family Health Center.

A self-employed public accountant, Mancuso told the WMHS Board that "since our hospital closed, I think it is important for Carbondale residents to have a 'go-to' hospital. I would like to be a part of Wayne Memorial in serving Carbondale."

WMHS Board members can serve up to three consecutive terms of four years each.

*Dr. David Caucci is from Lackawanna County, but, unlike Ms. Mancuso, he serves "by virtue of his position" as Medical Staff President.

NEW FACES AT HONESDALE SURGICAL: Salvador

Guerrero, DO, FACS, board-certified general surgeon/board-eligible vascular surgeon, and **board-certified Acute-Care Nurse**



Practitioner Melissa Tracy joined the medical staff of Wayne Memorial Community Health Centers' Honesdale Surgical Associates this fall. Dr. Guerrero, a resident of Milford, decided to join WMCHC as a means of growing his practice and still "staying local." He completed medical school at the New York College of Osteopathic Medicine in Old Westbury, NY, his residency in general surgery at Wyckoff Heights Medical Center in Brooklyn, NY, and a surgical fellowship at the Deborah Heart and Lung Center in Brown Mills, NJ. Dr. Guerrero was most recently affiliated with Bon Secours in Port Jervis, NY. Tracy graduated from Drexel University with a master's degree in nursing from the acute care nurse practitioner program. She received a bachelor's degree in nursing from the University of Phoenix in 2005 and a diploma from the Geisinger Medical Center School of Nursing in 1994. Tracy has been working with Wayne Memorial since 2000. Honesdale Surgical Associates also includes Brian Lenczewski, MD.



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BEHAVIORAL HEALTH CENTER NEWS: Psychiatrist

Michael Campbell, now board-certified in his field, and his staff welcomed **Licensed Clinical Social Worker Dorothy Walline** in December. Walline received her Masters from Bryn Mawr Graduate School of Social Work and Social Research, Bryn Mawr, PA and graduated with a Bachelor of Arts Degree in Psychology from Mount Holyoke College, South Hadley, MA. She received certification as a



Licensed Clinical Social Worker in 2011 following a two-year stint with the Peace Corps as a Special Education Volunteer in the Jordan Valley in the Middle East.

The Behavioral Health Center, located in Honesdale, is an outpatient treatment facility providing a full-range of behavioral and mental health services to adults, adolescents and children.



CARBONDALE FAMILY HEALTH CENTER OPENS: A ribbon cut-

ting was held on December 11th to officially announce the center's opening in the Marian Professional Building on Salem Avenue. **Board-certified pediatrician Alexander Pinsky, MD**, re-located to the new center, joining new employees **Certified Physician Assistants Kenneth Bannon** and **Sharon Savakinas**. Both Bannon and Savakinas graduated from Kings College in Wilkes Barre and both were recently employed by the Whites Crossing Medical Group. The Carbondale Family Health Center is a Wayne Memorial Community Health Center, serving all age groups and accepting most private insurances and medical assistance.



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Largest Net Tally Ever!

A GREAT DAY—cool and overcast, but no showers until all the shooters, volunteers, Pheasantry staff and others had departed. Some 129 shooters and 50 volunteers took part in this year's outing, raising \$18,000, the largest ever in the event's history, for the Wayne Memorial Health Foundation. This year, competition was expanded to three groups—youth, adult women and adult men.

Winners	Name	Score
Adult Men	Andy Krempasky	83
Youth	Luke Krempasky	64
Adult Women	Jenelle Houghtaling	35
Overall High Team	Honeywell	366
Class A	Kevin Hodapp	68
Class B	Mark Scarnulis	55
Class C	Joe Kneller	48
Class D	Ben Schall	41
Class E	Jim Cummings	34
Class F	Jim Plevyak	27

Class winners received merchandise or gift certificates provided by: Arts for Him, Brucelli Advertising Company, Comfort Inn Pocono Lakes Region, Honeywell, Paulies, Pioneer Construction, Sherwin Williams Store, the Settler's Inn, W. W. Granger, Inc. and Catskill Pheasantry.

Gun Raffle Winners

First prize	Charlie O'Neill	Browning Silver Sporting Shotgun
Second prize	Trent Turner	Thompson Bolt Action 7mm Rifle
Third prize	Andrew Polkowitz	Ruger Mannlicher 22 LR Rifle
Fourth prize	David Holland	Barnett Jackal Crossbow Package

The breakfast sponsors were Mechanical Service Company, Pioneer Construction and Professional Emergency Care, P.C.; while the ammunition sponsors were Grimm Construction and PPL. Thanks to all those who sponsored these and other areas that made this event successful.

See you all on September 21, 2013!







Wayne Memorial Hospital in Top 10% for Electronic Records

WAYNE MEMORIAL HOSPITAL will be recognized by one of the most respected information technology groups in the country at its annual conference this year for electronic medical records (EMR) implementation. According to the Healthcare Information and Management Systems Society (HIMSS), Wayne Memorial is in the top 10% of 5,319 hospitals nationwide to achieve a Stage 6 (out of seven) designation for EMR. As of October, Wayne Memorial Hospital (WMH) was one of only 430 hospitals to achieve the Stage 6 plateau. "This is an honor and a reflection of the hard work that has gone into making our EMR part of the fabric of Wayne Memorial," said Chief Executive Officer David Hoff. "EMR itself is a huge plus for our patients, our doctors and our community. It reduces the potential for human error and enhances access to tests and other records. This is a big investment in patient safety."

EMR includes features such as Bedside Medication Verification and Computerized Provider Order Entry. WMH has invested more than \$5 million in information technology since 2006!

The HIMSS conference will take place in March in New Orleans. Guest speakers include former President Bill Clinton.

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Hygienist Lori Wood Certified to Bring Mobile Dental Services to Region

LORI WOOD, A REGISTERED DENTAL HYGIENIST and Public Health Dental Hygiene Practitioner employed by the Together for Health Dental Center for over 10 years, is the first in her field in northeast Pennsylvania to become a certified Community Dental Health Coordinator (CDHC). The certification allows her to bring mobile dental health services to under-served areas in Wayne, Pike and Lackawanna counties. Her accomplishment also brought with it free portable dental equipment donated by the American Dental Association to be used in her work.

The CDHC certification targets communities where residents have either limited or no access to dental care. Wood and the Together for Health Dental Center began offering services to children in December, through area Head Start programs, but hope to include adults in the near future. Visiting schools and other public sites, Wood is now providing preventative dental care and education and making referrals to dentists for treatment.

"Reaching out to those who have difficulty getting to the office or don't have a dental home is an objective of the CDHC," stated Wood. "Before this, the Together for Health Dental Center always did something for the community during the month of February, National Dental Health Month. However, with this program we can provide outreach all year around."

Wood's portable equipment includes a patient chair, compressor housing suction and hand pieces, as well as an x-ray machine. She is performing cleanings, fluoride treatments, sealants and x-rays when deemed necessary. Services are billed to private insurance or medical assistance by the Together for Health Dental Center. Additionally, patients who qualify based on income may pay according to Wayne Memorial Community Health Centers (WMCHC) sliding fee scale.

Frederick Jackson, executive director of WMCHC, lauded Wood on her accomplishment, noting it was no easy task. The 18-month process included one year of online education, clinical training at Temple University Dental School and a six-month internship providing outreach and education within the community.

"Lori does a fantastic job with parents and children alike," said Jackson, adding, "We are proud of her for her accomplishment and are excited to be involved with a new delivery of care within our community."

Wood applied for the program at the urging of Vance Jones, DDS, a dentist at the Together for Health Dental Center and a member of the CDHC advisory board at Temple University.

For more information on the Together for Health Dental Center, please call 570-251-6534. The Together for Health Dental Center is a part of WMCHC, a federally qualified health center clinically affiliated with Wayne Memorial Health System. For a list of services offered by WMCHC, visit us at www.WMH/wmchc.

Photo: Together for Health Dental Center staffers Vance Jones, DDS and Community Dental Health Coordinator Lori Wood, RDH, PHDH, are shown with new portable dental equipment donated to the Center by the American Dental Association upon Wood's certification as a CDHC.



Foresight and Financial Stability

*G. Richard Garman, Executive Director
Wayne Memorial Health Foundation*

THE FINANCIAL STABILITY of Wayne Memorial Health Foundation is the responsibility of our Board of Trustees. Not only must they attend to what it takes to meet our current obligations and commitments, they also have to look to the future.

This requires foresight at the Board level. During and between their meetings, these dedicated volunteers are continually looking forward, acting with concern and prudence for what the future may hold. Taking care to see what may lie ahead, they can plan in advance to assure we will remain financially strong. One essential way this happens is through the Foundation's Planned Giving Program, known as, "**The Paul M. and Sandra Meagher Legacy Circle.**"

Although some of the planned gifts we have received assist in meeting current needs, many others are scheduled to mature and provide resources at a later time. For example, we welcome and emphasize bequests through which our contributors can make a gift when their own estate is activated.

Another example is our **Gift Annuity Program**. It provides important resources to Wayne Memorial Health Foundation as the last of each annuity's payments are completed. Then there is our **Endowment Program**, a permanent source of funds that addresses many current and future needs in a variety of ways. It is clear that our many friends, who give year after year, are essential to our existence. We also want to recognize donors with foresight, who plan future gifts that will address ongoing and even unforeseen needs that lie ahead. This prudence aligns perfectly with the work of our Board members. We have a complimentary brochure on the topic of planned giving. You can receive it without cost or obligation by using the response form on the last page of Insight, e-mail garman@wmh.org, or call (570) 253-8272.

We will also be happy to meet you in person, if you wish, and even provide you with a tour of the Hospital. We can show you how to use your foresight to make the best possible planned gift – one that doesn't interfere with your financial stability and in some instances, enhances your income.



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