



# Foundation News...



**IOWA HEART**  
*Foundation*



## Iowa Heart Foundation - 2008 Year in Review

This year has been an exciting year at the Iowa Heart Foundation witnessed by renewed commitment, a newly elected Board, and unprecedented growth. Individuals are committed to supporting the promotion of cardiac health in Iowa communities through their time, talent, and resources. 2008 highlights may be seen in 3 key initiative areas of the Foundation including:

### Professional Education

- **Cardiac Disease Prevention** workshop (February 2008) focused on nutrition training of 6th-7th grade student, teachers in Dallas County
- **Women and Heart Disease** for the staff and teachers at the Training School in Eldora, IA (May 2008)
- **Childhood Obesity Project (COP)** focused in rural Iowa communities targeting middle school youth educating them on cardiac risk factors, nutrition education, and increased activity. Partnered with PE/Health teachers in Adel (March 2008), Lineville-Clio, Seymour, Wayne Community (September 2008), Seymour (November 2008), Albia (October 2008),
- **ISU Dietetic Intern Program** (May 2008 and August 2008). Students support the Foundation through volunteer hours to assist in the development of community based education programs and fundraising cookbook projects.
- **Restaurant Menu Review/Healthy Choice Program** (November 2008). Serenity Aveda Salon staff attend inservice provided by Foundation on healthy food choices, portion size, and local mall restaurant menu review supporting the salons

corporate wellness initiative.

- **Pharmaceutical Forums** (July 2008). Iowa Heart Center physicians/staff attend forums on emerging medical information related to pharmaceuticals and devices.

### Charitable Healthcare Services

- **La Clinica Medica of Des Moines** (June 2008). Placement of an Echo machine with physician time donated at the clinic the first Wednesday of the month from 1-5pm. Doctors Laughrun, Brown, Advani, Boyd, and Johnson participated in 2008.
- **Nursing Scholarship Program** (November 2008). Launch of three Gordon Nursing Scholarships for nursing students who meet application guidelines attending Mercy College of Health Sciences, Grandview University, or Des Moines Area Community College (DMACC).
- Receipt of a donation from Dr. Boyd for echocardiography books used to train physicians in Mongolia.

### Community Service

- **Free CPR Program** (April 2008) provided to patients/public to increase awareness by providing "hands on" training of this life-saving skill and use of AEDs.
- **AED Program Partnership** (November 2008) with Mercy Heart Hospital and WHO-TV. The Iowa Heart Foundation fundraising projects generate funds for the placement of one AED per month to Iowa area businesses and organizations who demonstrated a need for the device and to complete training.

## Volume 1, Issue 3

### *Special points of interest:*

- Iowa Heart Foundation 2008 Year in Review

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## AED Project - Dedication to Saving Lives

**Sudden Cardiac Arrest (SCA)** is a life-threatening condition marked by the abrupt loss of heart function often from an irregular heart rhythm. Sudden cardiac arrest can occur anywhere and anytime with an estimated 5,768 Iowans suffering from this condition or the loss of an average of 16 lives per day. The loss of a loved one from SCA is devastating to family members and friends.

Beginning November 2008, the Iowa Heart Foundation dedicated funding to the placement of Automatic External Defibrillators or AEDs within Iowa communities. The Iowa Heart Foundation, in conjunction with Mercy Heart Hospital, and WHO-TV have partnered to increase awareness and im-

prove access to life-saving therapies as part of the Foundations 2008-2009 campaign. Funding from the Iowa Heart Foundation will support the donation of Automatic External Defibrillators (AED) to local areas organizations and businesses who demonstrate a need for an AED and agree to training in how to use the machine. Funding for the AEDs was raised from the "Run for Your Life" event held in August 2008.

Applications are currently being accepted for the AED project by downloading and completing an application form found at:

[www.mercydesmoines.org/heart/SCA.cfm](http://www.mercydesmoines.org/heart/SCA.cfm)

For more information, contact the Iowa Heart Foundation at (515) 633-3555.



**AED Project Partnership:  
Dedicated to Promoting  
Cardiovascular Health**

## Funding - 2008 Year in Review

The Iowa Heart Foundation functions by generating funding to support the mission of promoting cardiovascular health. This is done through many avenues such as creative programming and fundraising events. Over the past year, events generated revenue which was, in turn, given back to Iowans in their communities through educational programs, charitable healthcare services, and community service programs described on the front page of the newsletter. Funding was received during the 2007-2008 year through the following events:

- **Scarlet:** A Fashion Show from the Heart (March 2008)
- Iowa Heart Foundation "**Family Favorites**" cookbook (launched November 2007; reprinted September 2008). The book contains 350 recipes from physicians, employees and patients at the Iowa Heart Center. Recipes are heartwarming creations and "comfort foods" filled with tasteful ingredients.
- "**Treasures From the Heart**" cookbook (launched October 2008) featuring 150 healthier recipes such as

lower sodium, lower calorie, lower fat, vegetarian, and gluten-free choices.

- **Run/Walk For Your Life** (August 16, 2008). Our first run/walk event including patients, the public, and Iowa Heart Center physicians and employees to promote heart health.
- **Foundation Fridays** (January 2008). Iowa Heart Center employees generously made a donation to the Iowa Heart Foundation. In return, Foundation Friday buttons and the ability to wear jeans on the first Friday of each month denoted their gift. This event was a great success which has been continued in 2009.
- **Education Forums** (July 2008). Iowa Heart Center Physicians and clinical staff participated in ongoing education forums supported by pharmaceutical and device representatives. This open forum/discussion format provides ongoing education on emerging technologies and devices related to cardiovascular care of patients.

- **Memorials and Gifts.** Throughout 2008, the generosity of our patients, families, and friends support the ongoing work at the Iowa Heart Foundation. It is touching to realize, the cardiac care received made an impact in the hearts and minds of our patients, and families at the Iowa Heart Center.

If you would like more information about any of the listed funding opportunities, please contact us at (515) 633-3555.



**"It is touching to know cardiac care received made an impact in the hearts and minds of our patients and families at Iowa Heart."**

## Volunteers With A Heart



### Volunteering changes peoples lives!

During 2008, the Iowa Heart Foundation was benefactor of many committed volunteers giving their time and talent in service. We grateful acknowledge:

**Agee, Julie** (Scarlet show)

**Burkett, Nicole** (Scarlet show model)

**Carlson, Susie** (Cookbook typist)

**Conroy, Cindy** (Scarlet show)

**Cook, Cyndi** (Scarlet, Run/Walk)

**Coulson, Teresa** (Scarlet show model)

**Douglas, Jason** (Scarlet show; Run/Walk, Cookbook typist volunteer)

**Fleming, Melissa** (Cookbook typist)

**Frampton, Joan** (Cookbook typist)

**Franck, Christine** (Scarlet)

**Freeman, Laura** (Cookbook typist)

**Haag, Sharon** (Cookbook typist)

**Held, Jenny** (Scarlet show model)

**Holcomb, Sara** (Run/Walk volunteer)

**Kuestner, Dr. Laurie** (Scarlet model)

**Matheny, Sue** (Scarlet, Run/Walk)

**Noyes, Carol** (Run/Walk volunteer)

**Van Effen, Sara** (Run/Walk volunteer)

**Wernli, Deb** (Cookbook typist)

The following assist with ongoing sales of cookbooks at Iowa Heart Center offices:

**Fetters, Kate**—Pleasant

**Fessler-Boylan, Frankie**—E. 9th

**Hanson, Rhonda**—Ames

**Havick, Amy**—Laurel

**Henry, Cindy**—West University

**Long, April**—Pleasant

**Niffenegger, Susan**—Pleasant

**Perkins, Krisha**—Laurel

**Schneider, Mollie**—Pleasant

**Sexton, Kris**—Laurel

**Rohe, Tracey**—Carroll

**Veasman, Tammy**—West University

**White, Kala**—Marshalltown

The following contribute daily to our Iowa Heart Foundation:

**Amy Bentz** (Marketing)

**Mandy Corliss** (Physician Relations)

**Cindy Conroy** (Dietitian)

**Kudos to our 2008 volunteers!**

## 2008 Service Volunteer—Cindy Henry



Cindy Henry, Receptionist/Valet,  
West University

When it comes to cookbooks, Cindy Henry stands out as one of the many dedicated salespersons located in the front lobby of each Iowa Heart Center office. "It is amazing how many cookbooks Cindy has sold this year," states Kim Oswald, Executive Director. "I have the pleasure of observing her caring technique as she previews cookbooks with potential purchasers. She always has a smile and enjoys the challenge of sales. Cindy keeps tally of her total sales which is currently at 112 cook-

books and counting!" Through her efforts as well as the efforts of all cookbook sales representatives at Iowa Heart Center offices, patients and the public may enjoy tasteful and healthier foods. Each person at the reception desk supports the Iowa Heart Foundation making the cookbook program a huge success in 2008.

**Thank you, Cindy and all other Iowa Heart Center office representatives for your outstanding service!**



## In Memory

Generosity and kindness are cornerstones of the Iowa Heart Foundation. Memorials received support the work of the Iowa Heart Foundation. Our sympathy is extended the family and friends who suffered the loss of loved ones during 2008. The Iowa Heart Foundation would like to extend our gratitude to the family and friends who generously chose to memorialize their family member or friend this past year. Our thoughts are extended to the family and friends who suffered the loss of:

- Sidney Bolton
- Ruth Gordon
- Herbert Hallfoss
- Melissa Kuennen
- Max Landes
- Esme Marcus
- Mildred McOmber
- Henry Melssen
- Ron Mills
- Alf Oswald
- Wayne Reed
- Dorothy Rieman
- Lois Slaten
- Alice Simcox





### December 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

### Schedule of Events

- December 3, 2008 - Iowa Heart Foundation Board meeting
- December 24, 2008 - Offices closing 12:00 noon
- December 25, 2008 - Offices Closed (Holiday)
- December 31, 2008 - Office closing at 12:00 noon
- January 1, 2009 - Office closed (Holiday)
- February 7, 2009 - Cardiovascular Today, HyVee Conference Center
- February 11, 2009 - Iowa Heart Foundation Board meeting

## Heart Healthy Living - Childhood Obesity Project (COP) Update

The **Childhood Obesity Project (COP)** focuses on cardiac risk factors, nutrition education, and the role of increasing activity in rural Iowa middle school children to combat the development of heart disease. The pilot program in Adel-Desoto-Minburn Community Schools presented in March, 2008, has been extended to the current school year. The project has also been launched in four southern Iowa communities this fall including Albia Community, Lineville-Clio Community, Seymour Community, and Wayne Community (Corydon) with a combined total of more than 250 middle school students participating. Partial funding has been received from both the Monroe County Community Foundation and the Wayne Community Foundation for the project in those communities.

The project includes providing a "cardiac resource kit" given to each school district containing heart and artery models; cardiac, body systems and nutrition posters; and nutrition-related education materials including handouts on "Portion Distortion" and label reading. The initiative also includes two educational sessions provided by the Iowa Heart Center's professional staff on topics chosen by each school's health teacher. The topics presented during the fall semester by Cindy Conroy, Registered, Licensed Dietitian, have included "Portion Distortion" and "Snack Attack—Be the Winner in the Battle for Healthier Choices". Schools interested in participating in the project in 2009 should contact Cindy Conroy, Project Coordinator.



Cindy Conroy, Registered, Licensed Dietitian  
Project Coordinator

(515) 633-3555 or at [cconroy@iowaheart.com](mailto:cconroy@iowaheart.com)

*Iowa Heart Foundation*



# IOWA HEART *Foundation*

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**“Dedicated to promoting  
cardiovascular health.”**



**The Iowa Heart Foundation is a non-profit 501(c)(3)  
organization dedicated to serving Iowans  
and their community.**

**Contributions which are made  
to the Iowa Heart Foundation  
are 100% tax-deductible.**

**Iowa Heart Foundation  
Board of Directors**

**Julie Younger, President**  
**T.M. Brown, M.D., Chairman**  
**W. Ben Johnson, M.D., Treasurer/Secretary**  
**David Gordon, M.D.**  
**L. A. Iannone, M.D.**  
**William Wickemeyer, M.D.**  
**Kathy Goetz, RN**  
**Kim Oswald, Ed.D., Executive Director**

## **“Scarlet: An Event From the Heart”**



Mark your calendars and make a date with a friend or loved one to attend the second annual “Scarlet: A Fashion and Hair show”

event scheduled on Saturday, March 14, 2009 at the Scottish Rite in Des Moines. The show is designed to increase awareness on the impact of heart disease on individuals, families and communities. Funding from this event have been dedicated to the Foundations healthy living program or COP.

Runway models, before/after makeovers, ballerinas, heart-themed music, heart healthy food and refreshments make this event a unique and exciting experience. A silent auction with donated items from local businesses and organizations offer the

consummate shopper a variety of gift, jewelry, electronic, and restaurant items. All purchases are tax-deductible with proceeds going to the Iowa Heart Foundation. Tickets will go on sale February 2009. For details, visit the Iowa Heart Foundation website under “Upcoming Events” at [www.iowaheartfoundation.org](http://www.iowaheartfoundation.org). You may also call the Iowa Heart Foundation at (515) 633-3555.

### **Iowa Heart Foundation Memorials or Donations**

If you wish to memorialize a loved one or if you have the financial means to assist those who cannot afford cardiac care or medications, we would gratefully welcome your donation.

Feel free to mail your donation to the Iowa Heart Foundation at 5880 University Avenue, West Des Moines, IA 50266. You may also download a donation form on our website at [www.iowaheartfoundation.org](http://www.iowaheartfoundation.org)

Your memorial or donation is 100% tax deductible. An acknowledgement letter will be mailed to confirm your tax-deductible gift. We wholeheartedly thank you for your generosity and kindness in helping us serve Iowans and their communities.

