



Foundation News...



Iowa Heart Foundation - 2009 Initiatives

The Iowa Heart Foundation began 2009 with a committed focus on serving Iowa communities. Based upon feedback from the Foundation Board and input from consultants, three project subcommittees have been established with meetings held in January 2009. During the meetings, subcommittee members identified key initiatives for the 2009-2010 year which will include:

Education Subcommittee

Members: Margaret Verhey, MD; Rachel Onsrud, ARNP; Cindy Conroy, RD, LD, MA, CLS; Amy Bentz, Kim Oswald, RN, MSN, EdD.

- **Cardiovascular Today** - Form a planning committee for the 2010 program.
- **Nursing Symposium** - Pilot program for nurse practitioners and nurses (September 2009).
- **Pharmaceutical Forums** - Expansion of forum venue.
- **Speakers Bureau** - Develop packaged cardiac lectures on topics related to heart disease for marketing to businesses and Iowa communities (December 2009).

Charitable Healthcare Service Subcommittee

Members: T.M. Brown, MD; S. Advani, MD, PhD; Susan Matheny, Sandy Nicholson, Kim Oswald, RN, MSN, EdD.

- **Professional Staff Education** - Educate family medicine residents, Iowa Heart Center physicians, and Iowa Heart Center staff on compassionate medication assistance program.
- **Fundraising** for Compassionate Medica-

tion Program - Expansion of pharmaceutical forums.

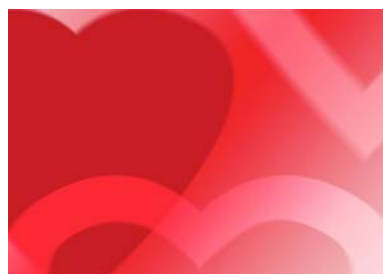
Community Service Subcommittee

Members: David Laughrun, MD; Jeffery Boyd, MD; Lisa Benton, ARNP; Cindy Conroy, RD, LD, MA, CLS; Kim Oswald, RN, MSN, EdD.

- **Scholarship Program** - Provide scholarships to nursing students within and outside the Des Moines metro area
- **AED Project** - Generate revenue to support placement of AED's within Iowa communities.
- **Free CPR** - Provide annual free CPR training for patients/public (April 2009).

The Subcommittees will continue their work aimed at increasing service to Iowa communities with a goal of promoting cardiac health. Funds received through individual and corporate donations, fundraising events, and grants will be used to fulfill the ongoing work of the Iowa Heart Foundation.

Through the work of dedicated individuals, the Iowa Heart Foundation impacts the lives of Iowans. Anyone interested in supporting the work of the Iowa Heart Foundation is encouraged to call at (515) 633-3555.



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Special points of interest:

- Iowa Heart Foundation - 2009 Initiatives

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Assisting Students Through Nursing Scholarship Program

The Iowa Heart Foundation is dedicated to support the development of qualified students who have a desire to enter cardiac nursing to meet the healthcare needs of cardiovascular patients.

The Foundation Board approved five nursing scholarships for the 2009-2010 academic year. Because of donations received from generous individuals, the scholarship program will support training of nurses in Iowa.

Students attending local Iowa nursing programs, in good academic standing, and with a determined financial need will be considered for one of five scholarships. Scholarships will be granted to nursing students attending:

- **Mercy College of Health Sciences** - Three (3) \$1,000 scholarships
- **Grandview University** - One (1) \$1,000 scholarship
- **Des Moines Area Community College (DMACC)** - One (1) \$500 scholarship

Applications are currently being accepted. Please download and complete an application form found on the Foundation website at www.iowaheartfoundation.org. The deadline for application submission is March 30, 2009. Scholarships will be granted July 2009. For more information please contact the Iowa Heart Foundation at (515) 633-3555.



Nursing Scholarships Currently Being Accepted for Local Nursing Students

Kindness in Action: Memorial AED

Sudden Cardiac Arrest (SCA) is a life-threatening condition marked by the abrupt loss of heart function often from an irregular heart rhythm. To restore heart function, early defibrillation offers an optimal chance for survival for the person experiencing SCA.

In November 2008, the Iowa Heart Foundation received a call from Stephanie Maher inquiring how she might donate an Automatic External Defibrillator (AED) to her church, All Saints Catholic Church in Des Moines, Iowa. The passing of her mother and father inspired Maher to donate the AED memory of her parents who both suffered from heart disease. Stephanie attended All Saints Catholic Church with her parents. She realized anyone might suffer a heart attack while attending church. This inspired her to investigate donating an AED.

Kim Oswald, Executive Director of the Iowa Heart Foundation, states, "It is touching to witness the kindness of family members as they memorialize their loved ones through generous acts of giving. Stephanie is a delightful person who made a decision to

promote cardiovascular health through her charitable act. She has definitely made a difference in her community."

Through coordinated efforts between Maher, All Saints Catholic Church, and the Iowa Heart Foundation the placement of the memorial AED occurred on December 12, 2008. Today, the AED hangs on the wall entering the All Saints with a plaque in memory of Stephanie's parents.

Maher and six church staff members plan to attend a Heartsaver AED CPR course provided by the Foundation. In the class, skills they will practice skills to respond to a cardiac/respiratory emergency. The training enables key church staff to act should a cardiac event occur in the church. The commitment and kindness of Maher has forever impacted the All Saints community, a witness to "kindness in action."

For more information related to AEDs or giving opportunities, please contact the Iowa Heart Foundation at (515) 633-3555.



Memorial AED Placement at All Saints Catholic Church, December 12, 2008
Stephanie Maher and Father "Bob" Harris

"It is touching to witness the kindness of family members as they memorialize their loved ones through their generous acts of giving. Stephanie has made a difference in her community."

2nd Annual Scarlet: Show with A "Heart"



The 2nd annual "Scarlet" Hair and Fashion show will held on March 14, 2009 at the Scottish Rite in Des Moines. The silent auction begins at 6:30pm with the show from 8:00-10:00pm.

This "one-of-a kind" event partners Aveda Salons and the Iowa Heart Foundation to host a "New York" event with models showcasing hair and fashion during this runway event. This year Iowa Heart Foundation before/after models will include:

- Nicole Birkett, RN Pleasant Office
- David and Grace Brown, son and granddaughter of Dr. Thomas Brown
- Jeanne Dwyer, CHRO, West U and Dani Dwyer her daughter-in-law
- Barb Drabek, Administrative Assistant,

West U and Brittney Drabek her granddaughter

- Sharon Haag, Patient Service Representative, West U
- Melony Lane, Patient Service Representative, West U, Sharon's daughter
- Christina Jayasankar and Hope Cruse-Jayasankar, wife and daughter of Dr. Vasant Jayasankar
- Sue Tierney, Ultrasound Manager, West U and her husband Rick Tierney

A silent auction includes donated items from Des Moines businesses such as a spa/makeover day, autographed sports memorabilia, clothing, jewelry, art, golf packages, and a variety of restaurant and gift basket items. A delicious, heart-healthy

menu and ballerinas top off the evening.

Tickets are now on sale for either \$25 or \$45 (includes 3 drink tickets). Tickets may be purchased at the Jordan Creek or Valley West Aveda Salon or the Iowa Heart Foundation located at 5880 University Ave., West Des Moines, Iowa.

For details on the event please visit either of the following websites:

- www.iowaheartfoundation.org (includes list of silent auction items)
- www.scarlethairshow.com

If you would like to volunteer to assist in staffing this event, please call the Foundation at (515) 633-3555.

Plan a special night out with your loved one or friends by attending Scarlet on March 14th!

Save the Date - "Run for Your Life"



Run for Your Life, August 29, 2009

This summer, the Iowa Heart Foundation will be hosting its 2nd annual "Run for Your Life" event on Saturday, August 29, 2009 at Des Moines Waterworks Park. The walk/run will offer an opportunity for avid runners to the beginning walkers. The event will highlight heart healthy activities with vendors, music, and snacks.

The 2008 event raised funds currently being used to place Automatic External Defibrillators (AEDs) within Iowa communities. Each year, the Iowa Heart Foundation

Board of Directors determines areas to promote cardiac health by assist Iowans and Iowa communities. Watch for more details in the June Foundation Newsletter on how you may become involved.

Lace up your shoes and join us in this fun, heart healthy event!

Mark your calendars to Save the Date!

Run for Your Life
Saturday, August 29, 2009

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 a recent loss. The Iowa Heart Foundation would like to extend our gratitude to the individuals who generously chose to memorialize their loved one, friend and family member. Our thoughts are extended to the family and friends who suffered the loss of:

Jim Ford
William Dutcher
Erma M. Hawkins
Charles Joseph (C.J.) Hawkins
John C. Scisiowicz
Rodney J. Smith
Roger Vollestedt



"Those we love truly never leave us, they live on in the love they brought into our lives."



March 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				

April 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		

May 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
24/31	25	26	27	28	29	30

Schedule of Events

- March 2-14, 2009 - Iowa State University Dietetic Intern works with the Foundation to develop community education materials
- March 14, 2009 Scarlet Hair and Fashion Show/Silent Auction at the Scottish Rite in Des Moines. Silent Auction opens 6:30pm; Show 8:00-10:00pm
- March 25, 2009 - Pharmaceutical Forum 11:00am-1:00pm, West University
- April 8, 2009 - Iowa Heart Foundation Board meeting
- April 11, 2009 - Free CPR "Friends and Family" class from 9:00-11:00am, West University
- April 15, 2009 - Pharmaceutical Forum 11:00am-1:00pm, West U
- April 16, 2009 - Pharmaceutical Forum 11:00am-1:00pm, Laurel

Heart Healthy Living - Childhood Obesity Project (COP) Update

The Childhood Obesity Project (COP) continues to expand service to Iowa schools. The program has expanded beyond the rural Iowa schools to include local Des Moines schools. The October 2008 Des Moines Register article, "has increased the interest in the COP project" states Cindy Conroy, Project Coordinator.

The Childhood Obesity Project (COP) focuses on cardiac risk factors, nutrition education, and the role of increasing activity in rural Iowa school children to combat the development of heart disease. The project includes providing a "cardiac resource kit" to each school district and two education sessions provided by the Iowa Heart Center's professional staff on topics chosen by each school's health teacher.

The program was expanded in December to include the **Jefferson-Scranton** Community Schools with 85 sixth grade students participating in the "Portion Distortion" education sessions. Partial funding was received from the Pamida Foundation for the project in the Jefferson-Scranton community.

An education program, "Portion Distortion" was also provided to the **Saydel Elementary** 3rd grade class of 100 students.

Schools interested in participating in the project in the upcoming school year should contact Cindy Conroy, Project Coordinator, at (515) 633-3555 or at cconroy@iowaheart.com.



Cindy Conroy, Registered, Licensed Dietitian
Project Coordinator
instructs Saydel 3rd Grade Students



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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, RN, MSN, Ed.D., Executive Director**



Website Update

The Iowa Heart Foundation website, launched in 2008, is an invaluable tool to access current information, events, and volunteer, donor opportunities. Currently, the website houses the following information:

- Iowa Heart Foundation Board of Directors and contact numbers
- Initiatives including professional education, community service, and charitable healthcare activities
- Current (upcoming) events and past events with an event summary and picture diary.
- The “Foundation News” a quarterly newsletter.

Website developer, Aaron Vance shares his creative talent to produce and maintain a user friendly site filled with valuable

information for the public. Planned future additions will include an online donation mechanism, event payment, and educational program registration system.

Please take a moment to check out the Iowa Heart Foundation website at:

- <http://www.iowaheartfoundation.org>

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

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.

