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Donor Spotlight: Hard Work and Smart Decisions Pay Off

Ron and Eileen Pitel of Egg Harbor Township have made a significant commitment to Shore Medical Center in the form of a planned gift. Their support will help future generations have access to quality medical care here in their own community. To learn more about how your long-lasting support to Shore can benefit both you and our community, visit www.ShoreLegacy.org or call 609-653-3800.

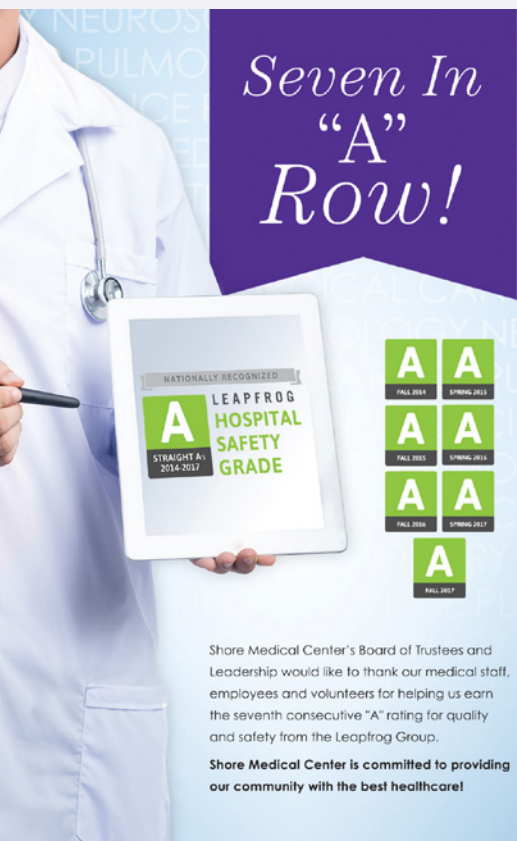
When World War II ended, American manufacturers switched from making war related goods to consumer products, like the automobile, which finally became affordable for the average family. By the end of the 1950s, one in six Americans worked in an automobile related industry. In

1963, a bright and ambitious Vineland, NJ native named Ron Pitel would become one of them when he left Temple University to follow his true calling: joining his father at Garron Motors, the pre-owned auto dealership on S. Delsea Drive in Vineland that the elder Pitel built from the ground up.

Around the same time, Ron met Eileen, a Bridgeton girl who had just completed college and became a medical technician. Like many people their age, they were trying to find their place in the world, which they decided after a year of dating, did not include each other. Eileen went on to live and work in Philadelphia, later marrying

(continued inside)

SHORE CONNECTIONS | WINTER 2017



*Seven In
"A"
Row!*

NATIONALLY RECOGNIZED
A LEAPFROG HOSPITAL SAFETY GRADE
STRAIGHT A's 2014-2017

A FALL 2014	A SPRING 2015
A FALL 2015	A SPRING 2016
A FALL 2016	A SPRING 2017
A FALL 2017	

Shore Medical Center's Board of Trustees and Leadership would like to thank our medical staff, employees and volunteers for helping us earn the seventh consecutive "A" rating for quality and safety from the Leapfrog Group.

Shore Medical Center is committed to providing our community with the best healthcare!

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Ron Pitel, left, and his father, Joseph, on the lot at their Vineland pre-owned auto dealership, Garron Motors, in 1968. The pair built a very successful business, one that enabled Ron and Eileen Pitel to make a significant bequest to Shore Medical Center.

and becoming a mother of two, while Ron focused on helping his father take Garron Motors to the next level.

“My father started his new business after losing his original poultry business during the industry downturn in South Jersey. On a portion of the land, he began selling used auto parts and refurbishing cars for resale. He only earned \$10 to \$12 a car, but he was happy because it was more than he had,” Ron said. “My dad was an honest man who never financed a car or was in debt to anyone. That’s what he taught me.”

As their business grew, the father-son duo prided themselves on being number one in their area, with the finest automobiles and the largest inventory of desirable vehicles, allowing them to stay ahead of the competition.

Unfortunately, Ron’s father passed away at the young age of 66 from a sudden heart attack.

“My father and I were like glue. Who

would I turn to with my business questions? His influence still guided me, but I decided then to work as hard as I could, with a goal of retiring at 45 so I could enjoy the life my father missed out on. I actually reached my goal earlier and retired at 43.”

Ron developed his determination in part because of an undiagnosed problem with his legs that began in his teens. It wasn’t until he had an MRI at age 53 that he learned he had multiple sclerosis, a disease he still fights today.

Eileen and Ron rekindled their relationship a few years after he retired when they both became available again. They recently celebrated their 21st wedding anniversary. Ron and Eileen enjoy their life together, traveling and doting on their rescue beagle named Buddy.

When it came time for Eileen and Ron to revise their wills, their attorney suggested establishing a relationship with a hospital, an

important connection to have when medical needs arise, especially with Ron’s multiple sclerosis. That’s when Eileen and Ron decided to include Shore Medical Center in their plans. They both had past experiences with Shore and felt confident in its leadership and quality of care.

Eileen says, “We feel a bequest to Shore is a wonderful way to support our local hospital for the good of our entire South Jersey community. Many of us will need the hospital’s services during our lifetime, and a substantial bequest will enable Shore to continue its expansion and programs beyond our lifetime.”

Shore Launches New Planned Giving Website

www.shorelegacy.org

We are proud to offer this one-stop-shop resource for those who are considering making a legacy gift to Shore Medical Center. Our new website gives you access to:

- **Planned gift calculators to assist you with the tax benefits of gift annuities, trusts, and sales of properties and investments**
- **Information on types of bequests**
- **Latest news on estates, changes in tax laws, and finance**
- **Estate planning guides**
- **Tips for financial advisors**

Your Act of Generosity...
Our Longevity

Thank You for Caring!

Departments and programs that assist thousands of patients in their time of need each year.



The Ocean City Masonic Lodge #171 presented Shore Medical Center with a check in the amount of \$500,000 from the estate of Flora Baker to support the opening of the Flora Baker Center for Alzheimer's Disease and Related Disorders. The center provides a wide range of clinical and social services.

How One Woman's Dream is Helping Local People with Alzheimer's Disease and Related Disorders

When Benjamin and Flora Baker made a \$3 million gift to Shore to help open the surgical pavilion in 2012, it was the largest gift the hospital had ever received. The philanthropic couple, who built their wealth in the tourism industry of Ocean City, believed strongly in supporting initiatives that improved the health and wellbeing of their community.

The Bakers have both since passed away, but their impact on Shore and our greater region didn't end there. Prior to her passing, Flora Baker made a gift that has enabled Shore to tackle some of the most complex and underserved illnesses in our region: Alzheimer's disease and related disorders. Through her \$500,000 gift to the Ocean City

Masonic Lodge No. 171, Flora Baker requested that the Masons gift the funds in her name to an organization that could take on this critical challenge, and the Masons selected Shore.

Fast-forward to July 25, 2017, when the Flora Baker Center for Alzheimer's Disease and Related Disorders opened at Shore Physicians Group's Marmora office. SPG neurologist Dr. David Roeltgen has led the efforts to create this comprehensive center to treat Alzheimer's disease and other forms of dementia in South Jersey – a center that expands available local expertise in the field, streamlines the diagnostic and treatment process, provides oversight of medications prescribed to patients on clinical trials, and provides care management for patients and their loved ones.

“The gift Flora Baker left to her community has helped transform the landscape of care in our area for people with Alzheimer's disease and related disorders. We are so

grateful that she recognized this tremendous need and donated a portion of her estate to help,” says Ron Johnson, President & CEO of Shore Medical Center.

In addition to the Flora Baker Center for Alzheimer's Disease and Related Disorders in Marmora, families can also turn to Shore Medical Center for support. Shore has launched a new support group in partnership with the Alzheimer's Association to help caregivers of people with Alzheimer's disease, held the second Tuesday of each month at 4 p.m. in the Center for Family Caregivers, located on the lower level of the medical center.

With one wish in her heart and one generous commitment through planned giving, Flora Baker has left a legacy in South Jersey that will greatly improve the lives of those faced with Alzheimer's disease and related disorders, and their loved ones. Flora's gift is a reminder of the impact you can make when you support healthcare in your community. We would welcome the opportunity to speak with you about the difference you can make at Shore and encourage you to contact our Planned Giving and Development Department at 609-653-3800.

To learn more about the Flora Baker Center for Alzheimer's Disease and Related Disorders or to schedule an appointment, please contact the office at 609-365-6226. To contact Shore Medical Center's Center for Family Caregivers, please call 609-653-3969.



Donate today! There are many ways to make an impact. Visit www.givetoshore.org or call **609-653-3800** to learn more.



Local AM radio host Dan Klein was able to quit smoking with help from Stephanie Bordonaro, tobacco treatment specialist with Shore's Tobacco Prevention & Treatment Program.

Local Radio Host Ends 45-Year Smoking Habit With Help From Shore

After a long-overdue visit to a doctor, Dan Klein received the wake-up call he needed to seek help for his 45-year smoking habit. He turned to Shore Medical Center's Tobacco Prevention and Treatment Program, led by tobacco treatment specialist Stephanie Bordonaro. Thanks to the program, Klein was able to transition from smoking a pack of cigarettes per day to only using a nicotine inhaler. He has been working with the program since February 2017 and is still smoke free.

The Tobacco Prevention and Treatment Program at Shore is adaptive to the specific needs of each patient. The program begins with an intake session and follows with at least four more weekly one-on-one sessions with Bordonaro, who helps the patient identify triggers, create behavior modification strategies, manage stress, set a plan, and determine a quit date.

It is this individualized treatment that helps patients like Klein achieve success.

As a radio host on 1400 AM WOND, Dan has embraced his unique position to use his voice to inspire others to quit. Throughout his journey, he chronicled his struggles and successes. What was expected to be a modest response from his listeners blew expectations away, as 75 of Dan's listeners have contacted Shore to get more information on the tobacco treatment program, and many have already enrolled. Dan's story also gained regional recognition in a feature article by the Press of Atlantic City in July.

Helping smokers in South Jersey kick the habit is one of the many ways that your donation to Shore makes an impact. If you or someone you know wants help to quit smoking, contact Stephanie Bordonaro at the Tobacco Prevention and Treatment Program at 609-653-3440.