

THE POWER OF NURSING

A CAPITAL CAMPAIGN SUPPLEMENT FOR NURSING DIMENSIONS

Gifts to the School of Nursing Inspired by the Human Experience

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Robert Heideman, PhD, is good at keeping secrets. With help from the UW-Madison School of Nursing, he went undercover for several months last summer while searching for the perfect gift to celebrate his wife's seventy-fifth birthday.

He wanted to show his appreciation both to Carroll and to the nurses who cared for him during a prolonged illness in 2004. "It became quite clear to both of us how important the profession of nursing is to everyone, whether now or in the future," he says. "Nurses are the daily and very human face of health services, whether in the hospital or in the home—and nursing research is the basis of continuing excellence in nursing.

"Carroll knew very well something was in the works," recalls Heideman, as he was planning her gift. "There were phone calls that she handed off to me and then a couple of meetings at the School of Nursing during which the idea was developed."

In Carroll Heideman's honor, the school was presented with a gift that funds photography to make a powerful case for nursing research and education. Professional photographer Bob Rashid

Bob Rashid



Infants who fit in the palm of a hand survive—and thrive—thanks to nurses. This intimate photograph, funded by a gift from Robert and Carroll Heideman, makes a powerful case for nursing research and education.

then went to work, capturing images to illustrate *The Power of Nursing* case for support and newsletter and to frame for

display at the School of Nursing and, eventually, in the Nursing Science Center.

Leadership Gifts and Campus Approval Move Building Campaign Forward



(From left): John and Peggy Zimdars "get the red out" with sons Andrew and Matthew.

The Nursing Science Center Campaign received leadership gifts in fall of 2007 from Peggy and John Zimdars and Mary (Penny) Enroth, bringing the total amount raised to date to \$9.3 million.

Serving as a family caregiver was one impetus behind Enroth's gift. Another was her concern about the nursing shortage, which was heightened when she learned that the UW-Madison has had to turn away good nursing student candidates because of a lack of nursing educators—and a state-of-the-art facility is also part of the

equation. "I thought, 'there must be an answer,'" says Enroth, who went to work with the UW Foundation and the School of Nursing.

Enroth is president of The Palmer Foundation in Kenosha, Wisconsin. Founded in 1990 by her parents, Mary and Rogers Palmer, the foundation's mission is to empower young people. In 2006, the foundation funded a video produced by the UW-Madison to encourage young people to consider careers in nursing research and education.

The Zimdars also feel a strong personal connection to the nursing profession. Both Peggy and John are 1973 UW-Madison graduates in nursing and business, respectively. "We are grateful for the many nurses who have blessed our family in countless ways," Peggy says. "We cannot think of a gift that will benefit more families and individuals than a gift to the School of Nursing as it continues its legacy of excellence in nursing education."

In fall of 2007, the Nursing Science Center project was presented to the Cam-

pus Planning Commission for inclusion in the capital budget. "The level of generosity and support of our alumni and friends has been phenomenal and has made a big impression with the Campus Planning Committee," Dean Katharyn May says. "They realize that nursing can raise the private support to leverage public funding."

The following timeline reflects the process for obtaining state support:

Fall 2008 – Wisconsin State Building Commission approves the project and the two-thirds public match.

Spring 2009 – Wisconsin State Legislature approves the project and match.

Summer 2009 – Biennial state budget (2009–2011) enacted approving the project.

Fall 2009 – School of Nursing expends private funding to hire architect; begins preconstruction planning.

Summer 2011 – Biennial state budget (2011–2013) enacted providing funding for construction; school breaks ground.

Spring 2013 – Grand Opening.

From the Development Director



Coleen Turnock Southwell, BA'82, APR
Director of Development
UW-Madison School of Nursing

Welcome to the first edition of our new campaign newsletter, *The Power of Nursing*.

Several years ago, the UW-Madison School of Nursing embarked on a journey toward what Jim Collins, author of *Good to Great*, would call a BHAG (Big Hairy Audacious Goal)—a new home for the School of Nursing, designed specifically to meet the education and research needs of nursing science. To date, we have raised more than \$9.3 million toward making this dream a reality.

We chose *The Power of Nursing* as our campaign theme because nursing has the

power to save lives, to strengthen communities, to empower individuals, and to improve our quality of life. Backed by nursing science and education, nurses can transform health care. Alumni, friends, faculty, students, and staff are joining the campaign to support the school's enduring legacy of leadership. In the following pages, you will meet individuals giving their time and treasure to ensure that the University of Wisconsin-Madison School of Nursing sets the pace for nursing education and research.

I hope you'll join us on our journey and become part of nursing's exciting future.

Steering Committee Provides Campaign Leadership

A core group of dedicated volunteers is raising awareness and private donations to build a new home for the UW-Madison School of Nursing.

Leading the committee is Linda Kautza Procci, PhD, RN, vice president of service line operations at Cedars-Sinai Medical Center in Los Angeles. "I'm inspired by the school's vision for the future and excited to be part of making that vision a reality," says Procci. "I've had a successful career; it is time to give back."

Steering Committee members include Mary Behrens, BS'64, MSN, RN; Nancy Fraser, BS'82, RN; Sarah Kruger, MS'00, RN; and Peggy Zimdars, BS'73, RN.

"I'm inspired by the school's vision for the future and excited to be part of making that vision a reality,"

— Linda Kautza Procci

Behrens has had a successful career in both nursing and politics and brings an in-depth understanding of nursing issues and grassroots organizing to the campaign. She has been an outspoken advocate on world health issues, including testifying before the World Health Organization in 2006 about the deepening shortage of nurses around the world.

Fraser operated stand-alone surgery centers in Southern California until selling the business in 2001. Looking to combine her business and nursing expertise, she founded Medical Legal Consulting to develop legal briefs for health care lawsuits. Fraser's firm has clients nationwide, and she often provides expert testimony.

As a member of the School of Nursing's clinical faculty and a nurse practi-



Steering Committee members: (front row, from left) Peggy Zimdars, Dean Katharyn May, Sarah Kruger, and (back row, from left) Coleen Southwell, Linda Procci, Mary Behrens, and Nancy Fraser.

tioner with Dean Health System, Kruger knows firsthand the benefits that a new building will provide the school's education, research, and outreach missions and the impact that innovations from the school can have on patient care. Her husband David, JD'78, is president of the Fiore Companies, a real estate investment, development, and management company.

Zimdars, a pediatric nurse practitioner, has spent a good part of her career in community education and has been a leader with community organizations such as the Junior League. After a recent brush with breast cancer, she also brings the patient perspective to the campaign. Her husband, John, BBA'73, is president of The Zimdars Company, a third-generation independent life insurance sales and consulting firm.

"The Steering Committee represents a core group that I can turn to for advice

and guidance in determining the best ways to reach out and engage potential donors," says Coleen Southwell, director of development. "Linda, Mary, and Nancy provide excellent insights in how to engage alumni leaders throughout the country, particularly those who may no longer practice nursing, yet care deeply about nursing's role meeting today's health care challenges. Sarah, Peggy, and their spouses bring a passion for the cause along with local connections in the community.

"Nursing touches everyone," says Southwell. "We are confident that members of the Madison and university communities will be inspired to support this campaign."



Laurie Benson

Louis C. Bernhardt

Joanne Disch

Barbara J. Gruendemann

Maureen McCausland

Mary Starmann-Harrison

Stephanie L. Swartz

Board of Visitors Provides Strategic Guidance for School

Eight leaders from the health care and business communities serve on the UW-Madison School of Nursing Board of Visitors. "I am thrilled with the caliber of nursing and business savvy they bring to the table," says Dean Katharyn May. "These are the right people at the right time for the right reasons."

"Nursing education is a key to our ability to provide future health care for our community. These new facilities will allow us to expand and improve nursing education for the residents of Wisconsin."

— Mary Starmann-Harrison

Mark C. Behrens
Chief Operating Officer,
Johnson Insurance

Mark Behrens has been with Johnson Financial Group for more than twenty years and was recently named chief operating officer of Johnson Insurance, the largest independent insurance agency in Wisconsin. Before this, he served as chief financial officer of Johnson Financial Group, a diverse financial services company with almost \$4 billion in traditional bank assets. (not pictured)

Laurie Benson, RN
CEO, Inacom Computers

School of Nursing alumna Laurie Benson, BS'75, co-founded Inacom Computers in 1984. Today, Inacom is one of the top one hundred companies headquartered in Dane County, Wisconsin, and ranks in the top five hundred nationally in the IT field. Inacom generated more than \$77 million in revenue in 2006 from its three Wisconsin offices, located in Madison, Brookfield, and Appleton.

Louis C. Bernhardt, MD
Surgeon, Retired

Louis Bernhardt, MD'63, was a thoracic surgeon with Dean Medical Center for thirty-plus years, retiring in 2004. He has served as president of the Wisconsin

Alumni Medical Association, the Madison Surgical Society, Dean Clinic, the Wisconsin Surgical Society, and the Wisconsin Chapter of the American College of Surgeons. His academic roles included assistant dean of clinical affairs and clinical professor at the UW School of Medicine and Public Health. He is currently the Promises to Keep capital campaign co-chair for HospiceCare.

Joanne Disch, PhD, RN, FAAN
Professor, University of Minnesota
School of Nursing
Director, Katharine J. Densford
International Center for
Nursing Leadership
Katharine R. and C. Walton Lillehei
Chair in Nursing Leadership

A nationally and internationally recognized nursing leader, Joanne Disch, BS'68, currently serves as chair of AARP's national board of directors, and on the boards of Allina Health System and the American Organization of Nurse Executives. Disch received the Outstanding Alumnus Award from the Nurses' Alumni Organization in 1998; this spring, the Wisconsin Alumni Association will honor her with its 2008 Distinguished Alumni Award.

Barbara J. Gruendemann, MS, RN, FAAN
Owner, G4 Productions

Barbara Gruendemann, BS'59, is an educator and professional speaker on nursing and health care issues. She served as director of Worldwide Professional Education for Johnson & Johnson Medical and is currently enrolled in the PhD program at Texas Woman's University. Gruendemann was one of the first perioperative nurses in the United States to be named Fellow of the American Academy of Nursing. She served as national president of the Association of Operating Room Nurses.

Maureen McCausland, DNSc, RN, FAAN
Vice President for Patient Care
Services and Chief Nursing Officer,
University of Wisconsin Hospital
and Clinics

Maureen McCausland joined the UW Hospital and Clinics in 2003. Previously, she was chief nursing executive for the University of Pennsylvania Health System and associate dean for nursing practice at Penn School of Nursing. McCausland is a nationally recognized advocate for designing professional workplaces that attract and retain a highly educated nurse work force.

Mary Starmann-Harrison, FACHE
President/CEO, SSM Health Care
of Wisconsin

Mary Starmann-Harrison has worked in the health care field for the past 25 years. She is currently the chair-elect for the Wisconsin Hospital Association and has served on the Wisconsin Health & Hospital Association Board of Directors since 2000. Starmann-Harrison is a member of the American Hospital Association Policy Board for District 5 and a fellow of the American College of Healthcare Executives.

"I'm happy to be involved in this effort to give back to the School of Nursing. Much of my success as a nurse relates directly to my years at the U, and what the faculty and staff gave me. Now it's my turn to 'pay forward' and help future generations of UW nursing grads."

— Joanne Disch

Stephanie L. Swartz, RN
Chief Nursing Officer, Gundersen
Lutheran Medical Center

School of Nursing alumna Stephanie Swartz, BS'74, joined Gundersen Lutheran in La Crosse, Wisconsin, in 1978 and has served as chief nursing officer since 2005. Her visionary leadership for the organization spans many areas of nursing, including the Neuroscience and Rehabilitation, Trauma, and Emergency centers, Urgent Care, MedLink AIR, and critical care and medical-surgical hospital units.

Historical Tea to Honor Nurses in the Military

On Saturday, June 7, 2008, alumni and friends will gather again to sip tea, taste treats and share stories at the UW-Madison School of Nursing's second "A Historical Tea" fund raiser.

Inspired by this year's theme of the history of nursing and the military, the event will feature a historical uniform style show along with artifacts, photos, and other remembrances of alumni who have served our country. The school has several World War II and Vietnam-era uniforms in its collection, as well as posters and other artifacts.

"From Florence Nightingale and Clara Barton to World War II Cadet Nurse Corps, many advancements in the nursing profession can be traced back to times of war," said school historian and Professor Emerita Signe Skott Cooper, BS'48, RN. "Our histories are intertwined."

More than two hundred people attended A Historical Tea in honor of Cooper in 2006, raising more than \$100,000. Proceeds from the 2008 event will again benefit the Signe Skott Cooper and Hilda Skott Historical Suite, and cumulative gifts of \$500 or more will be permanently recognized within the suite.

Cooper served in Burma and India during the Second World War, where the biggest threats to life were tropical diseases and providing care under relatively primitive conditions. She recalls caring for a patient with polio who died. "It was unbelievable to me that he could have died of polio," she says, and that the tropical environment made diseases more serious. She and her colleagues also encountered diseases such as scrub typhus, which is uncommon in the United States.

Cooper has documented the names of at least eighty-five School of Nursing alumni who served in WWII, and she can easily recall the names of alumni who served during Vietnam, Desert Storm, and the First Gulf War.

Recent graduates continue to serve. Christopher Justice, MS'03, RN, was a

chief nurse in Iraq. Wounded by a roadside bomb, he now works as a certified registered nurse anesthetist at Gundersen Lutheran in La Crosse and still serves as a nurse with the Wisconsin National Guard. Justice was featured in the Spring 2005 Nurses' Alumni Organization newsletter, and his story can be found online at www.son.wisc.edu.

"So many alumni have served and have amazing stories to tell," says Dean May. "We hope they see this as an opportunity to come back to Madison and to be honored."



Eleanor Nelson, Cert. '45, was the only School of Nursing alumna to die serving her country in WWII.



Charlotte Edwards in her cadet uniform.

Did You Serve?

We are gathering photographs and remembrances from alumni who served to be included in both the printed and audiovisual versions of the program at the A Historical Tea fund raiser. Send a scanned photograph by e-mail with information on when and where you served and a brief comment on how your time in the service enhanced your professional career to coleen.southwell@uwfoundation.wisc.edu. You may also mail images to: **Coleen Southwell, Director of Development, School of Nursing, UW Foundation, 1848 University Ave., Madison, WI, 53708.** All photos will be scanned and returned to you.



Marguerite Sill Whittingham and Leone Scalzo, Camp Anza, California, 1943.

Keeping Their Legacies Alive through Philanthropy

A dedicated nurse, a rising star, a masterful teacher and role model—the generous spirit of three remarkable women endures thanks to the generosity of those they touched.

Inspired by her sister who served as a nurse in World War I, **Nina Sween** left her home in Rio, Wisconsin, in 1924 to join thirteen other young women in the second class of students at the UW-Madison School of Nursing. After a nursing career that spanned four decades, Sween died in February 2007 at age one hundred. Her sons and grandchildren have established a scholarship in her memory to help nursing students reach their goal of caring for others. "Nina Sween dedicated her life to caring for patients, family, friends, and neighbors," wrote her family.

UW nursing student **Kimberlie Wee** "infected" everyone with her courage, compassion, and curiosity, according to her

family. From early on, Wee had the ability to light up a room with her personality and her ambition toward life. She was always there to serve others, including volunteering in New Orleans to help Hurricane Katrina victims. Wee was preparing for an international nursing outreach experience in Ecuador when her dreams were cut short by acute myelogenous leukemia.

Her Marshfield Clinic physician, William Hocking, MD, was so touched by this young woman's deep commitment to the nursing profession and ethos of helping others that he led efforts to establish the Kimberlie Wee Memorial Scholarship Fund. Many of Wee's family and friends are committed to making annual gifts; in 2007, they contributed more than \$1,200 to the scholarship fund.

A pioneer and creative genius in the nursing of children and families, **Florence Blake**, MS, built a legacy of teaching,

research, and care that will be honored by the School of Nursing with the Florence Blake Professorship in Child-Family Nursing.

Some fifty colleagues, former students of Blake, and alumni have donated more than \$200,000 to the endowment fund. This fund will help recruit and retain a leading researcher and educator whose work reflects Florence Blake's commitment, innovation, and sensitivity to children and their families. A special thanks is given to the following individuals whose generosity played a key role in reaching this milestone: Carolyn Aradine, PhD, RN; Mary Beckman, MS'67, RN; Joy Calkin, PhD, RN; Mary Gulbrandsen, MS'74, RN; Patricia Lasky, PhD'80, RN; Helen Marsh, EdD; Karen Pridham, PhD'72, RN; and Ruth Redmann MA, RN.