

## NISSAN OPEN DONATION TO BENEFIT HOSPITALIZED CHILDREN

**S**anta Monica-UCLA Medical Center was selected as the local organization to receive a \$50,000 donation from the "CRESTOR Charity Challenge" at the 2005 Nissan Open at the Riviera Country Club in February. The donation will help fund vital cardiac-monitoring equipment for the medical center's Pediatrics Unit. Santa Monica-UCLA has the city's only dedicated Pediatrics Unit to ensure that infants, children and adolescents receive age-friendly care when they need to be hospitalized.



John Young from AstraZeneca presents a check for \$50,000 to SM-UCLA Nursing Director Posie Carpenter at this year's rain-shortened Nissan Open.

"We are extremely grateful to be the recipient of this generous donation from the CRESTOR Charity Challenge," said Nursing Director Posie Carpenter. "CRESTOR's donation via the Nissan Open will help us provide high-tech monitoring to go along with high-touch care when children need hospitalization."

The CRESTOR Charity Challenge, a season-long competition now in its second year, recognizes and rewards the tournament leader entering the final round at 35 PGA Tour events. CRESTOR, an AstraZeneca pharmaceutical product, donates \$50,000 to that player's favorite charity, as well as a matching amount to a local charity. This year, AstraZeneca will donate \$3.5 million through the program.

Santa Monica-UCLA has provided emergency first-aid services at the Nissan Open for more than 20 years.

For more information about giving opportunities at Santa Monica-UCLA Medical Center, please call (310) 825-5328.

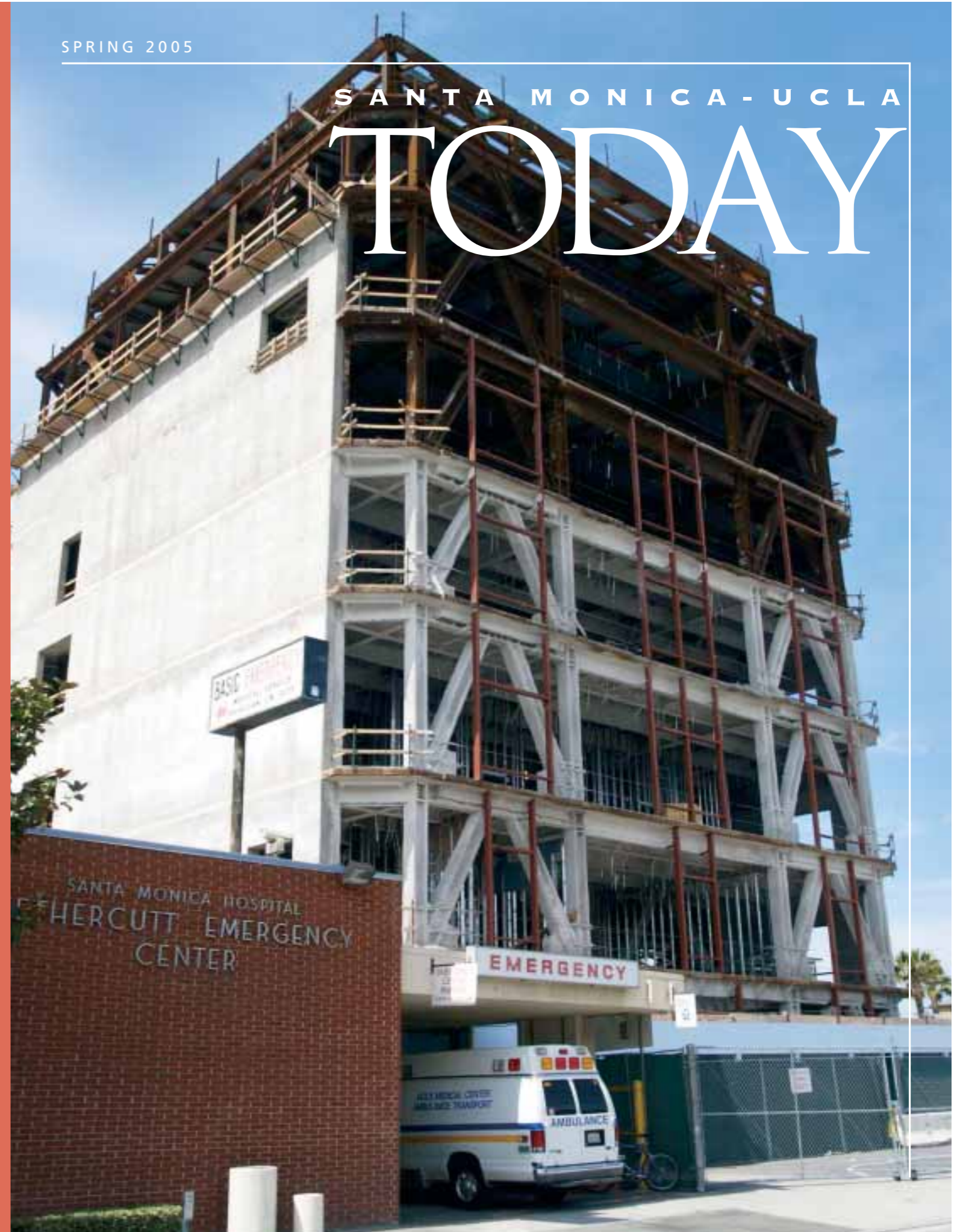
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Santa Monica-UCLA Medical Center was selected to receive a \$50,000 donation from the "CRESTOR Charity Challenge" at this year's Nissan Open in February. The gift will help fund cardiac monitors for the hospital's Pediatrics Unit.



**On the Cover** The North Tower, taking shape near the current Emergency Center, will be the highest point of the new Santa Monica-UCLA Medical Center and Orthopaedic Hospital. When completed in 2007, the tower will measure 120-feet high and contain six stories, plus a top-floor mechanical area. Photo by William Rogers.

SANTA MONICA-UCLA MOURNS PASSING OF LONG-TIME FRIEND, BENEFACTOR

Santa Monica-UCLA Medical Center lost a long-time friend and its greatest benefactor with the passing last year of J.B. Nethercutt, chairman and owner of Merle Norman Cosmetics. Mr. Nethercutt, 91, died last December after a lengthy illness.

The nephew of cosmetics industry icon Merle Norman, Mr. Nethercutt, along with his wife Dorothy, who also passed last year, were dedicated donors to the medical center whose extensive philanthropy will benefit the Westside community for decades to come.

Their generosity was instrumental to the opening of both a new emergency center in 1969, named the Nethercutt Emergency Center in their honor, and a new hospital building, the Merle Norman Pavilion, in 1986.

Over the years, the Nethercutts made other gifts to benefit the hospital and its programs and services for the community.

"Mr. Nethercutt never forgot his and his aunt's Santa Monica roots," said John Danley, senior vice president with Merle Norman who serves on Santa Monica-UCLA's Board of Advisors. "He had a special fondness for the city where it all began."

Born in South Bend, Indiana, Mr. Nethercutt moved to Santa Monica to live with his aunt after his mother's death in 1922. He graduated from Santa Monica High School and studied chemistry at Caltech, but dropped out to work full time with his aunt's fledgling business, which started out of her home in Ocean Park.



The first Merle Norman Cosmetics studio opened on Main Street in 1931. Eventually, Mr. Nethercutt bought out his aunt's interest in the company, which remains family owned and operates about 2,000 franchises nationwide.

"Santa Monica-UCLA has lost a dear friend and philanthropist who touched many lives with his generosity," said Babette Heimbuch, former chair of the hospital's Board of Advisors. "Mr. Nethercutt will always occupy a special place in our hospital's history."

MARVIN ELKIN ELECTED BOARD OF ADVISORS CHAIR AT SANTA MONICA-UCLA MEDICAL CENTER

Marvin Elkin has been elected to a two-year term as chair of the Board of Advisors at Santa Monica-UCLA Medical Center.

Elkin succeeds Babette Heimbuch, chair and chief executive officer of First Federal Bank of California, who had been board chair since 2002. The 25-member volunteer board advises the medical center on various issues, including governance, fund raising and community relations.

Elkin, a Bel Air resident, joined the Santa Monica-UCLA board in 2001 and has been instrumental in various fund-raising activities. He is currently helping with planning efforts for "The Gala 2005," which will benefit Santa Monica-UCLA's \$275-million rebuilding project. In 2001, Elkin and his wife Simona served as co-chairs for the medical center's "75th-Anniversary Gala."

Elkin worked for Northrop Grumman for 42 years and was corporate vice president and chief human resources and administrative officer when he retired in 1999. He serves as a trustee of both the Foundation Board for the California Science Center and the Autry National Center, and on the Board of Governors at UCLA.

In addition to Santa Monica-UCLA, the Elkins are actively involved with several Santa Monica organizations, including the Boys and Girls Club, YWCA and Santa Monica College.



Simona and Marv Elkin at "Gala 2003."

## Rising Expectations: EXCITEMENT BUILDS FOR NEW HOSPITAL

Construction crews are making visible progress on all sides of the new Santa Monica-UCLA Medical Center and Orthopaedic Hospital, currently taking shape around the existing Santa Monica-UCLA facility.

Project officials have announced new timelines for the 271-bed replacement hospital, which will open in phases beginning next year.

Plans call for the new Nethercutt Emergency Center to open first. It will be completed by late 2005, and ready for occupancy in Spring 2006.

The 14,000-square-foot facility will be located on the ground level of the Southwest Wing on 15th Street, just north of Arizona Avenue. It will feature several innovations to help Santa Monica-UCLA better meet the needs of the almost 30,000 patients a year who seek emergency care at the present facility.

"One of its best features will be the capability of providing fast-track service to patients with minor injuries and illnesses," says Dr. Wally Ghurabi, medical director.

"Additionally, it will allow us to provide more efficient and compassionate care, thanks to its updated design, centralized work station and observation unit where patients can be continuously monitored before being admitted to the hospital or discharged home."



The new Nethercutt Emergency Center will be housed on the ground level of the Southwest Wing, being built on 15th Street near Arizona Avenue.

The center also will contain rooms that provide greater versatility for diagnosis and treatment and afford maximum privacy, he adds.

After the new center opens, the current ER will be demolished and construction will begin on the Central Wing, which includes a new main entrance featuring an airport-style drop-off zone for improved hospital access.

The Central Wing construction will require the current hospital entrance at 1250 16th Street to be closed for approximately 18 months. During that time, the main entrance will shift to 15th Street.

The remainder of the Southwest Wing will house a new Birthing Center, Neonatal Intensive Care Unit, Recovery Room and inpatient units. Completion and occupancy are scheduled for Summer 2006.

Construction officials expect the rest of the new hospital to be mostly completed in late 2007, with occupancy of the Orthopaedic, North and Central wings planned for early 2008. Final completion will occur in late 2008 or early 2009, following demolition of the existing nine-story Tower building, site improvements and construction of a grand stairway where the Merle Norman Pavilion, Central and Southwest Wings meet.

Watch for updates in future issues.

## THE GIFT (SHOP) THAT KEEPS ON GIVING

In 1942, while the world was at war, a group of selfless, community-minded women joined forces to form the first support group for Santa Monica Hospital, then the lone hospital for the Westside community.

Known as the Santa Monica Hospital Auxiliary, the all-volunteer group would lay the foundation for a long and impressive history of hospital fund raising, which continues today. To date, the Auxiliary has raised more than \$3.5 million for Santa Monica-UCLA Medical Center.

Early on, the Auxiliary raised most of its funds by operating a Thrift Shop at Santa Monica Hospital. It collected donations of clothing, books and household items, then sold them to make money for the hospital.

In 1969, the Auxiliary took a quantum leap into merchandising with the opening of a Gift Shop. The group borrowed \$7,000 from the hospital to help open its doors. "I remember that we were thrilled to pay back the money in our first year and have some left over to give the hospital," recalls Auxiliary member Hazel Hanson, one of two original buyers still working today.

Hanson buys baby clothes for the shop, while the other original buyer, Carol Serling, purchases toys and books. Both still find the work rewarding.

"I loved the feeling of doing something good for the hospital and community, and still do," says Hanson. "It's a very worthy cause and fun work," adds Serling, widow of "Twilight Zone" creator Rod Serling.

In the early 1980s, the Gift Shop reached perhaps the pinnacle of its success when it was voted the top hospital gift shop in the state. "One of the reasons for our success was our willingness to carry trendy apparel that appealed to a broader audience than just patients and visitors," explains Hanson. "We even sold purple hot pants at one time."

**If you are interested in becoming a Gift Shop volunteer, please call (310) 319-4614.**

For years, the Auxiliary operated both shops, but in 1983, the Thrift Shop closed due to a lack of space as Santa Monica Hospital prepared for construction of the Merle Norman Pavilion. Ironically, the current Gift Shop finds itself in temporary quarters while Santa Monica-UCLA undergoes its \$275-million rebuilding project. Nevertheless, the shop continues to raise major funds for the hospital.

Auxiliary pledges and donations have helped fund a long list of vital equipment for the hospital, enabling it to bolster its commitment to caring and community service.

Over the years, the Auxiliary has sponsored other fund-raising activities, including fashion shows, lobby sales and other special events. It also funded "anticipation teas" for expectant patients back in the 1960s and 1970s.

But the Gift Shop remains its pride and joy. "It's the gift that keeps on giving to Santa Monica-UCLA," says Auxiliary member Nancy Howell.



Carol Serling, left, and Hazel Hanson have been Gift Shop buyers since it opened in 1969.

**"I loved the feeling of doing something good for the hospital and community, and still do."**

**– Hazel Hanson**

**BOARD PROFILE: WAYNE HARDING**

# 15 MINUTES



**G**etting Wayne Harding to talk about his good deeds is not an easy task.

The lifelong Santa Monica resident has been giving back to his community for nearly 50 years, and his credentials are impressive.

Harding served on the city's Redevelopment Agency from 1958 to 1970, and spent 19 years on the board of directors for Santa Monica Bank. He has been a board member for the Boys and Girls Club of Santa Monica for 45 years and is a past president of that organization. He served on the Santa Monica College Foundation board and is one of the founders of both the James West Alumni Center and Wooden Recreation Center at UCLA. And Harding has spent nearly 20 years on various boards at Santa Monica-UCLA Medical Center, an organization he holds very close to his heart.

And he did all this while raising a close, loving family and building a hugely successful Santa Monica auto dealership.

"I was very fortunate. I had mentors in my life who gave me advice, who guided and helped me," said Harding, 78. "That's why

I do things for the community. I want to help others like I was helped."

Typically, Harding downplays his many contributions. "I'm just an average guy," he says. "I love the community I live in and I have a lot of good friends."

Dr. Donald Adams, a physician who practiced medicine in Santa Monica for 31 years and who serves on the medical center's Board of Advisors with Harding, said his friend has always been modest about his accomplishments.

"He never touts what he's done,"

Dr. Adams said. "He's generous, and always willing to participate in activities in the community."

As for his work on the medical center's various boards, Harding "asks the right questions and has a lot of good input," Dr. Adams said.

The second son of a hard-working merchant, Harding grew up in Santa Monica when the town was little more than a small, beachside community of about 28,000 people. Like many kids in that Depression era, Harding held down a series of part-time jobs to help his family. He mowed lawns, sold magazine subscriptions and worked in local markets as a high school student. He was befriended by the vice principal at Santa Monica High, who advised him to go into business. The advice stuck.

After serving in the Merchant Marines, Harding married Dixie, his high school sweetheart. They both worked while Harding first attended Santa Monica College and later UCLA.

In 1949, at age 22, Harding got into the car business. His first job was cleaning up

used cars at S & S Chevrolet in West Los Angeles. After three months, he graduated to sales. Over the next decade he worked his way up the ladder, and by 1963, he bought into Santa Monica Ford. Two years later, the owner died and Harding ended up with the majority of the stock.

He was majority owner and chief executive officer of Santa Monica Ford for 39 years before retiring two years ago.

He first became involved with Santa Monica-UCLA in 1979, when he joined the hospital's Foundation Board of Directors. He served on that board for 16 years.

"I always had great respect for the hospital and I wanted to find out for myself how things were going," said Harding, whose three sons were born in the medical center. "I got on the finance committee and I was probably a pain in the neck. I asked a lot of questions. But the more I learned, the more I became sold on the hospital and what it was doing."

Although he had already put in many years of service, Harding couldn't stay away. In 2003, he returned, joining the medical center's Board of Advisors.

"I thought maybe I could be of a little help," he says.

Allan Young, president and chief executive officer of the Boys and Girls Club of Santa Monica, suspects Harding is more than just a little help.

"If I want to really look at an issue, political or controversial, he's the guy I call," said Young, who has known Harding all of his life. "Wayne sees both sides of an issue and comes up with an answer that's always fair."

— by Kim Irwin

## BREAST CANCER MEETS ITS MATCH!

**B**reast cancer came under attack from a barrage of tennis balls at Santa Monica-UCLA Medical Center's seventh-annual "Westside Challenge to Beat Breast Cancer" event last fall.

The round-robin tennis tournament and fund raiser was held October 23 at the Los Angeles Tennis Center at UCLA. Seventy-five tennis players, including several breast-cancer survivors, took aim at the second-leading killer of American women by playing 50 games of tennis in one afternoon.

Participants raised more than \$115,000 to benefit Santa Monica-UCLA's low-cost mammography screening program, which provides screening and, in some cases, diagnostic mammograms to uninsured or underinsured women in the community. Last year, the medical center provided low-cost mammograms to almost 275 community residents and breast health education to countless others.

In addition to tennis, the event featured face painting and games for younger guests, a silent auction and an awards reception. Breast-cancer survivor Gale Bailey received the event's annual "Service Ace Award."

Buerge Motor Car Company in West Los Angeles was the title sponsor for the third consecutive year. Other sponsors included First Federal Bank of California, Merle Norman Cosmetics, Women in Film, Edie and Perry Grant and Brian Teacher.



The Westside Challenge event was founded in 1998 by breast-cancer survivor Nina Nisenholtz and Santa Monica-UCLA to raise awareness of the importance of early detection to beat breast cancer. For more information about the event or the low-cost mammography program, call (310) 319-4471.

**Top and above, players pose for photos between games on the UCLA courts.**

**Far left, a future player gets her game face painted on.**

**Left, honoree Gale Bailey and event co-founder Nina Nisenholtz smile for the cameras during the reception.**

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