


**WILL ROGERS  
INSTITUTE**

# Humanitarian

**E D U C A T I O N   F O R   T O D A Y .   R E S E A R C H   F O R   T O M O R R O W .**


## Generosity of Will Rogers Institute Reaches \$1 Million Milestone

For the past eight years, the Will Rogers Institute has partnered with the Patricia Neal Rehabilitation Center (PNRC) and Covenant Health in Knoxville, Tennessee. With the presentation of a 2008 grant of \$200,000, the Will Rogers Institute topped \$1 million in total contributions!

“We are very grateful to the board of the Institute for their amazing generosity over the last eight years,” said Ginny Morrow, senior vice president for philanthropy at Covenant Health. “These funds are allowing rehabilitation and pulmonary clinicians to expand and enhance their impact on the lives of our patients and our employees. Each life touched makes a difference in the health of the communities we serve.”

The funds support a variety of cardiopulmonary rehabilitation and health improvement initiatives at PNRC and other Covenant facilities, including a strong focus on smoking cessation. “We are making a significant impact on the smoking cessation rates of our patients, improving the quality of therapy facilities for patients with pulmonary issues, and are looking forward to



*Tony Spezia, President & CEO, Covenant Health; Todd Vradenburg, Executive Director, Will Rogers Institute; Lucy Deatherage, PT, Director of Ambulatory Rehabilitation Services, Fort Sanders Regional and Parkwest Medical Centers; Vicki Durham, RN, CCM, Covenant WRI Grant Team Leader, Manager, Fort Sanders Cardiopulmonary Wellness and Rehabilitation Outpatient Center; Jennifer Steely, PT, Inpatient Therapy Manager, Patricia Neal Rehabilitation Center; Molly Quarles, RN, Nurse Manager, Patricia Neal Rehabilitation Center; Mary Dillon, MD, Medical Director, Patricia Neal Rehabilitation Center.*

expanding our programs for patients with pulmonary diseases and sleep disorders,” said Dr. Mary Dillon, medical director at the Patricia Neal Rehabilitation Center.

One participant who successfully ended a 26-year smoking habit said, “Thank you,

Will Rogers Institute, for granting the money to create these types of programs that will enhance people’s lives and change them for the better. I wanted you to know that you have changed my life in a major way, a positive way, a healthy way. You are giving back to the people a chance to live a healthier lifestyle.”

“We are pleased to be able to support the efforts of the Patricia Neal Center and Covenant Health to improve the health and quality of life for their patients,” said Todd Vradenburg, executive director of the Will Rogers Institute. “It’s rewarding to see these funds at work in the community where our good friends from Regal Entertainment Group are based.”

A portion of last year’s grant money was also used to provide continuing education to respiratory therapists and other health-care providers across Covenant Health, and to ensure that patients who were in need of outpatient pulmonary rehabilitation and education could access that care.

For more information on PNRC and Covenant Health, visit [www.patneal.org](http://www.patneal.org).

## The Inside Story:

- WRI MEDICAL ADVISOR VISITS CHINA ■ PLANNED GIVING: YEAR-END GIFTS
- WILL ROGERS DAYS ■ HEALTHY NEWS: HOW TO REBUILD YOUR BRAIN
- FLAVORS OF FALL: PEANUT BUTTER COOKIES ■ AND MORE...



## Respiratory Medicine and Intensive Care Experts Visit Beijing and Shanghai Will Rogers Institute's Medical Advisor Dr. Edward Crandall Participates in Delegation

by *Samuel Day Fassbinder*

Hosted by Peking Union Medical College, a USC Keck School of Medicine Department of Medicine delegation visited China in spring/summer 2008. While in China, the delegates observed critical care facilities in several major medical centers and lectured at conferences in Beijing and Shanghai. Through these activities, the USC delegation interacted with many Chinese physicians, including more than half of China's specialists in respiratory medicine and intensive care. The lectures and visits were organized by Renli Qiao, MD, USC associate professor of clinical medicine. Edward Crandall, PhD, MD, Hastings Professor and Norris Chair of Medicine, led the delegation, which consisted of physician-scientists from USC as well as UCSF (San Francisco) and Sweden.

"Critical care, formally incorporated into the Chinese hospital system only in the last few years, is the result of China's economic growth," stated Dr. Qiao when asked about the importance of the visit. "As the Chinese economy grows, the People's Republic is investing more resources into improving the quality of life. One aspect of this investment has been to bring the country's huge hospital system up to international standards." Part of this effort is the establishment of intensive care units in China's hospitals. Three years ago, Dr. Qiao began assisting in the code revision of the ICU facility, later used for hospital credentialing by the Chinese Ministry of Health.

Since 2002, Dr. Qiao has presented an annual series of CME lectures sponsored by the Chinese Ministry of Health. After presenting the CME lectures, and serving as a visiting professor at several major medical universities, Dr. Qiao began to realize the pressing needs of the Chinese health care system. While the government and the major hospitals have budgeted sufficient



*Dr. Richard Barbers, Lynn Crandall, the MC of the Conference and Dr. Edward Crandall*

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funding for necessary, expensive equipment, there are no specialty training programs in China corresponding to the training received in the U.S.

Medical specialists in China become proficient by accumulating knowledge and experience through their work in corresponding fields. There is no systematic training above residency in China. This deficiency in specialist training is most obvious in areas such as critical care, because no ICU exposure is provided in China's medical residency programs. In contrast, an important part of the academic requirements for medical faculty at USC is to provide not only specialist training, but also the opportunity to lecture trainees and colleagues in the field. This practice enhances medical education

beyond the work experience training, and these lectures can benefit society in other parts of the world.

China's oldest medical university was founded during the Tang Dynasty, 1,000 years ago. Modern medical universities began to be established in China early in the 20th century. Founded by the Rockefeller Foundation in the early 1920s, Peking Union Medical College (PUMC) is China's leading medical university. Its other name, Chinese Academy of Medical Sciences, reflects its leading position in medical sciences.

This year's third annual PUMC conference was co-chaired by Dr. Zhu Yuanjue, former president of the Chinese Medical Association, and Dr. Cai Boqian, chairman of respiratory medicine at PUMC hospital (and chief editor of a Chinese ICU textbook), with Drs. Crandall and Qiao representing USC.

At the conference, Dr. Crandall lectured on "ICU in a Modern Health System: The Impact of the Leapfrog Standard." Dr. Crandall's keynote lecture described the ongoing effort in American hospitals to standardize the structure of intensive care units. Dr. Qiao lectured on ventilator management, and Dr. Richard Barbers presented on a recent advance in the management of refractory asthma.

After the PUMC conference, the delegation visited Anzhen Hospital of Beijing Capital Medical University. This 1,300-bed facility is China's leading institution in cardiovascular disease, with a budget of 12 billion renminbi (about \$7 billion). China's first lung transplant was performed here. Nowadays, Anzhen Hospital conducts over 1,000 cardiac bypass surgeries annually. Anzhen Hospital was the medical center for the Beijing Olympics.

For 70 years, WRI has been a national leader in providing medical school fellowships, neonatal ventilators and educational materials.

## Go Ahead, Use Some Herbs

Researchers at Bonn University in Zurich have found that an active ingredient found in many herbs and spices inhibits inflammation. In seven out of ten trials with mice who had inflamed paws, the inflammation was reduced when this active ingredient, known as beta-caryophyllin (E-BCP), was administered. The researchers think that E-BCP might be of use against disorders such as osteoporosis and arteriosclerosis. The findings of the research were originally presented in the *Proceedings of the National Academy of Sciences*.

### Health Watch:

E-BCP is found in these flavorful and healthful herbs:

- Basil
- Black pepper
- Cinnamon
- Oregano
- Rosemary



## Planned Giving: Don't Make These Year-end Gifts

As the end of the year approaches, the giving pace picks up. This is true not only for Will Rogers Institute, but for the nonprofit world in general. Many people simply wait for the closing of the tax year – and the barrage of financial appeals – to make their major gifts. If you fall into this category, you may want to consider the following suggestions. They might help you avoid making a “planned” gift you could live to regret.

### ■ Hurried Gifts

With the hectic lives many of us lead, we tend to put off our giving until “we have the time.” But then, before we know it, the calendar runs out and we’re staring at December 31. We rush to complete a year-end gift. In our haste, we can make serious mistakes, mistakes that may haunt us later in life. A planned gift, by definition, requires planning. Gifts of real estate, stock or other noncash assets should be made carefully and in consideration of your overall estate plans.

### ■ Impulse Gifts

Beware of knee-jerk gift decisions. With all the crisis-related appeals we receive at year-end, it’s easy to get caught up in the emotion of the moment and respond with a generous gift. Were we to back off a bit and think through such a decision, we might do something entirely different. We might give less, or more, or maybe not at all. At least we would have considered our decision carefully, including the organization crying for our support. As stewards of our resources, we do well to temper our emotions with prudence and plan our giving in a way that accomplishes the greatest good for all concerned. Impulse giving may be okay for pocket change, but not for major assets that comprise our estates.

### ■ Tax-Weak Gifts

The opposite of a tax-wise gift is a tax-weak gift. The latter is a gift that fails to use our tax code to maximize our charitable giving. For example, let’s say you have \$10,000 in long-term appreciated stock and you want to make a year-end gift of \$10,000 to a charity. You could either give the stock or sell it and give the cash. If you sold the stock, you’d have to pay tax on the gain, thus leaving less money to give to the charity. On the other hand, you could make a tax-wise gift and transfer the stock directly to the charity, thus avoiding any tax on the appreciation of the stock. Since Will Rogers Institute, for example, is a qualified charitable organization, we can sell the stock without incurring tax on the capital gains.

As we approach the end of the year, we want your giving to be fully satisfying to you, both in what you give and how you give it. If you have any questions about year-end gifts, please call the Will Rogers Institute toll-free at (877) 957-7575. You may visit us on the Web at [www.wrinstitute.org](http://www.wrinstitute.org) to learn more about the many aspects of giving. Thank you for supporting the important work of the Will Rogers Institute.

## “Will Said: Pick the Quote Made Famous by Will Rogers”



- A) “A great man is always willing to be little.”
- B) “A man cannot be comfortable without his own approval.”
- C) “Chaotic action is preferable to orderly inaction.”

Answers: A) Ralph Waldo Emerson B) Mark Twain C) Will Rogers

# Healthy News

## Gesundheit! Now Go Wash Your Hands

A sneeze can travel at a speed of 100 miles per hour and radiate up to five feet, according to the Library of Congress Research Center.



### How to Wash Your Hands

Hand washing is a simple habit and one of the best ways to avoid getting sick. Here's the proper way to wash your hands. Follow these instructions for washing with soap and water:

- Wet your hands with warm, running water and apply liquid soap or use clean bar soap. Lather well.
- Scrub all surfaces, including the backs of your hands, your wrists, between your fingers and under your fingernails. Rinse well.

- Dry your hands with a clean or disposable towel. Use a towel to turn off the faucet.

To use an alcohol-based hand sanitizer:

- Apply about 1/2 teaspoon of the product to the palm of your hand.
- Rub your hands together, covering all surfaces of your hands, until they're dry.

— Mayoclinic.com



## How to Rebuild Your Brain: Get Moving

Up until about 10 years ago, it was believed that we were born with a fixed number of brain cells that eventually died out. Now scientists know that brain cells regenerate throughout our lives. And one thing seems clear: To keep the sharpest memory you can for as long as you can, get moving. Aerobically, that is. Studies have shown that people who engage in aerobic exercise perform better cognitively and show increased brain volume. In another study, participants who exercised showed lower rates of dementia. That's because exercise actually encourages neuron generation in the part of the brain that processes memories.

## Flavors of Fall: Peanut Butter Cookies

Serve these cookies as a delicious and healthy after-school snack. They have half the sugar and fat and lower sodium than regular peanut butter cookies.

- |                                     |                    |
|-------------------------------------|--------------------|
| 1/2 cup butter, softened            | 2 eggs             |
| 1 cup peanut butter*                | 1 teaspoon vanilla |
| 1/2 cup sugar                       | 2 1/2 cups flour   |
| 1/2 cup brown sugar, loosely packed |                    |

- Preheat oven to 350° F.
- In large bowl, beat together first six ingredients; mix in the flour.
- Shape into walnut-sized balls and place two inches apart on ungreased cookie sheets.
- Wet the bottom of a measuring cup or glass and dip in sugar (put a few tablespoons on a plate) and press down on each ball to flatten. Use a fork to make the traditional crisscross pattern on top.
- Bake at 350°F for 10 to 12 minutes. Makes two dozen cookies.

\* For even less sodium, opt for no-salt peanut butter.



# Will Rogers Days

## Clem Rogers Monument Unveiled



Pilots from Oklahoma, Kansas and Arkansas landed on the grass strip at Will Rogers Dog Iron Ranch in Oologah, Oklahoma, on August 15, 2008. The 46 planes included vintage warplanes, new models, homemade planes and parachute planes, and all taxied up near the door of the house where Will Rogers was born.

The day marked the 73rd anniversary of the day Will Rogers and Wiley Post perished in a 1935 Alaskan plane

crash. It was a day of memorial to their lasting contributions to the aviation industry. Activities included showcasing planes and fellowship among pilots, and entertainment by the Gaylord Family of Oologah. Kem Rogers (pictured left) a grandson of Will Rogers, unveiled a monument dedicated to Clem Rogers, Will Rogers' father. Clem Rogers founded the ranch before Oklahoma statehood and claimed it as his Cherokee Indian allotment.

## Rogers' California Ranch Ranger, Docents Visit Claremore, Oologah

A California park ranger brought a little bit of Will Rogers' California history to his Oklahoma heritage when he visited the Will Rogers Memorial in Claremore and birthplace ranch near Oologah, Oklahoma.

Ranger Timothy Hayden solemnly and privately spread soil from the Santa Monica ranch where Will lived at the time of his death, on the hillside below the museum and at the ranch where longhorn cattle still roam.

Betty Rogers, Will's widow, gave the 20-acre site to the state of Oklahoma for a museum to honor her husband's memory. Not long after his death, she gave their California ranch and home to the state of California for a state park.

"Our mission is to keep the ranch like it was when Will Rogers lived there," said Hayden, who calls the Will Rogers State Park and Ranch his home. Two of the California ranch docents also joined him on the visit to learn more about the man they talk about every day to California ranch visitors.

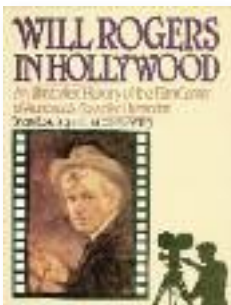
"It was time for me to do a pilgrimage. I had heard things from people who visited, especially the family. It was important for me to come here," he said. "It's amazing to find out what a great man he was and all the people he knew."

Rangers are police officers who graduate from their own academy and undergo field training before assignment. Hayden has been a ranger since 2002 and wears the ranger hat made famous by early-day park and forest rangers.

— Adapted from Pat Reeder, Will Rogers Museum



*Park ranger Tim Hayden and statue of Will Rogers*



## Will Rogers' Biographer's Materials Given to Museum

A treasure trove of historic materials has come to Will Rogers Memorial Museum from the estate of Bryan Sterling, Will Rogers' biographer.

Sterling, who died on April 13, 2008, and his wife, Frances, who died in 2007, were responsible for researching and writing the largest volume of privately published works about the life and words of Will Rogers.

"It will be months before all of the materials can be completely catalogued and transcribed," said Jennifer Holt, museum curator, as she

opened one of the more than a dozen cartons of reel-to-reel and cassette audiotapes, original manuscripts for all his books, correspondence with editors and galley proofs from six books. "It appears to be a complete collection of original manuscripts for all his books."

Included in the tapes is one marked "WR at World's Fair." "Perhaps it is a recorded interview with Will when he attended the Chicago fair in 1933. I was not previously aware of such a recording," said Steve Gragert, executive director of Will Rogers Museum.

Sterling was last in Claremore about nine months before his death. He was accompanied by his nephew, Mark Wingerson, who sent his

uncle's materials to the Claremore museum.

The Sterlings spent over 30 years writing about Will Rogers. They won the Western Heritage Award for *A Will Rogers Treasury*, as the outstanding nonfiction book of 1983. *Will Rogers in Hollywood* is a history of Will's movie- and filmmaking and a collaborative effort of the couple. Other Will Rogers books by Bryan and Frances Sterling are *Will Rogers Scrapbook*, *Will Rogers Speaks*, *Will Rogers' World*, *Will Rogers' Reflections and Observations*, *Will Rogers Photo Biography* and *The Best of Will Rogers*.

— Adapted from Pat Reeder  
Will Rogers Memorial Museum

# Our Mission

TO PERPETUATE THE MEMORY OF WILL ROGERS BY PROMOTING AND ENGAGING IN MEDICAL RESEARCH PERTAINING TO CARDIOPULMONARY DISEASES AND BY EDUCATING THE GENERAL PUBLIC ON TOPICS OF HEALTH AND FITNESS.

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- MANAGING YOUR CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)
- PHYSICAL ACTIVITY—GET A MOVE ON
- QUITTING SMOKING WHILE STILL A TEEN
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### Blood Pressure Takes a Dip with Technology

According to a study published in the *Journal of the American Medical Association*, replacing office visits with home-based blood pressure checks and Web-based care can help control hypertension. The number of people who controlled their blood pressure nearly doubled when they participated in Web-based and at-home blood pressure checks. Learn more about how you can control high blood pressure in a free booklet from Will Rogers Institute.



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# Fall/Winter 2008

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