

# The ROSE Review

A Publication of The Rose  Houston, Texas  Winter 2006

## A World of Thanks



Who would have ever thought that The Rose would be celebrating its 20<sup>th</sup> year? That's right, 2006 marks our 20<sup>th</sup> birthday and we enter this year more hopeful than ever. Perhaps on the horizon is a cure for breast cancer, perhaps there will be access to care for everyone—insured and uninsured— or perhaps others will be inspired to create a “Rose” in their city ...we believe in miracles, we must have.

Throughout our history, many special people have made the miracle of The Rose possible, and since you are reading this newsletter, you are one of them! In this issue, we highlight some of our supporters, providing our 2004-05 annual report and most of all, saying “Thank You.”

For over six years, Continental Airlines has been a leader in corporate giving with free tickets for our Shrimp Boil and other events, raising thousands of dollars and making many new friends—thank you Terry!

Four years running, the wonderful folks at Randalls have made so many of our dreams come true—thank you Steve F., Dawne P., and all the great Randalls employees!

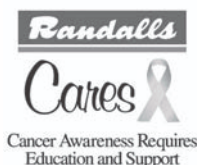
Completing our renovation project, every desk, file cabinet and table in our offices was donated by Shell and moved by the great crew at Pioneer — thank you Ralph!

Elaine Wynegar's gift furnished the reception area at the Featherwood location, and Helen Crowder made sure we have a new and “proper” sign for our building. A brand new look for The Rose Joan Gordon Center now welcomes our guests thanks to Bruce Robinson and Susan's Rally.

Our thank you's are endless. Our gratitude profound. **Every gift to The Rose impacts a woman's life.** Every gift...cash, in-kind gifts, donated services, even the proceeds from a rodeo auction...allows us to serve more women.

Please accept our world of thanks. *You* are creating a new world for so many.

*Dorothy Weston Gibbons*



The Official Airline of The Rose



20 Years of  
Exceptional Caring

# McInnis is The Rose 2005 HERO

Raising an animal to show at the Pasadena Livestock Show and Rodeo can cost a teen a tremendous amount of time and money. Early morning and late evening feedings and trips to the vet are just the tip of the iceberg. But the payoff can be great. Winning entries are auctioned and the teen may recoup the expenses, hopefully with a little left over for college savings or to buy another animal for next year.

Palmer McInnis, a 16-year-old sophomore at Deer Park High School, faced the same financial and emotional challenges while raising his Breed Champion Polled Herford Meggie. But, at the end of the day, McInnis made a choice that not many teens, or adults for that matter, would have made. He gave all the money he made from the auction to The Rose.

Palmer's stepmother, a patient at The Rose, fought her battle with breast cancer for about a year.

"My dad told me about (The Rose) which helps women who don't have insurance," McInnis said. "So we sat down and talked about it and decided it was the right thing to do."

The night of the auction, Palmer decorated Meggie with glitter and pink ribbons. He led the heifer through the auction block while carrying a basket full of roses. At that time, he announced that anything he made from the sale of the heifer would be donated to The Rose.

Before the auction, Larry Forehand, Palmer's grandfather, and Corkey Turner, a longtime family friend, were talking about how to spend their money at the show and wanted to support



From left are Debbie Turner, Dorothy Weston Gibbons, Corkey Turner, Dr. Dixie Melillo, Larry Forehand, Palmer McInnis, Mike McInnis, Brooke Baugh, Thomas Meche, Lisa Meche and Nolan McInnis.

**"Palmer represents everything that is good about young people, his generosity is incredible."**

**Dr. Dixie Melillo,  
Co-Founder of The Rose**

Palmer. Forehand is the founder of Casa Ole and Turner is a franchisee in the Deer Park area. Both have been sponsors at the Livestock Show and Rodeo for 25 years. "We saw that Palmer had done well in the judging and we wanted to support him in the auction," Turner said, adding the two had decided to purchase Meggie. "When we found out he wanted to donate the proceeds to The Rose, it piqued our interest even more."

Turner and Forehand bought the heifer for \$11,000, money which could have gone a long way toward college or purchasing an animal for next year or just about anything a teenage boy could want. However, Palmer stayed true to his

word and donated the money to The Rose.

In late October, Dr. Dixie Melillo and Dorothy Weston Gibbons, co-founders of The Rose, visited Palmer at his school to honor him as The Rose Hero for 2005.

"Palmer represents everything that is good about young people, his generosity is incredible," said Melillo. "This will benefit so many women in our community. He truly is our Hero." Palmer didn't expect all the attention he has gotten for the donation, saying giving the money to The Rose was "just the right thing to do," but his family says he deserves every accolade he is getting.

"I am proud of him," said Mike McInnis, Palmer's father.

Brooke Baugh, Palmer's stepsister, added she was overwhelmed by the teen's generosity.

"When Mike (McInnis) told me that Palmer was going to do this, his character and generosity blew me away," she said. "We had just gotten some bad news about mom, and he sets such a good example for us, that in a time of such sadness he can be so giving."



A woman has just been diagnosed with breast cancer. Desperate to learn about her prognosis, she turns to the Internet, the library, her family or maybe her friends. Most of all, she wants to understand what her physician is saying, wants to ask the right questions. But the sheer volume of information available to her is insurmountable. She doesn't know what to believe or who to trust.

Now she has a place to go – **The Randalls Community Resource and Conference Center** at The Rose.

For the past three years, Randalls staff at locations throughout Houston have raised over \$300,000 through its CARES program: Cancer Awareness Requires Education and Support. Employees encouraged customers to donate a dollar, held in-store contests and sold pink ribbon product sales – all helping to create the Center, a one-of-a-kind women's health resource with everything from computers to counseling.

From family counseling sessions to support group meetings to larger conferences (accommodating 100+ people), **The Randalls Community Resource and Conference Center** promises to be a special place.



**Sneak Peak**

Members of the Board of Directors, as well as the Advisory Board and Medical and Treatment Advisory Board held their annual meeting and got a sneak preview of the renovations at The Rose Medical Plaza. Pictured from left are Yolanda Lopez, Myrleen P. Knott, Mary Ann Chambers, Rosalie Kuntz and Amy Rigsby during a tour of the facility.

**Mark your calendar for**  
**The 3<sup>rd</sup> Annual**  
**Rose Golf Classic**  
**Friday, April 21**  
**Timber Creek Golf Club**  
**4554 FM 2351, Friendswood**  
**For more information, call Dee at 281.484.6656**

**A Ghoulish Good Time**

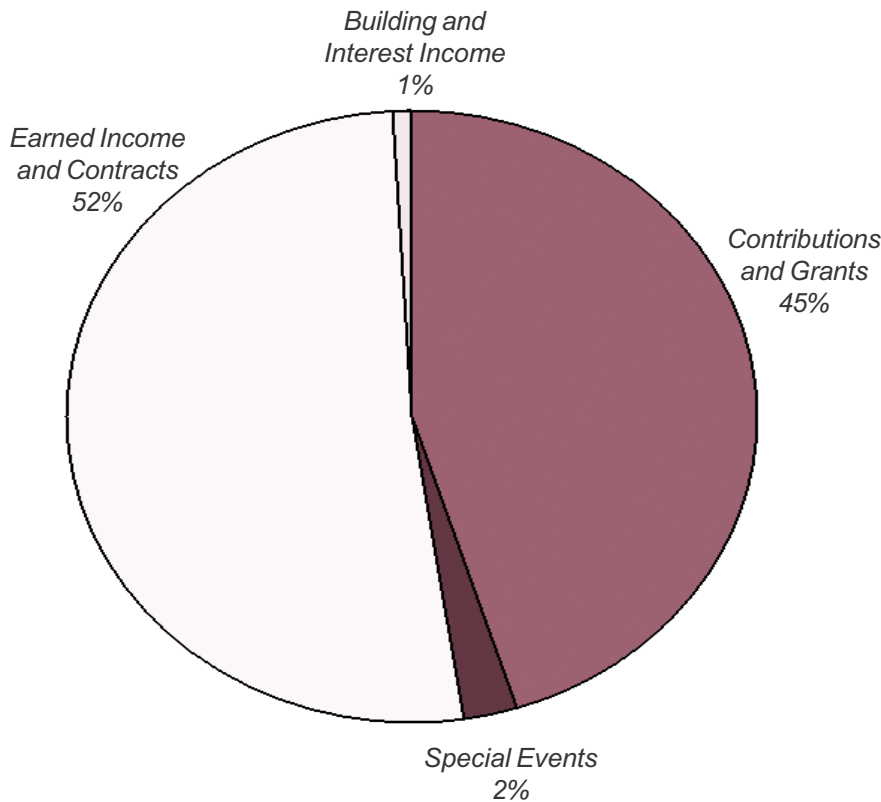
The first Ghoulishly Pink Ball in October helped take the scare out of breast cancer by raising more than \$16,000 for The Rose. Above, Sherry Moore Trainer, Les and Donna Haulbrook and Chanté Moore enjoy the evening at M Bar. Right, Michelle Meissner, event organizer, center, is seen with Dorothy Weston Gibbons and Dr. Dixie Melillo, The Rose Co-Founders.

“I don't want The Rose to look like a clinic anymore...”

*Thank you Elaine Wynegar for your generous donation to enhance our patient waiting area.*

# The Rose Annual Report

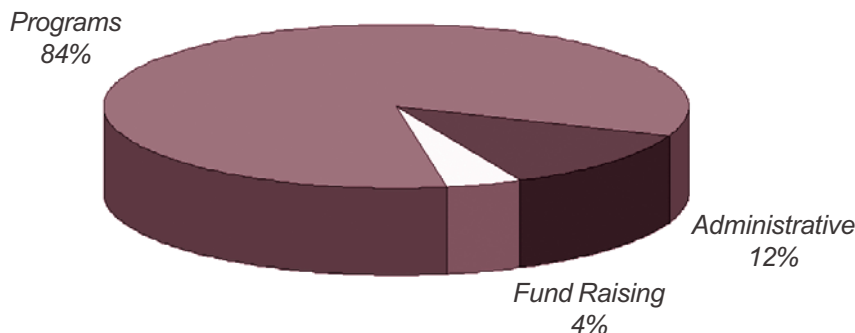
## Principal Sources of Revenue



In fiscal year 2004-2005, The Rose's total revenue was \$4,342,202 -- \$2,247,691 in operations and \$2,094,511 in contributions, special events and other income.

Expenses were \$4,192,363 -- including \$3,504,719 for Programs, \$515,087 for Administration and \$172,557 for Fund Raising.

## Spending Efficiency



\$1.3

## Young Women's Clinic Opens

From April 15 to July 31, 2005, 260 women under 35 were seen at The Young Women's Clinic. The Rose diagnosed six of them with breast cancer. This translates into 1 in 43. Nationally, 1 in 207 women under the age of 39 are predicted to be diagnosed with breast cancer.

The Rose is rated ★★★★★

## A Summary of

Procedure

Screening Mammogram

Diagnostic Mammogram

Clinical Breast Exam

Ultrasounds

Bone Density

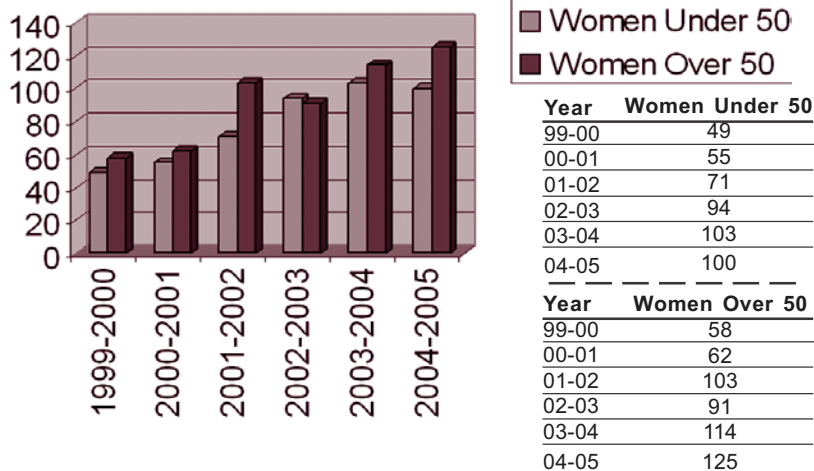
Biopsies

Second Opinions

**Total Procedures**

# 5 Million in renovations at The Rose Medical Plaza and the Joan Gordon Center Complete

**Breast Cancers Diagnosed by Age  
FY 1999-2001 — 2004-2005**



## Education and Outreach

During FY 2004-05, The Rose reached 11,749 people through health fairs, fundraisers, media exposure, support groups and presentations.



"Empower Her," The Rose's unique Sponsorship and Patient Navigation program provided 6,822 diagnostic procedures at no cost to 3,588 low-income, uninsured patients. Additionally, 4,057 medical procedures were provided externally by the Physician Network. This year's numbers mark an increase over the past three years.

During the 2004-2005 fiscal year, 225 women were diagnosed at The Rose, of those, 125 women were uninsured and navigated into breast cancer treatment, all service provided at no cost through The Rose Physician Network and The Treatment Plan funded by Susan G. Komen Foundation - Houston Affiliate.

by Charity Navigators

## Procedures for FY 2004-05

	Number Completed
grams	13,556
grams	3,145
s/Office Visits	5208
	3,122
	1,304
	777
	29
	27,136

Information based on the  
2004-2005 Fiscal Year Audit

# Thank You to Our Donors

## The Rose Donors for Fiscal Year 2004-2005

August 1, 2004 to July 31, 2005

### Foundation Donors

Avon Breast Care Fund  
The Bill & Helen Crowder Foundation  
Carole and Gene Chambers Foundation  
Clayton Fund  
The Cullen Trust for Health Care  
Federation of Houston Professional Women  
Education Foundation  
The Fondren Foundation  
George & Mary Josephine Hamman Foundation  
Gulf Coast Medical Foundation

Halliburton Foundation, Inc.  
Houston Association of Insurance Agents  
Houston Endowment Inc.  
John P. & Mildred O. Hildebrandt Foundation  
John P. McGovern Foundation  
John S. Dunn Research Foundation  
Lubrizol Foundation  
The Methodist Hospital  
R E L Howard Trust

Ray C. Fish Foundation  
Rockwell Fund Inc.  
Sam's Club Foundation  
Simmons Foundation  
St. Luke's Episcopal Health System  
(Episcopal Health Charities)  
Susan G. Komen Foundation-Houston Affiliate  
Swalm Foundation  
Tenet Healthcare Foundation  
The TJX Foundation, Inc.

### Corporate and Government Donors

Air Products, L.P.  
Barmore Insurance Agency, Inc.  
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Bayside Medical Center  
Bayside Urgent Care, Inc.  
Breast Health Summit - CDC -  
Dept. of HHS  
Buffalo Flange  
Buxton Interests, Inc.  
C.L. Davis & Company  
CASA Hospitality Corp.  
Casanova's Downfall  
Certified Technical Services, L.P.  
Cheetah Transportation Systems Inc.  
Chicago Title Insurance Company  
Coastal Plastic, Reconstructive, &  
Hand Surgery  
The Collective Works of Berek  
Commercial Door Service  
Conference of Olympus, Inc.  
Continental Airlines

Covington Adams Development  
Group, LLC. DBA Covington  
Signature Homes  
Creek Colony Ranch  
David Weekley Homes  
Department of Health ~ BCCCP  
Dickey, Rush, Duncan, Ansell  
& Co., P.C.  
Everyone's Internet  
Fancy Pants  
First Community Bank  
Golden Vault Financial Group, LLC  
Gray Motor Co.  
Harborwalk, L.P.  
Hometrust Mortgage  
Hydratight Sweeney  
Jacob White Construction Co.  
Just for Today  
Kroger Co.  
Kuntz Insurance Agency  
Laguna Beach Tans & Fashions

Leisure Time Creations  
Lennar Homes of Texas, Land &  
Construction Ltd  
Lite House Pub  
Local Independent Charities of Texas  
Loomis International Inc  
Mag Creek Partners, LP.  
Members Preferred Mortgage  
Minority Health ~ Dept. of HHS  
Naegeli Transportation, Inc.  
Northeast Primary Care  
Associates, P.A.  
Oilind Safety  
Peppers Beef and Seafood /  
Steaks R Us  
Phelps Insurance Agency  
Powerpack, LLC (P&G)  
Randalls Food Market Inc.  
Reef Industries, Inc  
Remax 1st Source

Richmond American Homes of Texas  
Roche Laboratories Inc.  
Rohm and Haas Texas, Inc.  
Rosewood Funeral Home, Inc.  
Roycebuilders.com  
Safeway Good Neighbor  
Star Toyota  
Steve Bridges State Farm  
Sun Coast Resources, Inc.  
Taylor Lake Development Limited  
Taylor Woodrow Homes of Texas -  
Houston, Ltd.  
TelecomPioneers - Southwest Chapter  
Texas HealthSpring  
Treb Limited Partnership  
Trendmaker Homes TMI, Inc.  
Turner Restaurants, Inc.  
Wal-Mart Foundation  
Waste Management, Inc.  
World Petroleum Supply Inc

### Church and Organizational Donors

Baylor College of Medicine  
Beta Sigma Phi - North Council  
(San Jacinto)  
Beta Sigma Phi-Houston Council  
Braeburn Ladies Association  
Cancer Fighters of Houston  
Catholic Diocese of Galveston-  
Houston  
Council Of Business Women Inc

Cruzin to Cure!  
Daughters of Isabella Mary and  
Martha Circle N #1403  
Decorative Artist of Texas  
Epsilon Sigma Alpha International  
Mu Alpha Chapter  
Ladies State Chili Cookoff  
Championship  
Memorial Drive Presbyterian Church

Monday Night Bowling League  
Pasadena - Bay Area Junior Forum  
Pasadena POD  
Pearland Lioness Club  
Piney Woods POD CASI  
Pink Ribbons Project  
Rich Urban Bikers Inc.  
Sisters of Charity of the  
Incarnate Word

Soroptimist International  
of Pasadena  
St Luke's United Methodist Church  
Susan Roberson Wade Car Rally  
Texas Haas Beens  
Texas Ladies Cricket League  
Veritas DGC (Houston Golf  
Association)  
Wednesday Charity Club  
Young Texans Against Cancer

### Individual Donors

Diana Alves  
Marcia Ambs  
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Johanna Bonno  
Tanise Campbell  
Janet L. Carrigan  
Olga Catanzaro  
Sharon Cho  
Barbara A. Colton  
Jeanette Dickson  
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Kelly Dupnick  
Granger Durdin  
Barbara F. Eads  
Alice Enderli  
Gerald Epstein  
Barbara Spivey Everhart

Jeff Hutchison Family  
Linda Fee  
Sam Ferreri  
Jess A. Fields  
Edrina Fitting  
James Freyer  
Dorothy Weston Gibbons  
Bob and Zoraida Gillebaard  
Keri Glass  
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Les and Donna Haulbrook  
Anne Hensarling  
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Helen Jones  
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Ray Landers  
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Catherine B. Oliver  
Bret Pardue  
Ward and Genette Parsons  
Jo Anne Patterson  
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Kristi Porter  
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Joy Elizabeth Todd  
Francoise Vandaele, M.D.  
Christine Gay Vanosdall  
Jerry Wagner  
Tom M. Watson  
Katie Marie Winslade  
Elaine Wynegar  
Theodore Yang, M.D.

*The Rose would also like to thank all of our generous In-Kind Donors too numerous to list.*

*Donors contributing \$250 or more are listed*



**A New Look**

Thanks to the Susan's Rally Committee and Bruce Roberson (sitting left, front row) for The Rose Joan Gordon Center reception area's new look. A fresh design with new paint, carpet and furnishings provides a special welcome for patients.

**Funding makes a difference**

Imagine the dilemma of any young woman who detects a change in her breast. The scenario intensifies for the young Hispanic immigrant, moving to a new country at a young age, leaving behind older female mentors such as their mothers or aunts.

They are overwhelmed by the prospect of integrating into a new culture with very little resources and often a language barrier. They are preoccupied with the daily toil of taking care of small children, paying the bills and rent and gas, and the necessity of finding a decent job and keeping it, and then if they are lucky, continuing their education. No one has taught them about breast health or self exam. Who do they turn to when a problem arises?

The Rose serves an important function for these young women from Mexico and Latin America. I am proud of The Rose for being the mentor for breast health awareness for these young women!

*Dr. Janet Hoagland*

**A Letter to The Rose**

*Dear Ms. Weston Gibbons,*

*I enjoyed my annual mammogram screening in your re-done offices. It is truly beautiful!*

*As usual, your "screeners" are so gentle and pleasant. I have had my tests in years past at four other hospitals - and my experience would fill a book.*

*Congratulations again. It is almost like a trip to the spa.*

***Yours truly,  
Mary M.  
Pasadena***

**A Gift to The Rose Impacts Lives**

Your gift is important to The Rose, and is tax deductible.

Enclosed is my gift of \$ \_\_\_\_\_ payable to The Rose.

**Please Print**

My Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Type of Donation (please choose one)

- General Donation
- Gift in memory of \_\_\_\_\_ \*
- Gift in honor of \_\_\_\_\_ \*

Please Send Gift Acknowledgment to:

Name \_\_\_\_\_

Relationship\* \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**Credit Card**

(Circle One): Discover Visa Mastercard Amer. Express

Name on Credit Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Please return this form with your donation.**

**Mail to: The Rose  
12700 N. Featherwood #260  
Houston, TX 77034**

DN0106

**Other Ways to Give**

**Matching Gift Program** - You can double, or even triple, the impact of your contribution to The Rose. If you work for a company that matches employee contributions, please take a few moments to fill out a matching gift form. Forms can be obtained from the Human Resource Department of your company. Please designate: The Rose

**Donate at your Grocery Store** - At Randalls, use your Remarkable Card. The Rose number is 891. At Kroger, use your Share Card.

THE ROSE REVIEW  
12700 North Featherwood  
Suite 260  
Houston, TX 77034

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20 Years of Exceptional Caring

## Locations

**The Rose at  
The Rose Medical Plaza**  
12700 North Featherwood  
Suite 260  
Houston, Texas 77034  
(281) 484-4708  
*located off the Gulf Freeway,  
north of Beltway 8.*

**The Rose – Joan Gordon Center**  
3400 Bissonnet, Suite 185  
Houston, Texas 77005  
(713) 668-2996  
*in West University,  
next to Channel 13.*

### Winter 2006 Issue

This newsletter is published periodically throughout the year by The Rose.

Send articles, letters or questions to:  
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Houston, TX 77034  
atantillo@the-rose.org  
www.the-rose.org

### The Gift of Giving



**Employees at Wal-Mart No. 872 in Pearland chose The Rose as the recipient of their annual donation. Accepting the donation is Dorothy Weston Gibbons, center. Representing Wal-Mart are Jeanine Ferrell, left, and Shaylor Goodwin.**



**Members of the Laureate Psi Chapter of Beta Sigma Phi, a Pasadena-based sorority, recently presented a donation to The Rose. Accepting the donation is Pat Dames, center, Director of Community Collaborations. Representing Beta Sigma Phi are Sue Sims, left, and Nancy McShane.**

*a new year  
a new look*

Renovated and remodeled facilities and a more interactive Web site are just two of the changes we are looking forward to at The Rose this year.

We have recently completed a \$1.5 million renovation of The Rose Medical Plaza, including expansion of existing services, The Randalls Community Resource and Conference Center and a new patient reception area. The patient reception area at The Joan Gordon Center has also been renovated thanks to Bruce Robinson and Susan's Rally.

This year we will launch a new Web site that makes finding information or donating to The Rose easier and more convenient.

We will also roll out a new look for this newsletter in the coming months—along with new and improved brochures and information packages.

Plus, this year we will celebrate our 20th year of exceptional caring.

*Make your first gift of the  
year a named gift to  
The Rose.*

### Board of Directors 2005-2006

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Dorothy Weston Gibbons

Dixie Melillo, M.D.