

**Direct Mail Brochure, “Age of Miracles”** *(excerpt)*  
**Audience: Potential Financial Donors**

**For your family, friends and neighbors, you can make this an age of miracles.**

For the newborn infant who arrived weeks too early.  
For the school child enjoying sports despite his asthma.

For the baby-sitter on the phone with The Poison Control Center.

For the father in rehabilitation therapy after knee replacement surgery.

For the woman learning to manage newly-diagnosed diabetes.

For the grandparent who remains close to family at our impressive skilled nursing center.

And even for the family physician learning the latest procedures to care for you and your neighbors.

**For all of these, and for many more, you can make this an age of miracles.**

Give to the Fund Development Council of Southeastern Medical Center.

*[Inside panels, body copy:]*

**Every giver counts**

Wealth is not the key to philanthropy. The key is a kind and generous heart.

At Southeastern Medical Center, every gift, large or small, builds upon the next. Each brings miracle-making and life-changing healthcare to people of every age.

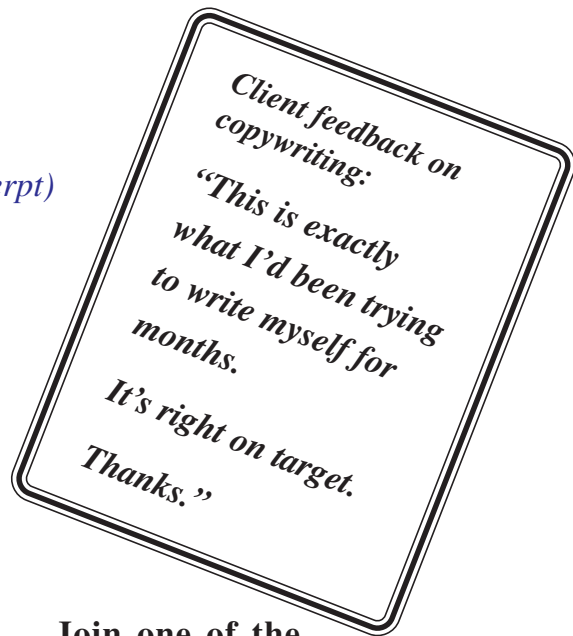
And so, every giver counts.

**Participate in the miracle.**

Generations depend on both the long-standing and the latest healthcare services at Southeastern Medical Center. Join your community in a commitment to ensure that the highest levels of care will continue.

Our financial donors give cash gifts, and some pledge over time. They also give through trusts, wills, insurance policies, and other financial planning methods.

**As an individual, as part of a group, or as a business,** you can ensure that medical miracles are part of every age, every stage of life in and around our county.



**Join one of the giving clubs for Southeastern Medical Center.**

...[giving levels described] ...

**The Ella Fitzsimmons Heritage Society**

reflects some of the highest levels of dedication to the services of Southeastern Medical Center.

Following the example of hospital founder Ella Fitzsimmons, members of this Society gift funds through a variety of financial planning vehicles, including:

- wills
- life insurance
- real estate, and
- estate planning, including charitable gift

annuities and charitable remainder trusts

Such gifts can offer both significant tax benefits to the giver as well as significant growth potential for the Fund. Ella Fitzsimmon’s own gift, established in her will in 1918, created the original 18-bed hospital on Haynes Street downtown.

This inspiring gift has grown miraculously to our present award-winning 157-bed hospital, outpatient facilities and long-term care center—which are in turn networked with a regional 17-hospital system.

Your gift, like that of Ella Fitzsimmons, can have a far-reaching impact on this and future generations. . . .

**Many commonplace medical treatments were called “miracles” a generation ago. And a generation hence will marvel at new “miracles” as well.**

**Be a part of that exciting tradition with your gift to benefit Southeastern Medical Center.**

**Contribute today and help bring forth the next age of miracles.**

Copy by Amy@AveryWrites.com

**The Duke Endowment/Foundation  
UNC-Chapel Hill School of Medicine  
Annual Report Feature (excerpt)**

In church sanctuaries throughout the country every week, parents stand alongside their children, singing hymns. It's routine, maybe even mundane for many.

For parents like David and Shell Keim, however, hearing all six children sing with them was not something they even imagined to hope for. Their fourth child, Micah, is hearing impaired.

"Probably one of the toughest things someone can tell you is that there's something wrong with your child," said David Keim, of Cary, N.C. . . .

The Keims dove immediately into research, and what they learned added urgency. Speech and language delays can permanently limit learning, especially in young children.

"Early intervention is a one-way track," said Craig Buchman, M.D., professor of otolaryngology at the University of North Carolina School of Medicine in Chapel Hill and Medical Director of a unique early intervention program. "If a child doesn't get help early on, the brain gets trained in a way so that it can no longer use sound signals." . . .

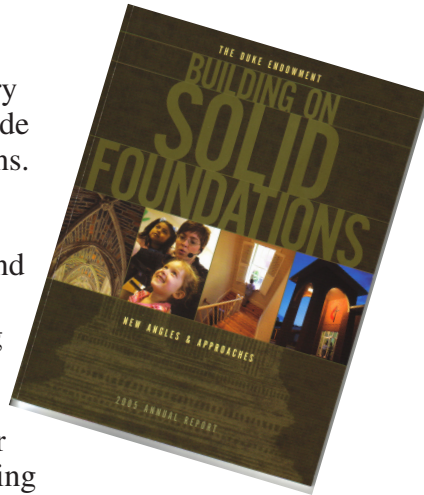
**Learning to hear is hard work**

A team of professionals who specialize in hearing and speech for the deaf embraced Micah and his family. Staff provided focused, intense therapy to help him first with hearing aids and later with a cochlear implant, a permanent device that electronically translates sound into digital information that the brain can understand.

"It's hard work to interpret sounds heard through 'electronic hearing,'" said Carolyn Brown, Program Coordinator for the Carolina Children's Communicative Disorders Program (CCCPD), an affiliate of CASTLE.

CASTLE's on-site educator, three speech-language pathologists, a teacher for the deaf, and assistant teacher all help preschoolers understand the meaning of sounds they've never before heard, and to speak in ways past generations could not.

"Deaf kids can talk," Brown said. "When we blend the new technology with advanced teaching interventions, it really does happen." . . .



Teachers  
become  
students  
North

Carolina is on the cutting edge of speech-language programs, and CASTLE and its affiliate CCCPD, both part of the UNC School of Medicine, support professionals across the state.

"We have a two-fold approach," Brown explained. "We provide services directly to children who are deaf and hard of hearing and also provide professional training to those working in the schools."

Said one 24-year veteran teacher, "What CASTLE has done for me is raise the bar for what my students can accomplish through listening. When I left the Center [after training], I had really gained customized skills that I could take back to my schools and my students." . . .

**New sounds, this time for the family**

From Micah's initial evaluation, to finding support and information, to his learning to listen and then to speak, the Keims give credit to CASTLE for bringing great changes to their lives.

Even for an untrained observer, the impact is clear.

Micah, now 7, busies himself with a drawing, but stops to delight in the click, click, click, click of the spring-loaded button on an ink pen. His speech, too, comes more and more easily.

"I'm going to be a pediatrician," he told an observer, nimbly and clearly pronouncing the complex name of the profession.

Watching his son, happy and drawing intently, Keim said, "I don't know what we would have done without the people there."

"It's hard to find . . .," he started slowly, then hesitated to find the right words.

"A CASTLE," Micah finished for him, never looking up from his drawing.

Micah's practice at preschool has given him a confidence that anyone can hear, and about a month after he began using the cochlear implant, it was his family's turn to hear something new. During church services with the entire family, they were caught by one of the most exciting sounds ever to resonate through the sanctuary.

"Micah was singing along," his father said. "I don't think I've ever heard a more beautiful sound."

**Top Award Winner:  
Silver Quill for feature writing**  
International Association of Business  
Communicators, Southern Region

Copy by  
Amy@AveryWrites.com

Cover Story/Feature:  
“The power of words unspoken”  
Meredith College magazine  
*excerpt from the 2,000-word article*



Early this year, 12.6 million television viewers watched as one of Meredith's own was surprised with a new home, compliments of 700 local volunteers and the crew of ABC television's *Extreme Makeover: Home Edition*. Since thousands of deserving people have been nominated for home “makeovers,” those who know Linda Riggins, Meredith College alumna '98, of Raleigh, were thrilled that the show's producers selected her and her family for such a rare gift.

“When I saw that she was chosen, I just got up and jumped and cried. I just lost it,” said Nikki Dublin, '07, who knows “Miss Linda” as her preschool teacher. . . .

The feat of taking seven days to raze and rebuild a home for people in need has made *Extreme Makeover: Home Edition* one of America's top-rated reality series. Even so, such a show has its limitations. . . .

The millions who saw Riggins on television got only a glimpse of what hundreds of people locally witness in downtown Raleigh: how a focus on giving can influence people's lives in specific, dramatic, and even extreme ways.

**“She doesn't even know”**

“Miss Linda doesn't even know how much she has meant to me,” said Dublin, who has not seen Riggins in more than a decade. “My three sisters and I credit her with having a hand in the women we've become.”

Even cast and crew members, who have provided life-changing home makeovers to more than 80 families, gained through Riggins a deeper appreciation of what it means to focus on others.

“[The experience with the Riggins'] sure taught me a thing or two about what it means to be truly selfless, not to have very much but still find it within yourself to give,” wrote one of the show's interior designers, John Littlefield, in his on-line blog. “She's a wonderful example of what ‘giving’ really means . . . just being there when someone needs help.” . . .

“When I think about her, I think about me as a tiny child,” said Dublin, 35, who with her sisters were preschoolers at Building Together Ministries in inner-city Raleigh where Riggins still works today. “She would always greet me with a big hug and a big smile.”

Students at the preschool today tell similar tales.

“When we have a joke, it might not even be funny, but she still laughs,” said Tyshell Smith, 10, a fourth grader. “She's a person that would do anything to help you,” she added.

**College after 30**

For Riggins, helping neighborhood families eventually meant that she should go back to college to earn degrees in social

work and women's studies. . . . So Building Together offered her one of their first college scholarships, and she entered Meredith's 23+ college re-entry program. The transition was not necessarily easy. She was a minority, older than the average student, and had not taken the foundational high school courses others had.

“Teachers in class were talking about things like it was review (of past coursework), but I'd never heard of some of those things before,” she said. . . . Riggins graduated *cum laude* in 1998. . . .

**Creating opportunities**

When the day came for Riggins, her husband, and three children to see the home makeover, Riggins concentrated on more than their new home, which is certainly beautiful inside and out. She was rewarded to learn that over 700 people had volunteered to help with the makeover. That focus on community is a focus she calls forth from others. “It's important to keep giving back,” Riggins said.

“Someone bigger than you sees where you need to be. For me, that someone is God.” . . .

“*Extreme Makeover* certainly benefited me and my family,” Riggins said. “But it wasn't about me. It's about serving, helping. People who came out got that.”

Show producers “got that” too, and planned another surprise. After the Riggins family toured their new home, show host Ty Pennington escorted them into the building that houses Building Together Ministries, the preschool, charter school and after school programs.

Unbeknownst to Riggins, *Extreme Makeover* had performed renovations throughout the 80-year-old structure, at a cost of approximately \$400,000. . . .

**Extreme results: sidebar**

The Riggins' family's new home and Building Together Ministries' renovations are perhaps the most well-known “extreme makeovers” in downtown Raleigh this year. But Riggins plays a role in other dramatic stories, some of which are 30 years in the making.

Nikki Dublin grew up in Halifax Court [public housing] and remembers well her preschool teacher, Linda Riggins.

“We couldn't have known then, as children, that someone's loving and hugging and giving would be so important,” she said of Riggins.

In 2002 while in her 30s, Dublin became a Meredith re-entry student, unknowingly following in Riggins' footsteps. “I found out that Miss Linda came to Meredith only after seeing a re-entry brochure with her picture on it,” said Dublin, who was unsure then about starting college again as the single mother of twin 16-year-old boys. “But when I saw her, I said, ‘Miss Linda did this; I can do it.’”

Dublin will graduate next Fall and return to her old neighborhood to bring dance, drama and the arts to the underprivileged children there.

“Even today, when I see Miss Linda, I see ‘I can!’” Dublin said.



Copy by Amy@AveryWrites.com

## Foundation campaign report

### Meredith College

*(Excerpts from 32-page booklet I authored, based on phone interviews.)*

#### Past and future merge in one gift

“Before coming to Meredith, I had never been to any place that could be considered third world,” said Amanda Beasley, ’04, of Raleigh. “After a study abroad to Nogales, Mexico, I realized how privileged I am. It’s something I still think about.”

When her father passed away last year, those thoughts turned to action. Beasley, age 24, used monies she inherited to establish the Campbell-Beasley Travel Scholarship, named in memory of her father and in honor of her mother. With her \$50,000 endowment, she became Meredith’s youngest major donor.

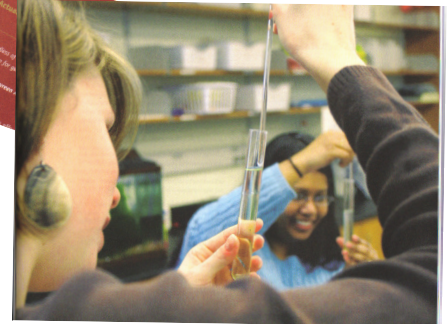
“It’s pretty amazing that she did this,” said Connie Harris, Vice President for Institutional Advancement. “Both of her parents placed value on education, travel and generosity. It was touching that she honored her parents in this way.”

From volunteer experiences while attending Meredith and today working in the College’s Office of Study Abroad, Beasley understands firsthand the need for travel funding.

“In the midst of getting excited about other students’ life-changing experiences traveling abroad, the reality of money hits them,” she said of conversations with students.

“My own travels opened my eyes so much,” she said. “By seeing other places and meeting other people, you start to realize what you don’t know, and what you need to know. It has affected the way that I look at the world and made me realize what is important.

“I want to help students get to that point too,” she said. “I want to help give them the opportunities that I was so fortunate to have.”



#### “Why wouldn’t I give?”

As a volunteer for the annual phonathon fundraiser, Deanna Harris, ’90, remembers the thrill of talking to alumnae. She felt a connection with them as she learned what they had done since graduation and as she filled them in on campus changes.

Today, Harris still volunteers for alumnae events, serves as a class agent and has stepped up to contribute even more time and energy as the Alumnae Association’s new Vice President for Development.

Through her interactions and networking on campus, she has also had gained a deeper understanding of the expenses of running a college and, related, of the importance of alumnae donations.

“It’s hard to believe that one summer month’s electric bill for the college was \$80,000,” she said. “I know that tuition doesn’t pay for that, and the money has to come from somewhere.”

With this understanding and knowledge, Harris has remained a loyal donor to The Meredith Fund, the pool of “unrestricted” monies often called the lifeblood of a college.

“Deanna understands the need for annual giving,” said Jane Mitchell, director of The Meredith Fund. “She is an extremely dedicated alumna—giving \$1,000 a year—and encourages her classmates to support the Fund as well. I am thrilled that she will be serving as the Alumnae Association’s new Vice President for Development.”

“When you get something out of an organization like Meredith, you want to give back,” Harris said. “So when people I contact ask me why I give, my answer is ‘Why wouldn’t I?’”

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## Foundation campaign report

### Meredith College

*(Excerpts from 32-page booklet I authored, based on phone interviews.)*

#### A parent's challenge doubles donations

"Self-confidence is an important component of leadership," said Allen E. Gant, Jr., President and CEO of Glen Raven, Inc., an international provider of performance fabrics. "A lot of times, the difference between people who are successful and those who are not is self-confidence."

Clear about the value of the Meredith education and the potential to support other young women, Allen and Denise Gant, parents of Grayson E. Gant, '04, sponsored "The Parents' Challenge." During the Campaign for Meredith, they offered to match dollar for dollar gifts from other parents who felt as they do. Hundreds responded.

"Parent giving just shot through the roof because of their challenge," said Connie Harris, Vice President for Institutional Advancement. "The Gants obviously believe in Meredith, and their gift is a great example of what seed money can do."

In all, The Parents' Challenge raised over \$100,000 for The Meredith Fund. As parents and involved volunteers, the Gants are assured that the results of these gifts will be evident.

"Meredith helps build self-confidence, giving students the best chance at a career and at life," Gant said. "That's one of the really rich things that Meredith offers young ladies at a different level than many other colleges and universities can offer."

"I know that what we give will make a difference there in a way it could not in a larger university," he said. "It's gratifying to know that."



#### Multi-million dollar gift and a lifetime of contributions

When it came to Meredith College, it seems that the late Margaret Craig Martin, '30, could not get enough. Student. Professor. Staff member. Board member. Trustee. Volunteer. And this is the short list.

"She did everything at Meredith, and everything for Meredith," said Harold West, Senior Director of Planned Giving.

Therefore, it was no great surprise, but it was certainly a great joy, that during the Campaign for Meredith she provided in her will a charitable remainder trust of over \$2.5 million dollars, to support improvements to the facilities and grounds.

"She identified with Meredith all of her life," said her son, Zeno Martin. "She enjoyed the very good friends she met there, and was fond of the people she worked with. She loved that school."

Mrs. Martin's most recent gift was certainly not the first. She and her family found as many ways to support the college as she had connections to it. Their giving also includes a scholarship, gardens on campus and more.

In gratitude for her longstanding support, the college has named a newly renovated building in the heart of the campus in her honor. The Margaret Craig Martin Hall (formerly Hunter Hall) provides state-of-the-art facilities for students in a variety of disciplines, including human environmental sciences, foreign language and literature.

"This was a wonderful thing for her," Martin said. "There's a lot in that building that incorporates some of the contributions she made to the school. It's a fitting remembrance."

**Copy by Amy@AveryWrites.com**

**Feature: Gov. Wm. Warren Scranton (1 of 7 features for foundation annual report) Geisinger Health System**

## **One family's heritage, another family's hope**

*His political, economic and social successes led him from serving in the Pennsylvania State House to working in the White House, then to the United Nations and the boardrooms of over 20 corporations, including IBM and The New York Times. In retirement, Gov. William Warren and Mary Scranton focused anew on what they could do to benefit the people he had served as Governor in the early 1960s.*

On a hill in northeastern Pennsylvania sits a beautiful property, part of a rich family history of sharing and giving. Through unusual philanthropy, and from impressive philanthropists, the home is now a part of both the health and heritage of families across the United States.

From its founding over 75 years ago, the estate now known as “Marworth” served well several generations of the Marjorie and Worthington Scranton family. During long summers, the couple’s many grandchildren transformed its rolling 37 acres into imaginary kingdoms and enchanted forests. And the massive stone estate offered welcome shelter during unsettled years of war.

### **Family togetherness**

“During WWII, all of the grandchildren lived and played there together all summer, every summer,” says Governor Scranton of his nieces and nephews. “It turned out to be a really wonderful experience, and they are all tightly bonded today because of their time at Marworth.”

After living there for almost two decades, beginning with his tenure as governor, the Scrantons envisioned a new purpose for the property. Following strong family tradition as well as lifetimes of personal service to community, state and nation, they offered a gift purchase of the entire Marworth estate to Geisinger Health System.

“My mother and father cared very much for people, and they had donated homes [to other non-profits],” Governor Scranton says. “I knew that using their home to help people was exactly the type of outcome they’d like to have happen for Marworth, too.”

### **Continuing a life's work**

During his tenure, Gov. Scranton championed many innovative programs, including those related to mental health programs and healthcare access in Pennsylvania.

He has also served as a Trustee of Geisinger Health System. So it is fitting that today, Marworth is home to one of the most successful alcohol and chemical addiction treatment centers in the country.

“The extreme generosity of people like the Scrantons is actually one of the hallmarks of Geisinger,” says Larry Stetler, Chairman of the Marworth Advisory Board and former member of the Geisinger Foundation Board of Directors. “I know they must be proud to see what’s happened to Marworth. It’s now a vital component of health care, one of the stars in the system’s circle of stars.”

From the child whose parent abuses alcohol or drugs to the child who is himself dependant on chemicals, the services of Geisinger’s Marworth Treatment Center reaches entire families. Innovative programs also address the specific, complex challenges of people in high-stress professions, such as those in healthcare or serving in the military, police and firefighting forces.

### **Rising above, reaching beyond**

“Those associated with Bill Scranton—his family, his friends, his colleagues—do indeed walk on higher ground because of [their] relationship with him,” one political official said long ago.

Those words hold true today.

Because of the Scrantons’ gift, people of all ages, families and individuals are elevated above their addictions. By turning to Marworth, a former family home, they are able for themselves to create powerful legacies of health and wellness for their own families.

As the scenic property did in earlier years, Marworth continues to bring families together.



## Freedom from Addictions Brings Hope, Even Joy

*When loved ones are lost to alcohol and drugs, expert help can put relationships back together.*

Parent. Co-worker. Child. Friend. For those who abuse drugs or alcohol, the damage can cast a wide pall across the lives of everyone they love. Philanthropists John and Patricia Atkins, owners of Patsel's Restaurant in Glenburn, understand the realities of such addictions and, through their financial support to Geisinger's Marworth Drug & Alcohol Treatment Center, enable many people to live free from substance abuse.

"I came from a family of alcoholics," Pat says. "Daddy drank too much. But I loved him. He was my Daddy. I was his 'Patsel.'"

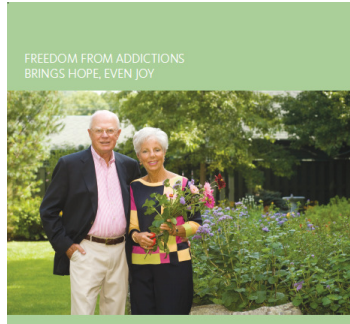
Such abiding love and tenderness is part of the heartache for people who live or work with alcoholics. For those in the throes of such addictions, Marworth offers hope.

"It wasn't my life that would have changed that much if Daddy had accepted help. It was his life that would have been changed," Pat says with regret. As an adult now living in Waverly, Penn., she also has seen close friends and their families devastated by alcoholism.

Pat chose to let her experiences inspire her to help others face their addictions. She has provided personal encouragement and even accompanied friends during successful rehabilitations at Marworth. And for many years, she and her husband, John, have supported Marworth's programs through yearly gifts.

Because of such support of Marworth's programs, families and friends are once again embracing loved ones they had lost to alcohol and drugs, and those recovering from addictions are finding joy and hope they might otherwise never have known.

"It's a wonderful, wonderful place," Pat says.



## Mini-Feature: Retirement/Health

### Cardiology Experts Lead Adventurer to Adopt Pennsylvania as His Home

*Adventurer and British native Gordon Thompson's path into Pennsylvania was rather circuitous, but his relationship with Geisinger Health System became quite deliberate.*

Some of Gordon's adventures include boarding a ship bound for the United States alone at age 15, rescuing Holocaust survivors when serving with the U.S. Merchant Marines, founding a company while in his 20s, making—and losing—millions by his 40s, then gaining his foothold in business again.

"I've been short of money many times, and I've been close to death. I've been scared, and I've been alone," says the Lewisburg, Penn., resident and founder of the David J. Thompson Mailing Corporation, now in Bloomsburg. "Through it all, people have helped me. I've always tried to turn it back around

and help others."

Motivated by his life's experiences and the generosity of those who have helped him, Gordon's philanthropic focus is broad. It ranges from improving the lives of children in his British hometown to the health of people in his adopted home state of Pennsylvania. Recently, his philanthropy turned toward Geisinger.

Cardiologists here impressed him immensely during treatment for a heart attack years ago. His respect for their expertise is so great that twice later he bypassed other hospitals—one in downtown New York City and another in New England—in favor of care by Geisinger's specialists.

"They are what tie me to this hospital," he says. "My wife, Oci, and I even moved to Lewisburg in order to be near Geisinger."

In appreciation for his physicians' medical expertise, Gordon and his son, David, have donated funds to support Geisinger's cardiology services. Their gifts help ensure that friends, family, and neighbors also will find excellent care here, thanks to a philanthropy born of hardships and of helping, of privilege and of gratitude.

Copy by Amy@AveryWrites.com  
Webpages: “Sioux City Stories of 5-star care”  
Patient Vignettes for Health System Service Lines

Siouxland’s best,  
meet one of  
Siouxland’s best

Penny Fee, 64, used to run two to three miles each day—on concrete. It was no real surprise to her, then, that her joints suffered mightily for the wear.

“I had two bad knees for a long time,” she said. “I kept putting off knee replacement surgery; but eventually, just standing became difficult. And I need to stand a lot,” she says with a laugh.

But she’s not joking. Once named Siouxland Woman of the Year, Penny heads out on any given day either to teach a college class, run a board meeting or take her spot as volunteer at the museum or library. Along the way, she gathers up organic foods for her catering business, checks in with the non-profit she founded or delivers a rescued pet to his new home.

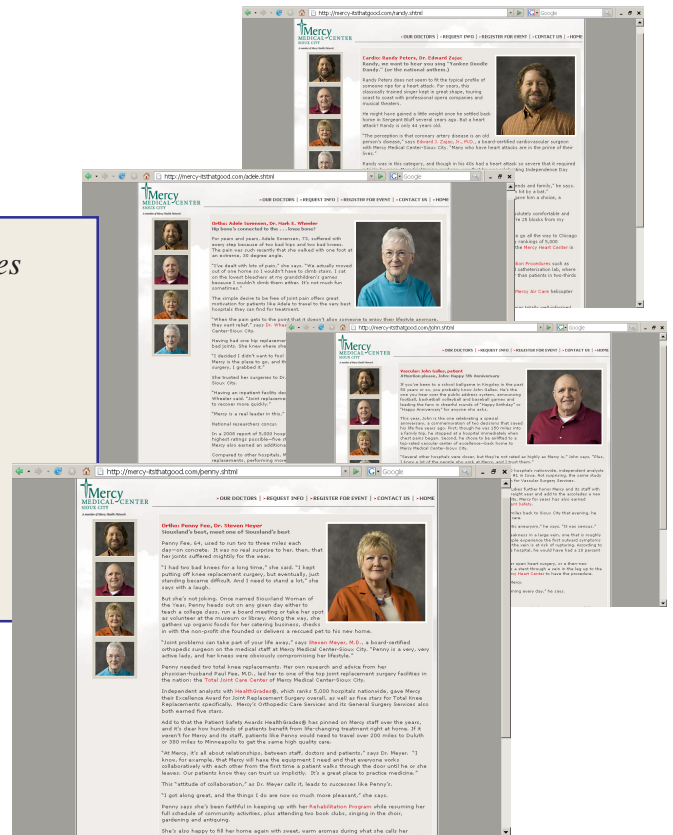
“Joint problems can take part of your life away,” says Steven Meyer, M.D., a board-certified orthopedic surgeon on the medical staff at Mercy Medical Center-Sioux City. “Penny is a very, very active lady, and her knees were obviously compromising her lifestyle.”

Penny needed two total knee replacements. Her own research and advice from her physician-husband Paul Fee, M.D., led her to one of the top joint replacement surgery facilities in the nation: the Total Joint Care Center of Mercy Medical. . . .

Considering the awards HealthGrades has pinned on Mercy staff over the years, it’s clear how hundreds of patients benefit from life-changing treatment right at home. If it weren’t for Mercy and its staff, patients like Penny would need to travel over 200 miles to Duluth or 380 miles to Minneapolis to get the same high quality care.

*Web-based series: patient vignettes promoting service lines:*

- orthopedic surgery: knee (excerpt shown here)
- orthopedic surgery: hip
- vascular surgery
- cardiovascular: bypass surgery
- cardiovascular: emergency balloon angioplasty



“At Mercy, it’s all about relationships, relationships between staff, doctors and patients,” says Dr. Meyer. “I know, for example, that Mercy will have the equipment I need and that everyone works collaboratively from the first time a patient walks through the door until he or she leaves. Our patients know they can trust us implicitly. It’s a great place to practice medicine.”

This attitude of collaboration leads to successes like Penny’s.

“I got along great, and the things I do are now so much more pleasant,” she says.

Penny says she’s been faithful in keeping up with her Rehabilitation Program while resuming her full schedule of community activities, plus attending two book clubs, singing in the choir and gardening.

She’s also happy to fill her home again with the sweet, warm aromas from “marathon baking” sessions, which require several trips between her kitchen and the basement pantry.

“Before, my knees just slowed me down too much. Now, I don’t even think about it,” she says. “I now have my life back.”



Copy by Amy@AveryWrites.com  
“Our Future, Our Responsibility: Shaping  
the Global Outlook for Women”  
30-page book for nonprofit college

- dozens of interviews
- almost 20 features & profiles
- national and international  
research to support key  
points



## WOMEN IN BUSINESS LEADERSHIP



**National and international studies demonstrate** that business in the hands of women is a powerful force in the U.S. and world economies. A more accurate statement, however, is that women could be a powerful economic force. Today the impact of women's skills and vision is far from full.

For example, though the percentage of women managers in Africa has doubled in 20 years, the full picture shows that figure topping out at only 15 percent today. In U.S. Fortune 500 companies, women hold half the managerial positions but can claim only 15 to 16 percent of seats in corporate offices and boardrooms.

If trends continue unhurried, girls born today will be 40 years old before the boardroom reaches a gender balance that actually reflects the working—and buying and investing—population, according to Catalyst, a research group that focuses on women in the workplace.

In positive moves, industry and world leaders are beginning to seek the unique economic benefits gained from women's leadership. They know that, like men, successful women in the workforce consistently exceed performance expectations, succeed on important high-visibility projects, and develop expertise in disciplines valuable to industry.

Today's leaders also see that women, in particular, offer an increased understanding of a broader marketplace; provide increased opportunities to attract larger applicant pools; and ultimately offer improved financial gains generated by these strengths. As these strengths gain notice, the potential of women's contributions is multiplying. Based on the U.S. Census, seven million women (compared to six million men) will be coming up for their place in the workforce over the next 10 years.

### Meredith Students Meet the Demands of the World's Economy

The women of Meredith College are preparing themselves to lead the way. Complementing rigorous academic programs, they seek course work, seminars, formal and informal programs, training and mentoring to develop their leadership skills. Last year alone, 1,000 students, including high school women, engaged themselves in diverse leadership activities on campus.

Meredith business students provide demonstrable proof of their strong corporate leadership. MBA students, for example, finished first in the state last year in a semester-long live-consult by the Small Business and Technology Development Center. The College's School of Business is achieving the highest level of business school accreditation possible in the United States, and one of only two women's colleges to attain this designation.

Like the best leaders in the world, Meredith women are taking firm hold of meaningful leadership roles in business and industry. They will continue to redefine corporate success and, like others before them, economic forces of business in the hands of women.

## The Status of Women

**45%:**  
the average increase in revenue for women-owned firms over five years\*

**30:**  
the number of years required to raise the number of women in senior positions from 100 to 4,000 within the federal government\*\*

**675:**  
the number of student leadership positions at Meredith College

**3:**  
the number of years in a row that Meredith's chapter of the Society for Human Resource Management has been named to the top 10 in the U.S. Meredith's chapter was also one of only two schools to earn a perfect score

## Point of View: More Women in Politics Can Help Change the World

By Julia Leggett, '06

In 2003, I read a *Glamour* magazine article titled, “Want to save the world? Just save the world's women.” The article urged women to lobby their legislative representative to support the Gains for Women and Girls Act, a policy initiative aimed at increasing assistance for women and girls in developing countries. I reflect on the title of this article daily and ask myself how I can improve the lives of women with disabilities in our country and internationally.

Nearly 11 years ago, I was diagnosed with Ehlers Danlos Syndrome, a genetic disability that resulted in my daily use of a wheelchair. Shortly after joining the disabled community, I became an activist for inclusion in the arts. I viewed the arts as a way of educating the public on disabilities but also as a tool for expressing the concerns of individuals with disabilities.

Looking back, this work was the first step in finding my path to a career in politics. Since then I have had the honor of being a U.S. Senate campaign field staff member and, through a recent internship with Common Cause, I have been part of a team of advocates who helped successfully pass the first lobbying reform legislation in the state of North Carolina. The legislation, which passed in 2004, has helped make the legislative process more ethical by removing the ability of lobbyists to use monetary contribution or gifts to influence elected officials. To have assisted in creating important policy for our state was an important moment in my study of politics.

Through these experiences, I've learned that we need more women to enter the political pipeline. During my senior semester at Meredith I worked on an independent study project, Women and Policy. My research supported my own observations: young women need to be

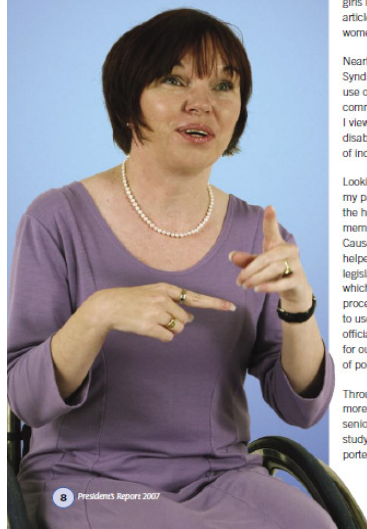
offered opportunities to become politically socialized. This socialization is vital to young women learning the political process. Through programs such as those offered by The White House Project, young women receive an important invitation—an invitation to get involved.

My research also showed that young women do not receive the same messages that young men do in relation to choosing politics as a career. Women in political leadership positions have a powerful influence on young women in our society. We choose professions based on what we see. Women such as Representative Nancy Pelosi and Senator Hillary Clinton offer young women a visual representation of successful female policymakers. These images translate into young women becoming active in leadership roles in their community. This process allows young women to explore their political efficacy and, if we are lucky, some of these women become policy makers themselves.

Domestically and internationally we are seeing more women participate in the electoral process. The 2006 mid-term elections illustrated the power of women as voters. As a community, women “rocked” the vote and, in doing so, we made history by placing the first woman speaker of the House into our collective consciousness. In Iraq and Kuwait, we have seen the images of women with their finger stamped in blue participate for the first time in national elections. Through mentorship, community building and education, women are becoming the key to saving and changing our world. It all begins with us.

Julia Leggett holds a B.A. in political science. Since graduating from Meredith, Leggett has become a legislative liaison with the Alliance of Disability Advocates in Raleigh where she is assisting with a new American Sign Language Bill before the North Carolina State Legislature. She plans to earn a master's degree in deaf studies from Gallaudet University.

“Young women need to be offered opportunities to become politically socialized.”



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[Landing page:]

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hundreds of corporate publications

### Education

Master of arts degree in education, focusing on adult communication and communication theory  
St. Joseph College, West Hartford, Conn.

Additional master’s level study in marketing  
UNC-Chapel Hill and University of Hartford, Conn.

Bachelor of arts degree in English, with a minor in communications, *cum laude*  
Meredith College, Raleigh, NC

On-going: Plain Language workshops, continuing education courses, professional workshops, webinars, etc.

### Professional Memberships & Involvement

Association for Healthcare Philanthropy

Bridge Conference on nonprofit giving

Clarity and other Plain Language organizations

International Association of Business Communicators

American Marketing Association

Public Relations Society of America

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Society for Healthcare Strategy & Market Development; Advisory Council Member



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