

The Campaign.

transforming medicine

Thinking globally, acting locally By Barbra Alan

The Sandses' gift may be going to a local institution, but the impact of their generosity will help improve health care throughout the world.

1 Frank and Brinna Sands have diverse interests—and support them by giving to local institutions, including DMS and DHMC.

2 The Sandses' most recent gift will support the new C. Everett Koop Complex. Pictured here on the site it will occupy are, rear, Koop, and, from the left, DMS Dean Stephen Spielberg, MHMH President Nancy Formella, Dartmouth President James Wright, and Clinic President Thomas Colacchio. The cross-institutional nature of the project appealed to the Sandses.

3 The development communications materials that recently won two top AAMC awards were produced by, from the left, Barb Masteller, Jim Curry, Sandy Adams, and Barbra Alan.

Barbra Alan, the former assistant director of development communications for DMS-DHMC, is now director of publications at Plymouth, N.H., State University.

For many, “think globally, act locally” is no more than a popular catchphrase. But for Upper Valley resident Frank Sands, former CEO of King Arthur Flour of Norwich, Vt., and his wife, Brinna, it is a way of life.

“We want our children and grandchildren to inherit a better world,” says Brinna Sands. It’s this desire that drives the couple to volunteer and support local organizations and educational institutions—among them the Upper Valley Land Trust, a non-profit organization dedicated to providing permanent protection of land and its resources throughout the Upper Valley, and Dartmouth College, Frank Sands’s alma mater.

“Dartmouth is very important to our family,” Frank Sands notes. It’s easy to understand why: Frank’s father, Walter, was a member of the Class of 1922; Frank himself is a proud member of the Class of 1958; and Frank’s brother graduated from Dartmouth in 1959. Two of the Sandses’ children are also Dartmouth alumni.

Tradition of giving

While Frank and Brinna Sands have a long tradition of giving to the College, the lion’s share of their most recent generous gift will go toward the construction of facilities for the Center for the Evaluative Clinical Sciences (CECS) within the C. Everett Koop Medical Science Complex, to be built on the Lebanon campus of Dartmouth-Hitchcock Medical

Center. CECS’s new home in the Koop Complex will put its investigators in close proximity to physicians and scientists on the Lebanon campus, leading to a better flow of knowledge through research labs, inpatient and outpatient areas, and the community.

“We see the hospital as an extension of the Dartmouth community and of the Upper Valley community,” Frank Sands explains. Over the years, DHMC has also become an important part of the Sandses’ lives: three of their grandchildren were born at the Medical Center, and Frank had both of his shoulders replaced by a DHMC orthopaedic surgeon, Dr. John Nutting.

But, says Frank Sands, it’s Dr. Peter Williamson who gets the credit for inspiring this latest gift. “Pete is a classmate of mine,” Frank Sands explains.

Williamson is also the founder and director of DHMC’s renowned epilepsy program and cochair of the Transforming Medicine Campaign.

Role models

“Pete’s a wonderfully contributive guy,” says Frank Sands of Williamson, whose own generous Campaign gift will establish an endowed chair in honor of Dr. Alexander Reeves, former chief of neurology at DHMC and now a professor emeritus.

Frank Sands adds that he was also moved by the contributions of another friend and member of the Dartmouth College Class of 1958—the Reverend Preston “Pete” Kelsey, who with his wife, Virginia, made a gift that will fund an endowed chair at Dartmouth’s Norris Cotton Cancer Center.

“They are wonderful role

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Our deeds determine us, as much as we determine our deeds.

—Novelist George Eliot (1819-1880)

JOSEPH MEHLING



models,” Sands says. “Brinna and I wanted to be part of that.”

Brinna Sands says they decided to direct their gift to CECS “because of the cross-

fertilization that goes on between the College, Medical School, and Medical Center and Tuck and Thayer.” Internationally recognized for its re-

search on health outcomes, decision-making, and policy, CECS draws on the expertise of physicians, scientists, and clinician-scholars throughout the Dartmouth community, with the goal of improving the health-care system.

Quality of care

The Sandses’ gift may be going to a local institution, but the impact of their generosity will help improve the quality of health care throughout the nation and the world. “I have this sense that, long after we’re gone, our kids and grandchildren will benefit from this [gift] and know that we did something to help improve health care,” says Frank Sands.

Honors for Development Communications

The Dartmouth Medical School-Dartmouth-Hitchcock Medical Center Office of Development Communications was the recipient of two national awards in this year’s Association of American Medical Colleges (AAMC) Awards for Excellence Competition.

The Transforming Medicine Campaign materials—including a case statement; special gift-opportunity brochures, each with a companion mini-CD; an interactive CD; and a Campaign video—received the AAMC’s highest award in the Premier Performance category. The interactive CD also earned highest honors in the Electronic Communication category.

The awards, which are given

annually by the AAMC, recognize the most creative and effective approaches used to promote academic medicine in the

U.S. through programs and products in the areas of alumni relations, development, public relations, and marketing.

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Raising the bar

The financial goal of the Transforming Medicine Campaign for Dartmouth Medical School and Dartmouth-Hitchcock Medical Center is to raise \$250 million by 2009. Even more far-reaching is its goal of “raising the bar” in medicine. Of questioning assumptions—respecting tradition but not following it blindly. Of erasing boundaries—translating science from the lab bench to the bedside by connecting researchers with clinicians. Of creating solutions to the nation’s most critical health-care issues. Of transforming medicine.

Campaign update

Dr. Peter Williamson, chair of the Transforming Medicine Campaign, reported that the Campaign has received gifts and pledges through May exceeding \$159 million. Within that total are five gifts or pledges of more than \$5 million and two of over \$2 million. Enthusiasm remains high, with alumni and supporters gathering at events across the country—in Boston, New York City, San Francisco, Jackson Hole, and West Palm Beach—to learn how DMS and DHMC are influencing medicine today. Funding the people and programs that will occupy the C. Everett Koop Medical Science Complex is among the highest priorities of the Campaign. “This is a great opportunity for us to capitalize on our strengths in these crucial areas of medical research and clinical care,” Williamson points out.

Learning more

For more about the Transforming Medicine Campaign, visit <http://transmed.dartmouth.edu>.