

Healthy Giving

The Gift of Reading: Judie and Peter Wolken

Judie and Peter Wolken have made a gift to support the Neonatal Intensive Care Unit's Reach Out and Read (R.O.A.R.) program for 10 years. R.O.A.R. supports cognitive development by encouraging parents to read to their babies in the NICU.

"When you read, you are transported to another place, another world. You are exposed to new ideas, your horizons broaden. Reading also takes away the noise, allows you to be distracted from your own problems by being immersed somewhere else," Judie observes. For her reading is a lifeline. Supporting R.O.A.R. provides an opportunity for the Wolkens to give that gift to others. She hopes when NICU parents read to their tiny babies they can stop thinking about their worry and stress and focus only on their love. The former teacher hopes these early experiences will encourage the babies to grow into lifelong readers.

The Wolkens' gift was also inspired by admiration for the NICU staff. Judie is deeply impressed by the clinical team's dedication to the babies and parents. "They are always searching for new and better ways to take care of the babies for the best possible outcome and involve the parents as part of the care team." R.O.A.R. is the perfect example of that commitment. "Where else in the world besides El Camino Health would busy doctors and nurses take the time to read to babies?" she asks.

"We were very excited to hear about Judie and Peter Wolken's support for this reading program," says Dr. Malathi Balasundaram, NICU neonatologist and founder and co-chair of the Family-Centered Care Taskforce. "With their gift we can support the program for the next 10 years by giving R.O.A.R. bags to NICU families, empowering families, and helping them bond with their babies."

Continued on page 3



Peter and Judie Wolken

PHOTO: JERRY WANG, PRO EVENT PHOTOGRAPHY

Reach Out And Read (R.O.A.R.)



In 2020, with a grant from Hope to Health, a philanthropy council of El Camino Health Foundation, NICU staff planned and launched Reach Out And Read (R.O.A.R.).

The program encourages parents to read to their baby at least 10 minutes, three times a day while the infant is in the NICU. They can choose from a library of beloved age-appropriate books. The library has a multilingual section so parents can find books in their preferred language. NICU staff members regularly read to the infants too and consider it a vital part of the care plan. Each NICU family also receives a logoed book bag, a book and a hands-free breast pumping strap to help mothers pump while holding and reading to their baby.

"Five original members of the R.O.A.R team, Rebekah Babcock, Annie Le, Kelly Matsumoto, Anna Celestino, and Melissa Suarez, brainstormed ideas for

Continued on page 3

Inside:

- Message from the Foundation Board Chair
- Golf Tournament
- NICU Reunion
- Orchard Pavilion Update
- Your Gifts at Work



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Message from the Foundation Board Chair

During this holiday season, all of us at El Camino Health Foundation give thanks for the gift of your generosity. The difference your contributions make is evidenced by the remarkable honors and awards El Camino Health continues to garner, most recently, an 'A' grade for safety for both hospital campuses from the Leapfrog Hospital Safety Grade program. We can be proud that El Camino Health is one of the only health systems in the South Bay to have two hospitals that earned the top grade.

Thank you for the many ways you contribute – by volunteering or attending our events, as so many did at the El Camino Heritage Golf Tournament on October 23; by donating to a cherished program, as Judie and Peter Wolken did when they made a gift to support the neonatal intensive care unit's Reach Out And Read (R.O.A.R.) program; by serving on the Foundation board of directors, a philanthropy council, or committee, like Laura Keller, our distinguished volunteer fundraiser honoree this year; by contributing in gratitude for excellent care, as so many families have done to support the Orchard Pavilion renovation and expansion; by making an unrestricted gift to the El Camino Fund to help El Camino Health meet its greatest emerging needs; by making a planned gift to secure our health system's future.

Earlier this year we learned about a woman who miraculously survived a massive pulmonary embolism with her memory, speech, and mobility intact thanks to the emergency and critical

care she received at El Camino Health. None of us can anticipate if or when we or someone we love will have a medical emergency like that, but we can be certain we would want the same expert, empathetic care she received. Your contributions help our hospitals continually innovate, adopt the latest best practices, invest in the most advanced technologies, and strive for the greatest possible excellence.



We invite you to renew your involvement in 2024. Attend one of our upcoming events: Allied Professionals Seminar in February, Taking Wing gala benefit for the Orchard Pavilion renovation and expansion in March, or Norma's Literary Luncheon in June. Consider joining Hope to Health, a philanthropic council of donors who pool their annual dues and vote each year on the El Camino Health program they wish to support. Leave an ethical legacy and ensure outstanding care for future generations by making a planned gift. Purchase a tile on the Apricot Blossom Donor Wall outside the Orchard Pavilion to give the next generation the brightest possible start. Wherever and however you contribute, your support will be impactful and appreciated.

Wishing you and your family joyous holidays and a healthy, happy New Year,

Romina Ahuja, Chair
El Camino Health Foundation
Board of Directors

Your contributions help our hospitals continually innovate, adopt the latest best practices, invest in the most advanced technologies, and strive for the greatest possible excellence.



Staff and volunteers wore their new R.O.A.R. t-shirts at the NICU reunion.

the design of the canvas bag and which books to include,” recalls Dr. Malathi Balasundaram, who is known around the unit as Dr. B. “They created an informational brochure for the parents, an informational letter for staff, and a crib card reminder. We translated the brochure for Spanish-speaking families and give them Spanish books.”

“The reading program was absolutely paramount to our 2.5 month long experience in the NICU,” one grateful parent wrote. “In a world where I felt so helpless, powerless, and thrown into chaos, the reading program provided me with a sense of control and calm. I may have felt like I failed by delivering my baby so early, and I may not have been the medical staff keeping my baby alive, but I COULD do something to help him – I could read to him ... When we brought him home, the same stories I read to him in the NICU were calming for him (and for me!). Our son is now 3 years

old and still LOVES reading and has the vocabulary and communication of a 3.5+ year old. I can’t wait for future families to experience the joy and comfort of the reading program.”

Newborns in the neonatal intensive care unit (NICU) are at risk for delayed neurological development, especially babies born prematurely. “Parent contact, including holding and vocal interaction, effectively supports physiologic stability and neurologic development, and improves long-term outcomes for infants admitted to the NICU,” Dr. B. says. In addition, “Increased periods of parental interaction reduce parental depression and anxiety and enhance adaptation to having a baby in the NICU.”

Judie and Peter Wolken’s gift will underwrite R.O.A.R. for the next 10 years and enable El Camino Health to bring a children’s author to the annual NICU reunion.

The Gift of Reading

Continued from page 1

Judie credits her philanthropic outlook to her parents, who were exceptionally civic minded and generous in the small Ohio town where she grew up, and Peter, who lovingly supports all of her philanthropic initiatives.

The Wolken’s involvement with El Camino Health Foundation began in 2006 when Judie joined the Imagine Campaign Cabinet, a group of community members helping to lead the fundraising effort for the programs and services to be housed in the new patient tower, then being built on the Mountain View campus. She subsequently volunteered on the gala committee, joined Hope to Health, and in 2012 became the visionary and guiding spirit behind a new fundraising event, “Norma’s Literary Luncheon.” The luncheon, a memorial tribute to her dear friend and book club mate, El Camino Health founder and benefactor Norma Melchor, was the first way Judie was able to share her love of books and reading while doing good for the community. The Wolken’s commitment to R.O.A.R. spreads that gift wider by sharing it with a new generation.

Story Time with Joanna Ho at 2023 NICU Reunion

The Neonatal Intensive Care Unit held their annual reunion on Saturday, August 26. Nearly 160 NICU graduates and their families attended. Staff members warmly greeted the parents and children, thrilled to see the once fragile newborns growing and thriving. There was a colorful play mat with soft blow-up balls of all sizes for the babies and toddlers to play with, inflatable jungle animals for them to hug and wrestle in front of a large jungle-themed photo backdrop, and a variety of snacks appropriate for

both children and adults.

The staff sported colorful new Reach Out and Read (R.O.A.R.) t-shirts thanks to a gift from donors Judie and Peter Wolken, who are underwriting the NICU reading program for the next decade. Their gift also enabled the Foundation to arrange for children’s book author Joanna Ho to hold story times throughout the afternoon. The R.O.A.R. program encourages parents to read to their babies while in the NICU and after they



Joanna Ho reads to NICU alumni

go home to promote cognitive development and strengthen bonding.

El Camino Heritage Golf Tournament Raises More Than \$175,000 for Nursing Excellence at El Camino Health

Golfers enthusiastically heeded El Camino Health Foundation's call for all superheroes to attend the 27th Annual El Camino Heritage Golf Tournament at Palo Alto Hills Golf & Country Club on October 23. They enjoyed a glorious day on the links followed by a "Superheroes Unite" celebration dinner. The event benefited nursing excellence at El Camino Health.

"Our nurses dedicate their professional lives to caring for and serving others, sometimes putting their own safety at risk to do so," Golf Tournament Chair Ken King, El Camino Health Chief Administrative Services Officer, said as he opened the evening program. "In our hospitals and throughout our healthcare system, they are superheroes for the patients and families who rely on them at some of the most vulnerable, stressful, scary times of life."

Chief Nursing Officer Cheryl Reinking, dressed up as her superhero Florence Nightingale, described the ways philanthropy has helped El Camino Health strengthen the nursing workforce and receive four consecutive Magnet designations from the American Nurses Credentialing Council, the highest recognition for nursing excellence a hospital can receive. She introduced Han O, a young new nurse, who explained she chooses to work at El Camino Health because "I have available to me the resources, the knowledge, the support, the confidence to be more than I ever thought I could. I am optimistic about possibilities for professional growth in the future. Through programs



FTG Builders golf superheroes Doris Quai Hoi, Rodney Terra, Joulén Poon, and Jeff Radcliffe

like the New Graduate Nurse Residency and Transitions training, which were made possible by donations from people like you, El Camino Health has helped me find my passion and empowered me with skills and knowledge to be the nurse I am today – to have the opportunity to provide every patient I encounter at their most vulnerable moments, the compassionate, nonjudgmental, skillful care they need."

Roy Tuason, who credits his survival to the superb care he received at El Camino Health's Mountain View hospital, further inspired the golfers. "Today is 272 days since my aorta dissected. I've had 272 gifts up to now. What will you do with your blessings, your treasures, your gifts?"

"With four consecutive Magnet designations, our nurses have already proven themselves to be the best of the best. Yet there is always more we can do to improve overall nursing excellence," appealed CNO Reinking. "This includes training the next generation of bedside nurses and nurse leaders, adopting and advancing the latest in evidence-based practice, investing to meet the rigorous requirements for maintaining Magnet

status, and ensuring we have the resources to anticipate and respond as the nursing profession evolves. To do this we need you to be our nurses' superheroes."

Marshalling superpower generosity, the dinner guests made final raffle ticket purchases and last bids on silent auction items, and enthusiastically raised their paddles during the fund-in-need appeal. By the end of the day the tournament raised more than \$175,000 to build up a dedicated fund for future nursing excellence initiatives.



Chief Nursing Officer Cheryl Reinking, dressed up as her superhero Florence Nightingale, described the ways philanthropy has helped El Camino Health strengthen the nursing workforce and receive four consecutive Magnet designations from the American Nurses Credentialing Council, the highest recognition for nursing excellence a hospital can receive.



Hospital Board Member John Zoglin, CEO Dan Woods, Steve Rossi, John Conover



Chief Nursing Officer Cheryl Reinking, DNP



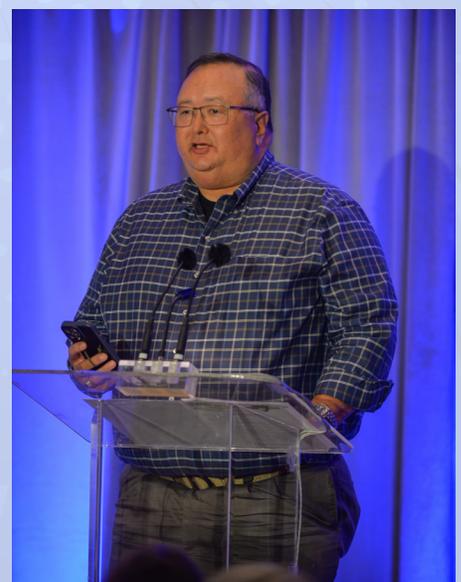
A bagpiper called the golfers to their starting holes.



Curt Mason, Mark Thorp, Russ Satake, John Swetka



Bryan Hooppaw, Saahil Ahuja, Foundation President Andrew Cope, Lane Melchor



Roy Tuason



Foundation President Andrew Cope and Golf Tournament Chair Ken King



HDR, Inc. superheroes Jill Bergman and Aaron Hanigan



Superhero volunteers kept the tournament running smoothly.



Golf carts, loaded with umbrellas, towels, lunch bags, and bottled water, were lined up and ready to go.



Digant Dave, RN, Romina Ahuja, Cheryl Reinking, Hospital Board Member Julia Miller



Dinner guests responded to the fund-in-need appeal with superpower generosity.

Orchard Pavilion Center for Women and Newborns: A New Vision for Mother, Baby and Family Care



Orchard Pavilion Apricot Blossom Donor Wall



The neonatal intensive care unit and third-floor maternity unit opened for patient care at the end of October. The new NICU is 91 percent larger than the original and now occupies the entire second floor.

It has 19 spacious private rooms that have the latest technologies so more procedures can be done in place, and a five-bed pod for babies who stay on the unit a shorter time. Parents and families will soon have access to comfortable facilities including dedicated bathrooms with showers, a lounge and respite areas. There is also a professionally staffed milk prep room. The unit was designed with significant input from patient families and clinical staff.

The third-floor maternity unit, which replaced physician offices, has 26 private mother-baby rooms large enough for a partner to stay overnight. Beautiful second and third floor lobbies create welcoming spaces for families and other visitors. The pavilion's gracious entrance lobby opened earlier this year. The cafe will be finished during the next phases of construction.

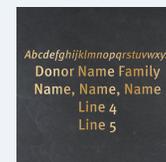


The work has now moved to the first floor, where the labor and delivery unit is being refreshed and expanded, and an obstetrical emergency department and antepartum (recovery) units added. The original maternity unit is being renovated to create 26 spacious, private postpartum rooms. The first floor will also have a flexibly configured eight-bed preparation and recovery area for Caesarean section or other surgeries. When complete, the Orchard Pavilion will have 44% more patient rooms in the maternity unit and 25% more patient rooms in labor and delivery that can flex into beds for antepartum care, allowing El Camino Health to more comfortably accommodate the growing number of families choosing to deliver their babies at the Mountain View hospital.

El Camino Health's mission is to provide the most personalized and comprehensive care for women, newborns, and families in the community. The remodeled, enlarged, modernized Orchard Pavilion will support the superb mother-baby care El Camino Health has always delivered but in a more welcoming environment that promotes healing and wellness. There are many opportunities to support this important investment in the health of our community's young families and give the next generation the brightest possible start. Contact Lindsay Ehrman to learn more.

Apricot orchards once blossomed where the Orchard Pavilion, Center for Women and Newborns now stands. A beautiful, back-lit mosaic outside the building will evoke this past and acknowledge the donors who contribute to the high quality of care provided inside.

Donate to support El Camino Health's new vision for mother, baby, and family care by personalizing your tile on the Apricot Blossom Donor Wall. Two sizes of tile are available: 4"x 8" (\$2,500 donation, 112 tiles) or 8"x 8" (\$5,000 donation, 32 tiles). Contact Katie Kehriotis to learn more.



The philanthropic seeds planted where apricot trees once stood are bearing new fruit in exceptional care for women and newborns.



Renderings of tiles and donor wall



Your Unrestricted Gifts at Work

In November, El Camino Health Foundation allocated nearly \$300,000 from the El Camino Fund to add the extra margin of excellence in patient care at El Camino Health.

- **Mobility Initiative** – Additional support for the implementation of a program developed at Johns Hopkins to get patients out of bed and moving. The aim is to combat the harms caused by hospital immobility, which are associated with infections, blood clots, skin breakdown, delirium, and functional decline requiring discharge to a skilled nursing facility instead of home. This allocation will cover the costs of consultation calls with Johns Hopkins and staff engagement to facilitate the new culture of mobility.
- **Standardization of Education and Communication for Maternal Child Health and Respiratory Therapy Staff** – Maternal Child Health has 421 staff members who work shifts around the clock across three services and on two campuses. Respiratory Therapy has 121 staff members who work shifts around the clock across five services on two campuses. The challenge of



reaching all of them in a timely manner will be addressed with the implementation of the Elemeno cloud-based app, which will provide 24/7 point-of-care access to standardized education, training, and communication. Timely communication is especially critical while the Orchard Pavilion is under construction so staff can stay apprised in real time of workflow changes, equipment and supply updates, and procedural adjustments.

review. The allocation will enable El Camino Health to replace this cumbersome process with a cloud-based software platform for managing clinical ladder programs.

- **Cloud-Based Clinical Nurse Ladder Portfolio** – The clinical nurse ladder is a structured career advancement framework within a healthcare organization that allows nurses to progress through various levels of clinical expertise and responsibilities based on their skills, experience, and professional achievements. Currently, El Camino Health nurses create a paper portfolio that includes documentation of expert skills, leadership activities, unit-based projects, committee work, certification, and education. This results in the collection and storage of 120-150 three-ring binders each quarter that require a manager's

- **Advancing Palliative Care** – Funding for multiple programs to advance Palliative Care at El Camino Health. These include educational workshops designed to help physicians and staff incorporate palliative care into their everyday practice through goals-of-care conversations and symptom management; professional development for the palliative care team to ensure they are up to date with best practices; community outreach education about palliative care; a partnership with Palliative Care Leadership Center at UCSF to facilitate a comprehensive needs assessment and establish a robust framework to support the department's growth.



Your Unrestricted Gifts at Work



- **Vital Talk Training for Physicians and Practitioners** – Funding to create a peer-led sustainable training program that will empower providers to engage with families about end-of-life healthcare decisions in a manner that creates trust, exhibits empathy, and creates shared understanding. The program will give providers a framework that guides them through the emotional, cultural and spiritual factors in a patient’s decision-making and provide them with language that invites patients and families to engage in these conversations so they can choose treatment aligned with their beliefs and values. Four physicians and a social worker have become faculty development trainers.

Unrestricted gifts to El Camino Health Foundation are pooled together in the El Camino Fund and allocated two to three times per year to meet the greatest emerging needs at our hospitals. They fund innovative pilot projects, the purchase of new equipment and technologies, nursing excellence initiatives, and compassionate services like music and art that our hospitals provide free of charge. All programs that receive funds are vetted by the health system’s executive leadership to ensure they advance the organization’s strategic objectives and evaluated by the Foundation Allocations Committee to make sure they are an appropriate use of donations.

- **Emotional Wellbeing and Mental Health Services for El Camino Health Medical Staff** – Physicians are more likely to suffer from mental and emotional problems associated with their unique work demands if they do not receive support. This can lead to high levels of stress and burnout, including increased incidence of depression. This allocation will enable Concern EAP to offer counseling, coaching, in-the-moment support, crisis support, and peer support tailored for this population to El Camino Health’s 750 non-PAMF medical group physicians.



Save the date
TAKING
Wings

A GALA CELEBRATION
BENEFITING THE ORCHARD
PAVILION, CENTER FOR
WOMEN AND NEWBORNS

A NEW VISION
FOR MOTHER, BABY,
AND FAMILY CARE

SATURDAY, MARCH 2, 2024
PALO ALTO HILLS
GOLF & COUNTRY CLUB



Laura Keller: Distinguished Volunteer Fundraiser

Laura Keller was honored as El Camino Health Foundation's 2023 distinguished volunteer fundraiser at the Association of Fundraising Professionals Silicon Valley Philanthropy Day luncheon on November 3.

Grateful for the life-changing care she received at El Camino Health, Laura joined the Foundation's Philanthropy Council for Mental Health and Addiction Services in 2021 and became a Foundation board member one year later. She contributes her skills as a professional strategy consultant to help advance the Foundation's fundraising objectives and sets a philanthropic example through her own giving to support better healthcare and outcomes for women, children, and families.

During a fundraising talk to the Palo Alto Jewish Community Center Chai Giving Circle last year, Laura shared her experience of postpartum depression and finding El Camino Health's Maternal Outreach Mood Services (MOMS) program. "Being in group therapy with other moms going through the same thing that I was made me realize I wasn't alone. Other moms in the program entered and exited on a rolling basis, so we could see them improving over time and graduating from the program. That is what gave me the first sign of hope that I might get better too... Graduating from the program gave me the courage to get pregnant again knowing that I had all the tools, skills, and resources I needed if I were to come down with



postpartum depression a second time." With Laura's advocacy, the giving circle voted to make a grant that underwrites scholarships so "every new mother who needs MOMS can have this lifesaving care."

Laura and her family also sponsor El Camino Health's annual maternal mental health symposium, an online day of education about perinatal mood disorders that is attended by more than 1,000 professionals and lay people across the country and around the world. In addition, she has supported the relocation of adolescent mental

health services on the Los Gatos hospital campus to larger, more conducive facilities, and to support the renovation and expansion of the Orchard Pavilion Center for Women and Newborns.

Laura's family, Foundation President Andrew Cope, Foundation Board Chair Romina Ahuja, Russ Satake, who co-chairs the Foundation's Philanthropy Council for Mental Health & Addiction Services, Dr. Kalpana Nathan, and Dr. Nirmaljit Dhani, El Camino Health's director of inpatient perinatal mental health services, attended the luncheon and enthusiastically cheered Laura on.

"Being in group therapy with other moms going through the same thing that I was made me realize I wasn't alone. Other moms in the program entered and exited on a rolling basis, so we could see them improving over time and graduating from the program. That is what gave me the first sign of hope that I might get better too..."

Safety Remains El Camino Health's Highest Priority

By order of the Santa Clara County Public Health Department, masking is required for all patients, companions and staff from November 1, 2023 through March 31, 2024 during the winter respiratory virus season. Masks are available for visitors that need one.



Last Chance: Take Advantage of Tax Incentives for Charitable Giving in 2023

2023 is drawing to a close but you still have time to take advantage of the tax benefits charitable donations provide.

The required minimum distribution (RMD) from an IRA is again mandatory. If you are 70 ½ years of age or older, you can make a charitable gift from your IRA to a qualified charity, maximum of \$100,000 annually. You will not pay income taxes on the donation and the gift can reduce your annual income level since it does not count as income if it is paid directly to the charity from the IRA. Please note, the money must be out of the IRA by December 31, 2023, so plan ahead to be sure your payment clears by the end of the year.

The detailed rules and requirements for adequate records change frequently so may not be the same as last year or for future years. Please check with the Foundation, your tax advisor and IRA

administrator if you need more information. El Camino Health Foundation staff would also be happy to help you determine if other donation vehicles that have associated tax benefits such as gifts of stock, charitable remainder trusts, charitable gift annuities, or legacy gifts are appropriate for you.

As you consider your end-of-year giving and assess the tax benefits of making charitable gifts, please remember El Camino Health Foundation and the thousands of patients our hospitals serve each year. Donations to the Foundation help El Camino Health provide award-winning care to our community. They contribute to the purchase of the latest technology, launch and sustain pioneering programs, provide financial assistance to patients in need, and spur the innovation that helps to keep our community well.



Starting in tax year 2024, the \$100,000 annual limit distributions from an IRA to a qualified charity is scheduled to be indexed to inflation.

SAVE THE DATE: 32ND ANNUAL ALLIED PROFESSIONALS SEMINAR

Samuel A. Donaldson, Professor of Law at Georgia State University College of Law, will be the featured speaker at the 32nd Annual Allied Professionals Seminar. The networking breakfast is presented by the El Camino Health Foundation Planned Giving Council and will be held at Los Altos Golf & Country Club on February 13, 2024.

Prior to joining Georgia State University College of Law in 2012, Professor Donaldson was on the faculty at the University of Washington School of Law in Seattle, where he was a five-time recipient of the Philip A. Trautman Professor of the Year award from the Student Bar Association and directed the Graduate Program in Taxation for six years.

At GSU, Professor Donaldson teaches a number of tax and estate planning courses, as well as courses in the areas of property, commercial law and professional responsibility. He is a nationally recognized speaker on federal taxation and estate planning at professional conferences and continuing education seminars.

An amateur crossword constructor, Professor Donaldson's puzzles have been published in *The New York Times*, *The Washington Post*, *The Wall Street Journal* and other outlets.

Contact Lindsay Ehrman for more information about the Allied Professionals Seminar or to learn about event sponsorship opportunities. Register online at echf.cventevents.com/APS2024.



Samuel A. Donaldson



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Mountain View, CA 94040



Happy Holidays

Warm wishes for a joyous holiday season
and healthy, happy 2024

