Healthy Outlook

Saddleback Memorial Foundation gets by design.

A glammed-up group of good-hearted guests supported the future of medical care in O.C. by attending Saddleback Memorial Foundation’s gala at The Ritz Carlton, Laguna Niguel. Prowessors like Leila Rasoul and Jan Johnson were treated to a reception, dinner and dancing, but memories were made when 8-year-old Max Page—known for his role as Darth Vader in 2011 Volkswagen commercial—made an appearance (in full costume, of course). Page, who was born with damages to his heart, hosted the fund-a-need auction with his family, which brought in nearly $70,000. Even more exciting was the news that $235,000 was raised for Saddleback’s Designated for Healing renovation project.

The goal of the event was to improve the medical center’s healing environment through nature-inspired design. 

"It was wonderful seeing how touched everyone was after hearing Max’s story. They knew they were helping to make a difference."

—Cecilia Belflow, President of Saddleback Memorial Foundation

TURN TO PAGE 111 FOR MORE SCENE
Saddleback Memorial Foundation's spring gala, 'A Celebration of Healing,' raises $215,000

The event at the Ritz-Carlton Laguna Niguel in Dana Point attracted 350 attendees and brought in more than double its goal for the Designed for Healing project. Max Page, "Little Darth Vader" of the Volkswagen commercial, donated $500 and his helmet to the hospital that saved his life.
FORCE IS WITH THEM

DOCTORS IN TUXES AND GOWNS, PLUS A VISIT FROM MINI DARTH VADER MARK SADDLEBACK’S GALA.

Features sheds their scrubs to don tuxes, suits and evening gowns at Saddleback Memorial Foundation’s charity gala last month at the Ritz-Carlton Laguna Niguel. They were raising money for Saddleback’s Hospital’s new renovation project. Designed for Healing, and celebrating the 25th anniversary of the Women’s Hospital.

The hospital opened in 1987, focusing on technology rather than looks until the $80 million renovation. “It’s like a house built in the 1980s that needs to be refurbished and this renovation looks fabulous,” said Bebe Shadack, chair of Saddleback Memorial Foundation’s board of directors.

At an outdoor reception on a cliff above Salt Creek Beach, volunteers screened guests before dinner at the event, which netted $2.5 million. But for many the most exciting portion of the night was the live auction with items ranging from a weekend trip to Phaser Bables in an Aston Martin to a test drive by hospital CEO Steve Grubitz.

Grubitz, the hottest bidding war surrounded 6-year-old Max Page. The former Saddleback Hospital patient — his mother Jennifer Page gave birth to him there and soon discovered he had a heart problem — has survived eight surgeries. Max stole the show when guests discovered he was “little Darth Vader” of Super Bowl XLVI, Tostitos commercial fame.

He auctioned off his autographed Darth Vader helmet for $7,000 to determined science DLB-1990, who delivered him at Saddleback. “It felt good to win,” she said. “My 6-year-old son loves ‘Star Wars’ so I won it for him. And also because I delivered Max, I feel that I have a connection with him.”

As for Max, he’s happy to give back to Saddleback, donating part of his salary from a recent commercial. “They helped me so much and now it’s my turn to help them,” he said.

— MADELEINE SKALING,
ORANGE COUNTY REGISTER

PHOTOS: ANA VIDEAL, ORANGE COUNTY REGISTER

PREMIUM WINES ON SILENT AUCTION GAVE A LUXURIOUS FEEL TO THE GALA.

PHOTOS: ANA VIDEAL, ORANGE COUNTY REGISTER

Buck and Jennifer Page are parents of Max Page, who attended the gala’s live auction.

Barry Arbus, president and CEO of MemorialCare Health System; Lisa Arbus; Ginger Geldt; and Steve Geldt, CEO of Saddleback Memorial Medical Center, from left

Kathy Adams, right, wife of Robert Adams, treasurer of the foundation’s board of directors, sings with violinist Judy Gurt.

Bebe Shadack, chairwoman of Saddleback Memorial Foundation Board of Directors; committee member Cecilia Belew; honorary chairwoman Jil Reid; and honorary chairman Scott Reid; from left.

Obstetrician Cathy Han, left, is painted out to the auctioneer by Dr. Carol Kaminsky and Dr. Susan Mendelson during the auction of the Darth Vader helmet. Han won the helmet with a $7,000 bid.

Board Chairwoman Bebe Shadock and Tony Struthers, of the hospital’s San Clemente office.
Gala raises money for hospital revamp

LAGUNA HILLS • Doctors shed their scrubs to don tuxedos, suits and evening gowns at Saddleback Memorial Foundation’s charity gala Saturday at the Ritz-Carlton Laguna Niguel. The event raised $215,000 for Saddleback Memorial Medical Center’s new renovation project, Designed for Healing, and celebrated the 25th anniversary of the Women’s Hospital.

Saddleback opened in 1974, focusing on technology rather than looks until the $16 million renovation.

“It’s like a house built in the ’60s that needs to be refurbished, and this renovation looks fabulous,” said Bebe Shadduck, chairwoman of the foundation’s board of directors.

For many, the most exciting portion of the night was the live auction, with items ranging from a weekend trip to Paso Robles in an Aston Martin to pies made by hospital Chief Executive Steve Geidt.

The hottest bidding war surrounded 8-year-old Max Page. The former Saddleback Memorial patient — his mother Jennifer Page gave birth to him there and soon discovered he had a heart problem — has undergone eight surgeries. Max stole the show when guests discovered he was “little Darth Vader” of Super Bowl 2011 Volkswagen commercial fame.

Max auctioned off his autographed Darth Vader helmet for $7,000 to a determined winner: Dr. Cathy Han, who delivered him at Saddleback.

“It felt good to win,” Han said. “My 11-year-old son loves ‘Star Wars,’ so I won it for him and also because I delivered Max; I feel like I have a connection with him.”

As for Max, he’s happy to give back, donating part of his salary from a recent commercial.

“They helped me so much and now it’s my turn to help them,” he said.
‘Little Darth Vader’ a force for good

Max Page, star of Volkswagen ad, was born at Saddleback.

SADDLEBACK MEMORIAL FOUNDATION

Joined by donors, physicians and community leaders, Saddleback Memorial Foundation hosted its Spring Gala — A Celebration of Healing on April 20.

Created to raise funds for the Designed for Healing enhancement project and to celebrate the 25th anniversary of The Women’s Hospital at Saddleback Memorial, the event raised $215,000, more than doubling its goal of $100,000.

Portions raised were from the Fund-a-Need auction, which garnered $68,000 for a state-of-the-art Giraffe Omnibed for the Neonatal Intensive Care Unit.

Max Page, an 8-year-old San Clemente resident recognized for his role as Darth Vader in a 2013 Volkswagen Super Bowl commercial, made a special appearance with his family and hosted the Fund-a-Need auction.

Born with structural damage to his heart in 2004, Max gave special thanks for the care he received at Saddleback Memorial by donating $5000 from his own pocket in addition to his Darth Vader helmet.

To the guests’ surprise, a bidding war took place between Dr. Cathy Han, who delivered Max, and another physician over Max’s Darth Vader helmet. Han outbid the physician with a final offer of $7,000.

As a direct result of Max’s participation, the Fund-a-Need auction raised $68,000 for a Giraffe Omnibed for the NICU — a full-featured incubator and radiant warmer that creates a healing environment for intensively ill infants — where his life was saved eight years earlier.

“The Spring Gala brought together all the remarkable people that have supported the Designed for Healing enhancement project and made this not-for-profit hospital what it is today,” said Cecilia Belew, president of Saddleback Memorial Foundation. — Submitted by the Saddleback Memorial Foundation
"Little Vader" Helps Fundraise for the Hospital Where He Was Born

Max Page, who has visited many hospital rooms for his congenital heart defect, wants to repay the hospital where he was born

By Christina Cocca and Vikki Vargas

| Wednesday, Apr 17, 2013 | Updated 8:23 PM PDT

Eight-year-old Max Page, who has visited many hospital rooms for his congenital heart defect, wants to repay the hospital where he was born. Max and his family will attend the Saddleback Memorial Foundation's Spring Gala on Saturday. Vikki Vargas reports from Laguna Hills for the NBC4 News at 5 p.m. on April 17, 2013.

The 8-year-old actor from San Clemente who charmed millions with his portrayal of a pint-sized Darth Vader in a 2011 Super Bowl ad for Volkswagen is planning to give back to the first hospital he said saved his life.

The Saddleback Memorial Medical Center in Laguna Hills was home to Max "Little Vader" Page nine years ago, where he was born with a congenital heart defect know as Tetralogy of Fallot.

Max and his family will attend the Saddleback Memorial Foundation's Spring Gala on Saturday, where he will donate some of the money he earned from filming commercials. The family will also kick off a fundraiser for a $40,000 piece of advanced technology called the “Giraffe Omnibed” for the Neonatal Intensive Care Unit.
"All babies need to have a good life," Max told NBC4. "This is one of the ways to save them."

The Giraffe Omnibed converts from a full-featured incubator to a radiant warmer, which helps reduce the stress of moving critically-ill infants -- who weigh only 1 to 3 pounds -- from bed to bed.

After his birth during an emergency C-section, Max spent a week in the center's Intensive Care Unit, and he has had eight surgeries since, including a valve-replacement surgery he underwent last June at the Children's Hospital Los Angeles.

"Sometimes you forget what you go through and how these little guys fight from the very beginning," said Jennifer Page, Max's mother.

Max's open-heart surgery last year received media attention and public support, and his parents, Buck and Jennifer, used that platform to encourage people to make donations to the hospital's Children's Fund in his name.

Max, who also appeared on "The Young and the Restless" and "Prime Suspect," is an official junior ambassador for Children's Hospital Los Angeles, speaking to groups and helping raise money for pediatric research and treatments.

"I'm doing good," Max said. "I actually just got cleared to go on all of the roller coasters I want. I'm a daredevil."

This weekend’s sold-out gala commemorates the 25th anniversary of the center’s opening of the Women's Hospital at Saddleback Memorial Medical Center in 1988, and it benefits the center’s Designed for Healing enhancement project.

The gala will be April 20 at the Ritz-Carlton in Laguna Niguel at 6 p.m.

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China Syndrome
How Rice Porridge Made the Hilton Anaheim Menu

By KARI HAMANAKA

Guests arriving at the Hilton Anaheim from China this summer will encounter some comforts from home: in-room tea kettles and two types of a rice porridge called congee, among other comforts.

Orange County’s largest hotel offers the Eastern touches under McLean, Va.-based Hilton Worldwide’s program named Huanying—the Chinese word for welcome.

Tourism industry experts have been chatting up the increase in Chinese visitors to the U.S. It’s a trend that’s expected to continue over the next several years, driven by a simpler U.S. visa process, growth of China’s middle class, and an exchange rate that gives Chinese visitors a roughly 30% discount.

Abbate said. “If you were to ask, ‘Where would you go to hire your medical [ad] agency,’ they wouldn’t first say Southern California or even California. They’d say New York or Chicago. And here we are on the [West] Coast offering everything they can get on the East Coast and maybe better in many cases. So do we have a chip on our shoulder? Absolutely.”

It’s no surprise that Abbate takes things to heart—he was the catalyst behind the agency’s inception. In 1993, his employer, Irvine-based

Will Valeant Keep Bausch’s OC Eye Device Hub?

By VITA REED

Valeant Pharmaceuticals International Inc., looks set for now to retain all of its new acquisition, Bausch & Lomb Inc., including an Aliso Viejo-based surgical unit.

Valeant is a Quebec-based drug maker with $3.5 billion in annual sales and Orange County roots. It was known as Biovail Corp., when it

Vinny’s Other Play: Bay Area Real Estate

By CHRIS CASACCHIA

Vinny Smith is quietly stockpiling real estate in the Bay Area and bulking up his venture capital investment portfolio with the cash windfall he took home in Dell’s $24.1 billion buy of Quest Software Inc. last year.

His latest under-the-radar deal will certainly turn some heads: an acquisition of land owned Cisco Systems Inc. in Fremont, a 150-acre

Ad Agency Wins on West Coast, Wants More of East Coast

By MEDHA D’MARTINO

Ryan Abbate runs the biggest advertising agency in Orange County—yet he has a chip on his shoulder.

Pacific Communications of Costa Mesa has grown from a “skunkworks project” in the early 1990s to racking up $381.1 million in 2012 capitalized billings and $55 million in revenue, up 11% from 2011.

And it would likely be bigger if it wasn’t for what Abbate says is the healthcare industry’s skewed perception of where to get the best advertising.

There’s the chip.

“I think the bar is higher for us to succeed,” Abbate said. “If you were to ask, ‘Where would you go to hire your medical [ad] agency,’ they wouldn’t first say Southern California or even California. They’d say New York or Chicago. And here we are on the [West] Coast offering everything they can get on the East Coast and maybe better in many cases. So do we have a chip on our shoulder? Absolutely.”

It’s no surprise that Abbate takes things to heart—he was the catalyst behind the agency’s inception. In 1993, his employer, Irvine-based...
PHILANTHROPY

By Kim Haman

Gala Breaks Record
Mike Hayde, chief executive, Western National Group; Cathleen Collins, chief executive, UCP-OC; Jim Corbett, board president, UCP-OC.

The United Cerebral Palsy of Orange County Life Without Limits Gala netted more than $500,000 on May 10, the largest amount ever raised at the event. More than 400 guests attended the gala at the Balboa Bay Resort. Michael K. Hayde, chief executive of Western National Group, was recognized with the Impact Award for his philanthropic support and vision toward various efforts that support families and children, as well as his leadership in the community. The Argyros Family Foundation, Abbott Medical Optics and others sponsored the event.

In the Pink
Kenneth McFarland, president and chief executive Mission Hospital, with wife Kristine.

The Susan G. Komen Orange County’s 7th annual Pink Tie Ball raised more than $385,000 for breast cancer awareness and research. The May 11 event attracted 400 guests to Lake Mission Viejo and beat 2010 and 2011 fundraising efforts. Breast cancer survivor Estela Riela chaired this year’s event.

Seven local businessmen were introduced as Pink Tie Guys, a title given annually to men who work in the business community to further Komen’s mission. They are Bruno Serato, chef/owner, Anaheim White House; Chris Lawrence, senior vice president, director of finance, Opus Bank; Hector Infante, public and government affairs manager for Chevron Corp.; Sam Riela, president, Salstar Enterprises Inc.; Scott D. Sherman, executive vice president, human resources, Allergan; Dennis Parks, COO, WalkStyles Inc.; and Dr. Melvin J. Silverstein, medical director, Hoag Breast Care Center.

Some of the sponsors were the Allergan Foundation, Lee Ann Canaday of The Canaday Group, and Harald Herrmann, chief executive of Yard House Restaurants.

Realtors, Builders Helping Others
Kevin Balbridge, president, Irvine Company Apartment Communities; Max Gardner, president, chief executive, Orange County United Way; and Bob Ostrinik, Ostrinik Group principal, REBI president and event co-chairman.

Almost 400 attendees celebrated the real estate industry’s collective impact of its efforts through Orange County United Way at the 14th Annual Real Estate and Building Industry Mixer on May 9. The event, held at the Balboa Bay Resort, raised nearly $255,000.

Top sponsors included Auction.com, Ernst & Young, Meritage Collection and the Business Journal.

Seeing Double
Saddleback Memorial Medical Center Chief Executive Steve Geidt welcomed guests.

Saddleback Memorial Foundation raised $215,000 at its annual spring gala, A Celebration of Healing, on April 2. The amount is more than double the foundation’s original goal of $100,000. The proceeds will benefit the Saddleback Memorial Medical Center enhancement project.

One of the highlights of the evening was the fund-a-need auction, which raised $68,000 for a Giraffe OmniBed for a full-featured incubator and radiant warmer for seriously ill infants.

Event sponsors included South Orange County Surgical Medical Group, Affiliated Pathologists Medical Group, Sea View Pediatrics and Bebe Shaddock.

Bright Futures Celebration
Scott Trotter, executive director, Orange County Child Abuse Prevention Center, Maria Elena Banks, event chairperson, Len Herman, president, Orange County Association of Realtors; Stephanie Enano, Child Abuse Prevention Center

More than 350 business and community leaders helped raise $100,000 to prevent child abuse at the 15th Annual Bright Futures Celebration hosted by the Orange County Child Abuse Prevention Center. The May 11 event was held at the Balboa Bay Resort in Newport Beach.

Sponsors included Howard Building Corp., First American Title Insurance Co., Capital Group Con, and others.

A Taste of Success
Yvon Goetz, executive chef, Winery Restaurant & Wine Bar; William Lewis, sommelier and wineyar manager partner; J.C. Clow, restaurant managing partner.

The 5th annual Sunday in the Vineyard wine-tasting event hosted by the Winery Restaurant & Wine Bar raised $70,000 for the Marconi Foundation for Kids and Working Wardrobes of Orange County.

More than 250 guests gathered on April 28 at the Marconi Automotive Museum in Tustin for the event. Guests chose from more than 80 rare and unique varietals. The event has raised nearly $250,000 to benefit those in need since it began five years ago.

Kim Haman can be reached at philanthropy@ocbj.com.

Promote your Nonprofit Event HERE!
Book this exclusive position on the Philanthropy Column, published every other week in the Orange County Business Journal.

Contact Amy Sfredd at 949.833.8373 x 246 or sfreddo@ochj.com.
Max Page, "Little Vader" of VW Commercial, Uses Force for Good at Saddleback Hospital

By Matt Coker Thu., Apr. 18 2013 at 8:05 A

Max Page, the 8-year-old actor who in 2011 starred as "Little Vader" for Volkswagen in one of the most memorable Super Bowl ads ever, is using the force for good.

He's scheduled to appear at a Saturday gala where he'll donate some money he's made from commercials to Saddleback Memorial Medical Center of Laguna Hills, where he was born with a congenital heart defect.

Born via emergency C-section at the medical center with what is known as Tetralogy of Fallot, the boy spent a week in intensive care there and went on to undergo eight surgeries, including open-heart surgery in Los Angeles last June to replace a valve.

He'll join his family at the gala in kicking off a fundraiser for a $40,000 "Giraffe Omnibed"--which converts from an incubator to a radiant warmer so critically ill newborns don't have to move from bed to bed--for the Neonatal Intensive Care Unit.

"All babies need to have a good life," Page tells NBC4 News. "This is one way to save them."

The force is strong with this one.
Saddleback Memorial Foundation Doubles Fundraising Goal at Spring Gala, Funds Raised for Designed for Healing Project and State-of-the-Art Medical Equipment

Posted by OC Mom on May 4, 2013 at 2:46pm

‘Little Darth Vader’ Makes Special Appearance, Gives Back to First Hospital That Saved His Life

Joined by donors, physicians and community leaders, Saddleback Memorial Foundation hosted its Spring Gala – A Celebration of Healing Saturday, April 20. Created to raise funds for the Designed for Healing hospital enhancement project and to celebrate the 25th anniversary of The Women’s Hospital at Saddleback Memorial, the event raised $215,000, more than doubling its goal of $100,000. Portions raised were from the Fund-a-Need auction, which garnered $68,000 for a state-of-the-art Giraffe OmniBed for the Neonatal Intensive Care Unit (NICU).

Max Page, an eight-year-old San Clemente, Calif. boy recognized for his role as Darth Vader in a 2011 Volkswagen Super Bowl commercial, made a special appearance with his family and hosted the Fund-a-Need auction. Born with structural damage to his heart in 2004, Max gave special thanks for the care he received at Saddleback Memorial by donating $500 from his own pocket in addition to his Darth Vader helmet.

To the guests' surprise, a bidding war took place between Cathy Han, M.D., who delivered Max, and another physician over Max's Darth Vader helmet. Dr. Han outbid the physician with a final offer of $7,000. As a direct result of Max's participation, the Fund-a-Need auction raised $68,000 for a Giraffe OmniBed for the NICU - a full-
featured incubator and radiant warmer that creates a healing environment for intensively ill infants – where his life was saved eight years earlier.

Saddleback Memorial Medical Center’s Designed for Healing three-phase enhancement initiative is the first major renovation of its kind since opening in 1974. This comprehensive project is improving the healing environment of patients and their families through nature-inspired design throughout the hospital. Research has shown that the environment plays an active role in influencing the healing process, reducing stress and improving patient and staff well-being.

“After nearly 40 years, the hospital was starting to show signs of wear,” said Steve Geidt, chief executive officer of Saddleback Memorial Medical Center. “The physical facilities weren’t matching the quality of clinical care being provided to our patients. We worked very hard to create an environment that would foster our focus on patient-family centered care, providing a soothing, healing place for patients and their loved ones.”

Since the renovation began in 2012, patient rooms in the Main Hospital have been upgraded with 15 rooms now having the capability to be converted to private rooms. All patient rooms in The Women’s Hospital are complete with the addition of a new Bonding Room for parents who give birth through a surrogate. Throughout the hospital, fresh paint and new flooring have brightened up public areas while art featuring images of nature graces the corridors. Enhancements are scheduled to continue through 2014 with plans to add private patient rooms.

“The Spring Gala brought together all the remarkable people that have supported the Designed for Healing enhancement project and made this not-for-profit hospital what it is today,” said Cecilia Belew, president of Saddleback Memorial Foundation. “We were thrilled to celebrate the beautifully designed facility and the 25th anniversary milestone of The Women’s Hospital.”
Saddleback Memorial gala raises thousands

By JENNIFER KARMARKAR
LAGUNA WOODS GLOBE

It was a glittering night for some 350 attendees of Saddleback Memorial Medical Center’s Spring Gala 2013, held April 20 at the Ritz-Carlton, Laguna Niguel. Funds raised at the black-tie event will help continue the “Designed for Healing” enhancement project at the 40-year-old hospital.

Spokesperson Melissa Centeno said the committee’s goal was to raise $100,000, but they ended up raising $215,000.

Auction items included a Darth Vader helmet worn in a Volkswagen ad by 8-year-old Saddleback patient Max Paige, and a two-night stay at the Ritz-Carlton.

Proceeds from the auction, which fetched $97,000, will go toward the purchase of a Giraffe OmniBed for the Neonatal Intensive Care Unit.

The evening also kicked off the 25th anniversary celebration of the Women’s Hospital at Saddleback Memorial. More than 62,000 babies have been born there since 1988.