

Glitz and glamour at Foundation events

The Jess Parrish Medical Foundation (JPMF) kicked off the fall season with two spectacular events: the third Main Street Online Auction and the unique Midnight on Main Street—Second Chance Prom. Combined, these events raised nearly \$30,000 in net proceeds and provided an opportunity for the local community—and people from as far away as California and Maine—to help raise money for a good cause.

Proceeds from the Online Auction and the Second Chance Prom benefit *The Health Village at Main Street PMC*. The Health Village will be a unique healing environment for seniors, offering outpatient medical and support services in a setting reminiscent of an old-fashioned Main Street. Main Street PMC will include the relocation and restoration of



Enjoying the Second Chance Prom (from left) is George Mikitarian, co-chairs Liz Mikitarian and Shannon DeBalli, and Peter DeBalli, M.D.

historic houses in an effort to preserve pieces of North Brevard’s history and heritage. It will be located on the PMC campus east of the main hospital, within the Chain of Lakes

Regional Park. JPMF has raised nearly \$1.5 million in cash and pledges toward the project.

The Main Street Online Auction opened for bidding in early September and closed three weeks later with dramatic results. This year’s auction consisted of more than 500 donated items, a 22 percent increase over the previous event, and included such items as a five-day cruise donated by Carnival Cruise Lines and a Fender Stratocaster guitar autographed by LeAnn Rimes and donated by radio station Lite Rock 99.3.

FESTIVE GATHERINGS

“We introduced some new ideas this time that proved to be both fun and



The silent auction at the prom featured specialty gift baskets made and donated by many PMC departments.

PHOTOGRAPH BY DEBBIE ROBERTS



Pamela Tronetti, D.O., medical director of Aging Services and The Health Village at Main Street PMC, enjoys the prom with husband Ed Kindle (right) and David Greenblum, M.D., president of the PMC medical staff.

2006 Main Street PMC Online Auction & Prom Committee

Co-Chairpersons

Shannon DeBalli and Liz Mikitarian

Volunteers

Kelly Broome, Broome Law

Kathy Cobb, J.D., Brevard Community College

Lori Duester, The Children's Center

Linda Fliss, volunteer

Marcia Gaedcke, Titusville Area Chamber of Commerce

Charlene Harper, Wachovia Bank

Melissa Harper, Parrish Medical Center

Dot Hudson, volunteer

Lynn Kent, Atlantic Business Systems

Lisa McAlpine, The Children's Center

Leslie O'Brien, The Children's Center

Suzanne Sparling, United Way

Rachel and Bill Terry, Parrish Medical Auxiliary

Janet Ward, Space Gateway Systems

Roxanne Woods, JPMF committee liaison

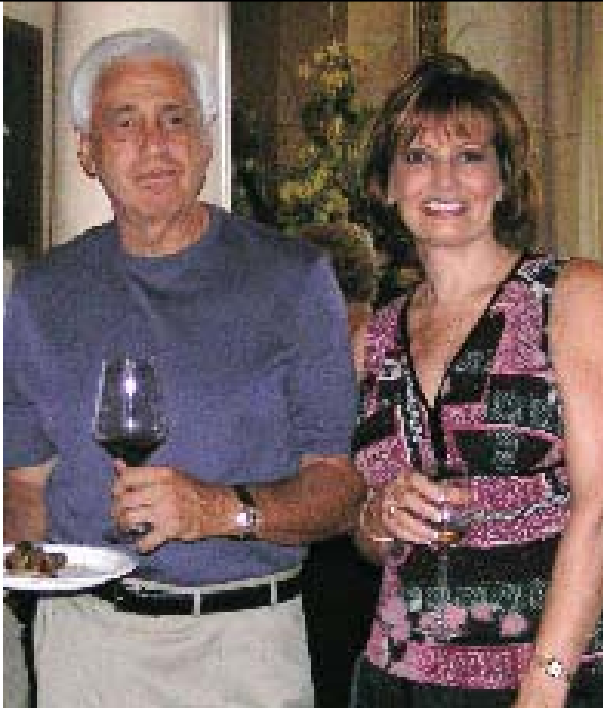
very successful," says auction co-chairperson Shannon DeBalli. "We added home and business-based parties we called 'gatherings' to garner support from friends and potential supporters for the project and also to gather auction items."

In total, more than 10 gatherings were held. These included a "Tool Time" gathering at Do It Best Hardware in Mims; a Cinco de Mayo party at the home of JPMF Board Member Katherine Cobb, J.D., provost at Brevard Community College's Titusville campus; and an Around the World Martini Party at the Lansing Island home of Chuck Clemente, co-sponsored by The Morse Group at Morgan Stanley.

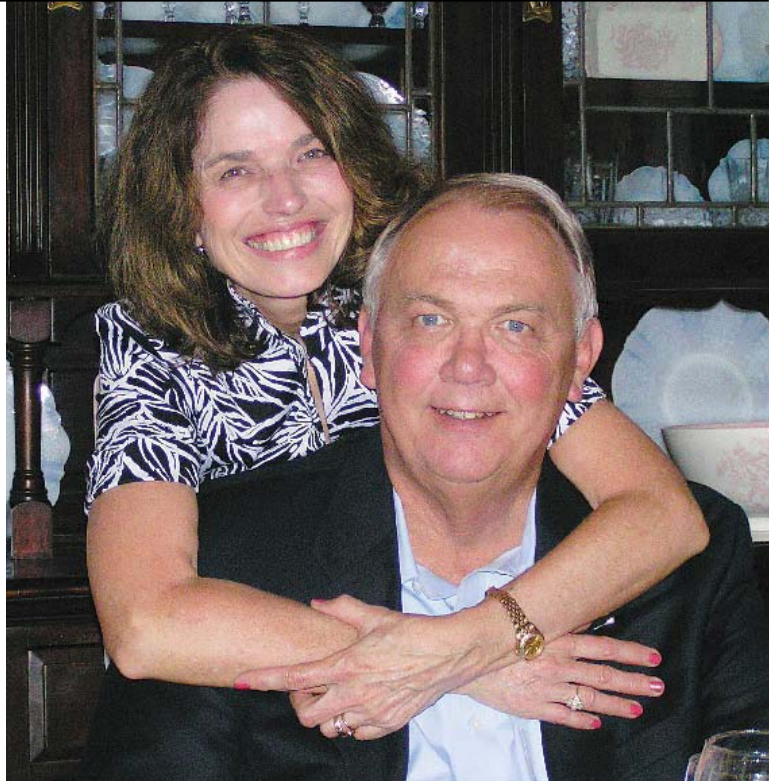
"We were very pleased with the gatherings," says Liz Mikitarian, who co-chaired the auction with DeBalli. "It was an opportunity for us to get our message out, socialize with friends in the community and gather some interesting and unique items. Our combined total of merchandise gathered exceeded \$10,000, and we were able to provide visibility to our important community initiative throughout the county."

Top auction sponsors included The Brevard Indo-American Medical and Dental Association (BIMDA), *Florida Today*, Harris Corp., Lite Rock 99.3, and The Morse Group at Morgan Stanley/Suntree.

In conjunction with the Main Street PMC Online Auction, JPMF hosted the Second Chance Prom in late September at Brevard Community College's gymnasium on the Titusville campus. More than 250 attendees were able



Community friend and philanthropist Chuck Clemente hosted the "Around the World Martini Party" at his Lansing Island home. Co-sponsored by Susan Knollinger Morse of The Morse Group at Morgan Stanley, they gathered friends from around the county and generated \$8,000 in cash and merchandise for the online auction.



Online auction supporters Gene and Bonnie Sego (pictured here) enjoyed a wine dinner with Bill and Marilyn Birnbaum, Charles and Gloria Hunt and Jeanne Lyerly.

to enjoy the full prom experience with dancing, corsages and photographs while raising money for the Main Street project. John and Charlene Harper were crowned Prom King and Queen.

"People from throughout the county attended this fun event," notes Laurie Smirl, executive director of the Jess Parrish Medical Foundation. "The

committee worked hard, the hospital departments provided creative baskets for the silent auction, and the level of support we have for our project was evident by the diverse

group of people who attended." Adds Smirl: "We had physicians, employees and community members of all ages, making it a truly fun community event." ■



Tony Catanese, Ph.D., president of Florida Tech, and wife, Sara, enjoy a quiet moment at the Around the World Martini gathering.

Get Involved ▼

For more information about The Health Village at Main Street PMC, go online to mainstreetpmc.com. To volunteer or contribute to this project, contact the Jess Parrish Medical Foundation at (321) 269-4066. You may also fill out the bind-in card in this issue of *Vim & Vigor* and return it to the Jess Parrish Medical Foundation.