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Foundation sets \$2+ Million Goal

**GUADALUPE REGIONAL MEDICAL FOUNDATION
LAUNCHES THREE-YEAR CAPITAL CAMPAIGN**

Seguin, Texas (January 8, 2009) –The Guadalupe Regional Medical Foundation Board of Directors has announced the launch of their three-year “Giving. For Life.” Capital Campaign. The Campaign officially began January 1, 2009, and has set a goal of raising more than \$2 Million to participate in the \$100 Million expansion of the Medical Center currently underway.

Guadalupe Regional is renovating and expanding its existing facilities into an ultramodern healthcare complex. When GRMC’s expansion plans are finished, the hospital will more than double in size, augment its technological sophistication, and have a contemporary new appearance. The expansion will increase GRMC’s square footage to 260,000, triple the size of the ER, and expand the hospital’s healthcare services. A three-story Inpatient Tower, located on the West Campus side of the hospital complex, is scheduled to open this spring. The tower will provide completely new Maternity Services and Medical Floors, as well as a future inpatient unit.

Foundation Board Chair Phil Seidenberger, who is also Executive Vice President and General Manager of CMC Steel in Seguin, explains that, “The expansion, financed through HUD, will provide the region and area physicians with a first-class Medical Center in which to accomplish GRMC’s Mission—to be the preferred provider of excellent and comprehensive healthcare. What the Foundation Board and Capital Campaign Committee want to accomplish with this Campaign is to help GRMC achieve its Vision—to be an elite technologically advanced Medical Center. We can do that by providing the funds for projects—such as a Hyperbaric Chamber—that will be enhancements to patient care.”

The Foundation has set a large goal because they have an opportunity to make a significant impact says Guadalupe Regional’s CEO Robert Haynes, FACHE. “The number of people in need of healthcare continues to grow. Over the next ten years at GRMC more than 7,500 babies will be born, at least 50,000 people will be admitted for care, 30,000 will have operations, and more than 300,000 will receive emergency care. These figures are based solely on our current patient numbers without taking into account projected population growth,” Haynes said, “obviously these numbers will grow significantly.”

Foundation Executive Director Dorothy Wiley added, “The ‘Giving. For Life.’ Capital Campaign is an opportunity for the entire region to participate in the future of healthcare for our area. Achieving our goal will require the time, talent and treasure of many of our region’s citizens. I am confident that the generous support of the Capital Campaign by citizens of the many communities GRMC serves will enable the Medical Center to continue to excel for generations to come. Every contribution will make a difference, whether your gift is large or small or somewhere in between—you can make a difference—by GIVING. FOR LIFE.”

Wiley explained that, “The Campaign will focus on the people who will help the Capital Campaign Committee achieve its goal. Our citizens. Our community leaders. Our physicians. Our volunteers. Our employees. Our region’s major employers and corporations.” Approximately half of GRMC’s employees have already begun making contributions to the campaign and their pledges total more than \$165,000. In addition, Foundation Board Chairman Phil Seidenberger has demonstrated his leadership by making a significant gift to the Campaign. Other major

contributors include Dr. James Lee, The Koehler Company, Charlie Willmann, and Larry Lippe. “These generous supporters of our Capital Campaign should be thanked and commended for their participation in a very worthwhile goal—achieving healthcare excellence and helping to provide our region with an elite Medical Center,” said Wiley.

Jointly owned by the City of Seguin and Guadalupe County, GRMC is a not for profit community hospital. Unlike most community hospitals that receive a portion of their operating revenues from local taxpayers through a hospital district tax rate, GRMC is funded primarily through patient revenues and charitable contributions. GRMC also receives funds from the City and County to cover a portion of the indigent care the hospital provides. Charitable contributions, such as those contributed to the Capital Campaign, are provided to GRMC to enhance patient care, technology, and facilities.

Gifts to the Guadalupe Regional Medical Foundation, a 501(C)(3), are tax-deductible and should be made payable to the Guadalupe Regional Medical Foundation and sent to: Guadalupe Regional Medical Foundation, Capital Campaign, 1331 E. Court St., Seguin, TX 78155. For more information, or to charge your contribution to a credit card, please call 830-401-7721.

GRMC and GRMF Name New Foundation Executive Director

Guadalupe Regional Medical Center and the Guadalupe Regional Medical Foundation have announced the appointment of Dorothy Wiley as the new Executive Director of the Guadalupe Regional Medical Foundation. In addition to overseeing the management of the Foundation, Wiley will continue in her capacity as GRMC's Marketing and Public Relations Director. Her new title will be Executive Director Foundation and Marketing. In her new role, Wiley will help launch the Medical Center's upcoming Capital Campaign.

A veteran marketing and public relations professional, Wiley brings more than 30 years of executive experience in all aspects of healthcare marketing to her new position. During her career, Wiley successfully led many teams and projects. As Vice President of Living Centers of America, a 25,000 employee healthcare provider, Wiley managed the corporate public relations, investor relations, and marketing services departments. At GRMC, Wiley first served as a consultant helping to create the Medical Center's 2006 Strategic Plan and was instrumental in helping GRMC create its new identity and image. Since joining the GRMC team, Wiley has successfully created and implemented numerous marketing and public relations initiatives.

"Her energy, commitment, and senior level experience are valuable assets and will help the Foundation play an even greater role in GRMC's future success," said GRMC Chief Executive Officer Robert Haynes.

Phil Seidenberger, Guadalupe Regional Medical Foundation Board Chairman added, "We are pleased that a professional of Wiley's caliber, and a member of GRMC's team, has accepted this position. Please join us in wishing her great success in her new expanded role."