

Summer 2014

MetroHealth Giving



**John & Marilyn Zubal
share their story**

A photograph of an elderly couple, John and Marilyn Zubal, standing in a library. John is on the left, wearing glasses and a white shirt. Marilyn is on the right, wearing a blue shirt. They are both smiling. The background is filled with bookshelves.

“We try to get the books to the people who need them.”

John & Marilyn Zubal’s Story

A guy shows up outside Zubal Books on West 25th Street a couple of months back. He comes from the public housing apartments a few blocks away, on his bike, with a broom and starts sweeping the sidewalk out front.

When owner John Zubal asks if the City sent him, the man shakes his head “no.”

“I’m grateful for all the books you leave,” he says. “I thought I’d come do something in return.”

The man is one of hundreds of people who pick up the free books Marilyn and John Zubal stack on a windowsill outside their used and rare book warehouse every day it’s not raining or snowing.

The Zubals don’t know his story.

They don’t know that he prefers fiction over nonfiction, ancient Greek and Roman texts, books by Cicero and Julius Caesar. They don’t know that he worked as a chemical engineer, that life threw him a few curves and he ended up homeless, that he couldn’t pay the rent on his storage unit, that his personal library – about 10,000 books – was auctioned off to a stranger, that it’s their books that are helping him build his collection back up.

What they do know is that his story is their story, that it’s all of our stories: that life is richer, in so many ways, because of books.

When John Zubal was a kid he fell in love with the Tarzan books by Edgar Rice Burroughs.

It was the adventure that grabbed hold of the tall, skinny kid from Parma in the spring of 1951, the trips Burroughs took him on – to lost islands and the Wild West, to Venus and Mars.

Those books led John Zubal to more books, books he picked up for next to nothing at Goodwill and other second-hand stores around West 25th Street, riding his bike to riffle through thrown-away tales when his parents thought he was off playing ball.

Before long, John Zubal realized he could sell the books piled high in his bedroom for a profit by placing ads in the backs of *Other Worlds Science Stories* and other science fiction magazines.

And, at the age of 13, an entrepreneur was born.

He continued buying and selling through high school at Saint Ignatius and his days as a *Plain Dealer* copy boy. Then, in the summer of 1956, after he finished his junior year, he talked his mother into taking him with her to New York City so he could attend the World Science Fiction Convention. It was love at first sight and two years later, “Zube” moved to the Bronx as a freshman at Fordham University.

He was standing outside his dorm the

following year when he spotted Marilyn Capozzoli walking into a dance. A couple of days later he turned to a friend and uttered those six little words: “I’m going to marry that girl.” And three days after he graduated from college, he did.

By then, John Zubal had collected more than 400 Burroughs books and hundreds more by other writers. As much as he loved them, he knew what he had to do that winter day in 1961 when he came home from graduate school at John Carroll University and Marilyn told him her news.

She was pregnant.

John Zubal sold his entire collection for \$8,000 – \$66,000 in today’s dollars.

But baby or no baby, a book lover is a book lover. And before little Vicky learned to walk, John was buying books again.

He added history, theology and philosophy to his collection – scholarly journals, too. Within two years, the Zubal basement was filled with books and magazines, pamphlets and historical documents. So was his garage. His parent’s garage, too.

“When they get up to the bedroom, I leave,” Marilyn told him.

So in 1965, John Zubal, the history professor at Cuyahoga Community College, bought a 4,000 square-foot warehouse on Cleveland’s west side.

Four years later, the Zubals added an old watering hole on Lorain Avenue to that – two stories plus a basement totaling 18,000 square feet. Four years after that they were out of room and bought a third building, the one that serves as the headquarters of Zubal Books today – 2969 W. 25th Street. The former public school book depository and headquarters of the Church World Press wasn't enough space either. So the Zubals added on to it. The following year they bought the building next door and finally, in 1994, they acquired their last space, the old Hostess factory at 3080 Twinkie Lane, a building that once turned out truckload after truckload of the sweet spongy cakes.

Today the Zubals have almost 200,000 square feet of scholarly and antiquarian books, many of them stacked 10 feet high on old wooden crates turned into bookshelves.

Their oldest publications date back to the 16th Century. There's a wall – 10-feet high and 17-feet wide – of books about nothing but rock 'n' roll. One room is filled with thousands of first editions by major American and British authors, another with John Zubal's favorites – his rebuilt Edgar Rice Burroughs collection – close to 600 volumes this time around.

Check out zubalbooks.com today and you'll find more than 160,000 hard-to-find titles for sale. Another 2,000 are posted to their website each week. Those are nothing compared to the nearly 800,000 books they've yet to catalogue and add to the site.

Most customers – 99.9 percent – buy online. About a third of them live outside the United States. The majority are interested in a

handful of subjects: archeology and anthropology, history and literary criticism, engineering, physics and math.

But a few walk up to the door, ring the bell and ask to shop the old-fashioned way. A small portion of the collection is open to them – about 4,000 books. Each sells for \$5.

And unlike most books, many of those on the Zubals' shelves tell two stories.

Ask for the best of those tales and John Zubal pulls a copy of "Helter Skelter" off the shelf and shows you Charles Manson's autograph and some doodles he drew around his name.

“Her donations bring comfort to hundreds of sick children and turn what could potentially be scary hospital stays into positive memories.”

Or he tells you about the bookmark that stopped him a few years ago while he was flipping through an old history text. It was a check, for just under \$70, signed in 1796, by Thomas Jefferson.

“We sold it at auction,” John Zubal says, “for \$8,000.”

The Zubal warehouses are filled with other great stories, too, the kind that have never found their way into a bound volume.

Starting with Vicky, when she was in third grade, each of the Zubals' four children has been involved in the business and Michael, Jean Marie and Thomas currently work in the company.

The old Hostess factory has pipes running across the ceiling and down the walls that are still filled with the honey-colored syrup the bakery once whipped into fluffy, white filling for Twinkies.

The late writer Harvey Pekar was a regular. A few years ago, Anthony Bourdain taped an episode of his “No

Reservations” show here. And month after month, for more than a decade, Marilyn Zubal has quietly been supporting MetroHealth's Child Life and Education Program, which makes sure that children who stay in the hospital have toys, movies and video games to distract them and a child life specialist to listen to their fears and prepare them for the procedures they're about to undergo.

“Her donations bring comfort to hundreds of sick children and turn what could potentially be scary hospital stays into positive memories,” says Erin Whipple, MetroHealth's manager of Child Life and Education.

“She helps us bring the outside world into the hospital for pediatric patients, too.”

Whipple's referring to the storytellers and other entertainers Marilyn Zubal's donations support, visits from people like Animal Guy, who shows up with his collection of exotic pets.

Marilyn Zubal waves that off.

“I always tell people, ‘I'm a selfish person,’” she says. “I feel fantastic that I can do this. It just makes me feel so good.

“It's absolutely wonderful.”

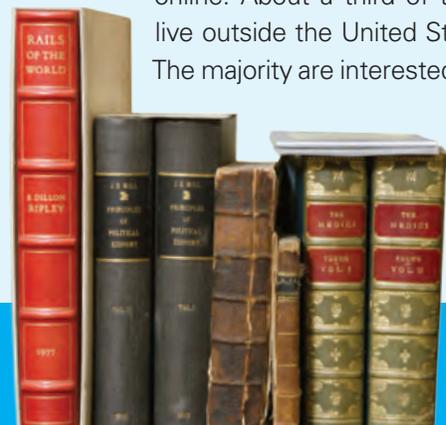
Of course, the Zubals donate children's books to the hospital, too.

And that guy from the apartments around the corner?

He still comes by now and then to sweep their sidewalk.

“In appreciation,” he says.

And to remind us all of the power of books.



Transformation

“It is important to recognize that as we craft the future, we do it rooted in an unwavering commitment to our patients. We must move from provider-centered care to patient-centered care and from our convenience to your convenience.”

- Akram Boutros, MD, FACHE
MetroHealth president and CEO



On May 9, before a crowd of more than 600 people, MetroHealth President and CEO Akram Boutros, MD, FACHE, announced the hospital system's plans to rebuild its outdated campus – a process that will improve the health of Cuyahoga County's residents and ignite economic development throughout the community.

“I think we all sense the beginning of a health care tsunami,” Boutros told the crowd of civic, business and health care leaders who gathered at the Cleveland Convention Center for MetroHealth's First Annual Stakeholders Meeting.

“We have two choices,” Boutros said. “We can stand by and wait for the changes to control us or we can seize the opportunities to build a stronger, healthier Cuyahoga County.”

Boutros made clear that MetroHealth was choosing the latter. And he invited everyone listening – at the meeting

and online – to offer their input as MetroHealth makes the most of three foremost opportunities it faces:

- Creating a MetroHealth that is more accessible, more affordable and more accountable for improving the health of individuals and the community.
- Weaving a network of community resources and health care providers committed to moving Cuyahoga County from the 65th healthiest county in the state, out of 88, to the top of the list.
- Transforming the community around MetroHealth by attracting business and investment, increasing employment and income and reducing crime.

“To start this journey, we will work in partnership with the county executive and council,” Boutros said. “We will





solicit robust community input. We will hold visioning sessions with employees, physicians, community focus groups, elected officials and civic and business leaders... We will continue this dialogue throughout the entire process."

Boutros also told the group that MetroHealth is working to become so financially strong that by 2016 its operations budget will no longer need the \$40 million annual subsidy it receives from Cuyahoga County taxpayers.

"I firmly believe as good stewards we need to reduce or even eliminate the need for taxpayer subsidies for operations," Boutros said after pointing out the hospital system's strong financial showing.

Last year, MetroHealth turned a first-quarter loss of \$6.5 million into end-of-year income totaling \$19 million.

It continued that trend this year, with first quarter income of \$4 million – \$11 million better than the first quarter of 2013.

And at a time when national health care costs were rising by 4 percent, MetroHealth was decreasing per patient costs by 2.4 percent.

In addition, MetroHealth added 200 jobs last year and handled more than 1 million outpatient visits.

"We've become experts in delivering high-quality care at lower cost," Boutros said. "This will serve all citizens of this great county well in the coming years."

As the community looks to the future, he said, it's clear it must start talking about a clinical, operational and physical transformation of The MetroHealth System.

"Our main campus is big – 3 million square feet – it's sprawling and outdated," Boutros said. "Our buildings are too large, too old, too expensive to operate, too vulnerable to weather and too cumbersome to navigate.

"The oldest building is 102 years old and experts agree that 75 percent of the campus has exceeded its useful life."

January's Polar Vortex drove those points home, flooding 200 patient rooms, research offices and administrative offices over four days.

"Twice," Boutros said, "we faced the real possibility of evacuating the entire hospital. It is only through the heroic efforts of our staff and the assistance of our colleagues that we were able to keep all patients safe, continue to offer trauma and burn care to all of Northeast Ohio and deliver 22 babies."

MetroHealth's Transformation: What's Next?

By early next year, MetroHealth hopes to have taken additional steps toward transforming its main campus on West 25th Street along with health care throughout Cuyahoga County and the economy in the communities it calls home.

Those steps include:

- Releasing the design and cost estimate of the new campus
- Determining how much of the total cost will come from public sources and how much must come from private donations
- Announcing the leaders of the Transformation Campaign Team

But a key point of his speech was the announcement that MetroHealth intends to transform the hospital system without asking taxpayers for additional money.

"We are confident in our ability to deliver on this promise," Boutros said.

"We are proud to be your public hospital and pledge to you that we will be transparent in our dealings and accountable for our actions.

"Together we can forge a new health system created by the people of Cuyahoga County for the people of Cuyahoga County."

New Board Leadership

The MetroHealth Foundation Board of Directors approved a new executive leadership team for the coming year at its annual meeting on May 15.

Newly elected board officers for 2014/2015 are:



Chair-elect: Brenda K. Kirk, Vice President, Strategy; Hyland Software



President and CEO: Akram Boutros, MD, FACHE, President and CEO; The MetroHealth System



Chair: David C. Jacobs, President and Chief Operating Officer; Oswald Companies



Vice Chair, Finance: William L. Aamoth, Community Leader



Vice Chair, Governance: Dwight M. Allgood, Community Leader



Vice Chair, Outreach: Franziska H. Dacek, Community Leader



Vice Chair, Audit: Robert A. DeAngelis, Executive Vice President, Consumer Bank Segment Head; KeyBank



Vice Chair, Investment: Ann C. Lutz, Vice President, Investments; UBS Financial Services



Vice Chair, Nominating and Board Development: Thomas E. Collins, Jr., MD, Medical Director, EMS and Emergency Preparedness, Emergency Medicine and Metro Life Flight; The MetroHealth System



Chief Administrative Officer and Secretary: Kate Brown, Vice President, Foundation and System Philanthropy; The MetroHealth System

Please Welcome



Saunjula Staton joined MetroHealth on June 2 as director of Foundation and System Philanthropy.

In her new role, she'll be a key fundraiser and take responsibility for MetroHealth's philanthropy events as well as the Annual Fund and the Employee Fundraising Campaign.

Staton comes to MetroHealth from Oberlin College where she served as director of 25th Reunion Giving for the past four years and assistant director of Leadership Giving before that. Her fundraising experience includes stints at the Lorain County Urban League, where she was the director of Development, and Save Our Children in Elyria, where she served as executive director.

The competitive softball player grew up in Cleveland, lives in Lorain with her husband and two children and earned an undergraduate degree from Kent State University and an MBA from Tiffin University. She serves on the board of Blessing House, which provides temporary safe housing for children in need, and is a member of Delta Sigma Theta Sorority's Lorain County alumnae chapter.

She and her husband, T.J., own Staton Sports in Lorain.



The MetroHealth Foundation Board of Directors welcomes its newest member, **Patricia Gorie-Anderson**, a registered nurse and certified health education specialist with more than 30 years of experience.

Gorie-Anderson serves as the director of nursing for eight of MetroHealth's 16 health centers. In addition, she oversees the nurses who staff MetroHealth's advice line.

Her extensive community involvement includes taking wellness programs to schools, churches and workplaces; coordinating health fairs; and speaking throughout the Cleveland area on diabetes, obesity and high blood pressure.

"Patricia is the perfect choice for our board," said David Jacobs, Chair of the MetroHealth Foundation Board of Directors. "Her commitment to the community and giving spirit are exactly what we look for in new members."

Gorie-Anderson has one daughter who just finished graduate school and a rescue dog named Leonardo. Her hobbies include roller skating and riding motorcycles through the MetroParks.

Now, Everyday, Tomorrow: MetroHealth N.E.T.



More than 75 Cleveland-area young professionals mingled with MetroHealth leaders over appetizers and drinks on May 6 at the inaugural event of MetroHealth N.E.T., The MetroHealth Foundation's newly formed committee of supporters under the age of 40.

By the end of the evening, 15 more Cleveland-area professionals had joined N.E.T., a group of civic-minded leaders committed to advancing the MetroHealth mission of creating a healthier community through service, teaching, discovery and teamwork.

The group, led by an Executive Committee of 19 business and health-care leaders, has chosen to support MetroHealth's Medical Home for Children in Foster Care as its 2014 fundraising project. It's raising money and collecting toys, toothpaste and other gifts for the dozens of Cuyahoga County children MetroHealth cares for before and after they move into foster homes.

N.E.T. – which stands for Now, Everyday, Tomorrow – has scheduled its next event for Sunday, July 27 at Whiskey Island. Proceeds from the afternoon volleyball tournament will go to the Foster Care program.

To enter a team, help sponsor the tournament or learn more about MetroHealth N.E.T., contact Jessica Cartagena jcartagena@metrohealth.org or at 216-778-7525. Additional information is available at metrohealth.org/net.



hy-5

Get fit. Do good. Have fun.

Nearly 1,000 runners and walkers completed this year's Hy-5, which raised \$25,000 to help MetroHealth better care for its patients.

Supporters also contributed thousands of dollars in goody-bag gifts, food and other in-kind donations.

The rain held off until just about everyone finished the 5K, which is sponsored by Hyland Software and held on its Westlake campus.

This year's first-place finisher, Rick Bement of Bay Village, completed the course in 17:11, while pushing a baby in a jogging stroller. Top female finisher, with a time of 18:09, was Katie Kay of Fairview Park, a registered



nurse at MetroHealth and a member of The MetroHealth Foundation Board of Directors.

As always, the sixth-annual race was family-friendly and included a 1-mile walk, a 1-mile kids' run, free health screenings and the perfect post-race meal of breakfast burritos, fresh fruit, bagels, smoothies, yogurt and more.

The money raised allows MetroHealth to improve the care and lives of burn patients, premature babies, Cleveland school children and thousands of others.

For information about sponsoring next year's Hy-5, contact Jessica Cartagena at jcartagena@metrohealth.org or 216-778-7525.

Diane Suchetka
Manager, Foundation and System
Philanthropy Communications

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Akram Boutros, MD, FACHE
President and CEO
The MetroHealth System
The MetroHealth Foundation

Thomas McDonald
Chair
The MetroHealth System

David C. Jacobs
Chair
The MetroHealth Foundation

Kate Brown
Vice President, Foundation
and System Philanthropy,
The MetroHealth System
Chief Administrative Officer and
Secretary
The MetroHealth Foundation

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2500 MetroHealth Drive, Towers 135-A
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The 17th Annual Gannon Memorial Golf Tournament

to benefit the John A. Gannon Center
for Burns and Trauma at MetroHealth

There's still time to sponsor this year's Gannon Memorial Golf Tournament and help hundreds of severely injured adults who are treated every year at MetroHealth's Gannon Burn and Trauma Center.

Sponsors who donate \$125 to \$10,000 receive a variety of benefits – depending on their contribution level – which include foursome fees, breakfast with MetroHealth leaders and publicity during the event.

Proceeds from the tournament pay for compression clothing, custom camouflage cosmetics, support groups and other services that help MetroHealth's burn patients recover as fully as possible.

This year's tournament begins with an 11 a.m. shotgun start on Monday, September 8 at Briarwood Golf Club in Broadview Heights. It honors the late John A. "Jack" Gannon, a former member of The MetroHealth Board of Trustees, Cleveland firefighter and an advocate for trauma and burn victims.

Started by Jack Gannon's family, the annual tournament has raised more than \$450,000 since it began in 1998.

For more information on becoming a sponsor or playing in the tournament, contact Jessica Cartagena at jcartagena@metrohealth.org or 216-778-7525 or go to metrohealth.org/gannon.