

# NEWS

from



Summer 2003

Volume 10 Number 3



(l-r) The Turri Team (brothers Chris, Gene, Mike & friend Jim Mills) makes its annual appearance at the 6<sup>th</sup> Annual Michelle "Mike" Moore Memorial Golf Classic, and let me tell you, there's a reason they look like refugees from Margaritaville; Noted Cerrillos artist Lori Musil chats at the

Caja Fiesta with Lee Beckley, a fellow box artist as well as the Caja committee's artist coordinator; The Rita Scaletti golf team (Rita, Kathy Smith, Glenn Kyle, Donna Post) takes advantage of the Ladies Flight, a new addition to this year's tournament.

## OVER \$29,000 RAISED BY TWO SPECIAL EVENTS!

(l-r) Abby McCulloch shows off her "wooden quilt," one of the highest selling boxes at the Caja de Esperanza Fiesta; Cancer survivor and former Casa Esperanza resident Maureen Tooley from Truth or Consequences poses with her team (Tooley, Barbara Lumley, Lois McCatharn & Michelle Wood); Standing in front of the Chrysler PT Cruiser, the hole-in-one prize sponsored by Auge's in Belen, are Lance and Kerrie Allgood, Randy Slaughter and Edie Redfearn Moore; Casa Esperanza bookkeeper Mary Loyd chats with renowned artist Cliff Tabor of Tijeras at the Artist's Reception prior to the Fiesta; Auctioneer par excellence Bob Padilla and charming KOAT Channel 7 news anchor Marisa Maez get ready for the Fiesta's entertaining live auction.



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## DIRECTOR'S PAGE

by Eileen Cook

Wow. What a great time we have had this year, no doubt about it. Our friends and supporters certainly know how to party, and party we did.

In April the *Caja de Esperanza Fiesta* was launched at the Wool Warehouse in downtown Albuquerque. And what a magnificent kick-off it was! Twenty-eight unbelievably talented artists, twenty-eight superb hope chests, three-hundred eager guests, the superior *Festival* salsa band, delectable food, energetic dancing, a spirited auction, the inviting margarita bar.... What a pity if you missed it. Marisa Maez, morning news anchor with KOAT Channel 7, served as official hostess, and Bob Padilla, with NM Department of Labor, served as auctioneer, and thanks in part to their stellar performances, we raised \$16,000 after all was said and done. The committee – Lee Beckley, Wanita Kirkman, Anita Smith Novak, Jody Contreras, Anita Roybal, Laura Gustin, Johnese Turri, Maryle Barber and Harriet Kraye – devoted an incredible amount of time and energy, and their efforts definitely paid off. In fact, it was the first time I have ever worked with a fundraising committee who voiced such ecstatic enthusiasm at the prospect of beginning work on next year's event. The artists are eager as well, as many of them have asked to be considered in the selection process for Caja 2004. So mark your calendars now – April 2, 2004 – and get ready to Fiesta!

Then came June, and after three years away, the 6<sup>th</sup> Annual Michelle "Mike" Moore Memorial Golf Classic moved home to Tierra del Sol Country Club in Belen. This was the course that Fred and Mike played most often,

and it was there that the tournament was born in 1998. Tierra del Sol seemed happy to have us back – the greens were in immaculate condition, the food and facility were top-notch, and the golfers were in high spirits. Hats off to Racquel Huslig, golf pro and general manager at the club, and to her excellent staff for a job well done. The tournament cleared \$13,000 for Casa's coffers, and the committee is to be commended for its outstanding work: Fred Moore & Edie Redfearn Moore, Sid and Helen Eskow, Kerri Allgood, Midge Cron, Jody Contreras, Harry Ford, Rita Garcia, Many Ann Howard, Racquel Huslig, Cathy Malone, Ginny Romero, and Joseph & Rita Scaletti. Fred is already saying "maybe" to another tournament next year, bless him, and if it's a go, we'll go back to Tierra del Sol on June 12<sup>th</sup>. One admonition to golfers – register early next year to guarantee a spot. Sadly, we had to turn several teams away this year. Success is such a mixed blessing!

The Casa Esperanza board and staff members are moved by and grateful for the support given to both events from our friends in Albuquerque, Belen, and indeed, from throughout the state. Your efforts to keep this house fiscally sound are amazing, as year after year you so generously give of yourselves and your pocket books to secure Casa Esperanza's future and to make a difference in the lives of those cancer patients and their families who rely on us.

*~Attention all shoppers! For the next six months our good friends at Wild Oats on Carlisle in Albuquerque will give you a Wooden Nickel to deposit for Casa Esperanza when you provide your own shopping bag for your purchases.~*

## Multiply your philanthropy

by Neil A. Swain, CIS, CIMA, CFC, member, Casa Esperanza Planned Giving Advisory Board

The desire to help others is an admirable trait and one many people cherish. There are many ways of helping others. Some of us are able to help by giving time, contributing through hands-on participation in service work. Others of us provide a significant form of help through gifts of property or money. Deep down, most of us would like to do more in the way of helping others than we are currently able to do. There just isn't a way to add more hours to the day and most of us do not have tens of thousands of dollars stacked around our homes waiting for a worthy cause! Yet, there are a few things that we can do to leverage our resources that can magnify the end result of our desire to help. One of these things is simply using life insurance as a tool for philanthropy. Of course, check with your legal advisor, tax consultant, financial advisor and insurance agent before employing these ideas to ensure that they are right for you.

Almost anyone can become a significant philanthropic force by using one, or all, of these easy applications of using life insurance as a gift multiplying tool:

- Many of us have insurance policies that we have held for many years. We may have bought the policy when we were younger to cover a mortgage or as an added protection to fund a child's college costs should we pass on prematurely. Now we are successful, the children are on their own, we are near the end of the mortgage and the life insurance is just there. We have too much in-

vested in the policy to let it go but the original need is no longer relevant. Rather than terminating the policy, we should consider changing the beneficiary. The new beneficiary could be our church, a favorite charity, an endowment or a foundation. If the amount of insurance is significant, we might consider planning out or establishing an endowment or foundation as a memorial to a loved one. The plan creates the endowment now and fully funds the endowment later.

- In the process of protecting ourselves and our family, we purchase life insurance as a prudent, financial fundamental. We decide on the amount of coverage in a number of ways. No matter the procedure or formula we use, we can add to any determined/calculated coverage an amount that would be designated for philanthropic purposes. The added cost of the increased death benefit, assuming the increase is reasonable, should add very little, dollar for dollar, to the overall cost. By specifically naming the beneficiary for the added coverage, you ensure that the gift you intended is ultimately made.

- Leveraging our gift dollars may also be a way to contribute. Purchasing a life insurance policy specifically for funding a philanthropic effort may enable the use of a small portion of our charitable giving dollars to a much greater effect. With this strategy, there are two additional considerations. You will need to check specifically with

your insurance underwriter to ensure that a "philanthropic" policy can be issued by your current insurance provider. Of course, there is also a near-term degradation in monies given directly to the intended recipient, that is, you could simply give the smaller sum that is used to pay the premium directly to the charitable cause. However, the multiplied gift, once received, may better serve the long term goal. Some people using this approach have the intent of creating a legacy. Not to be confused with "an ego trip", a legacy, through a foundation, endowment or other estate planning tool, can extend the good works and effort of one's life to the benefit of our grandchildren's generation.

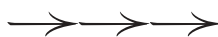
None of us wants to die. Yet death is as much a part of our lives as birth. Some of us will live to be quite old. Some of us may be gone by this time tomorrow. Helping others through gifts of insurance proceeds may well ensure a substantial impact from our time on earth no matter how long we live or how successful we become.

*Mr. Swain is founder and President of both Wealth Advisory Group, LLC and Structured Portfolio, Inc. (Registered Investment Advisor). He is a Certified Investment Strategist, Certified Investment Management Analyst and a Certified Financial Consultant. He is the Chairman of the New Mexico Project for Financial Literacy.*

## There is no end to the good you can do.

If you haven't updated your will in a while, you should give it a look. If you don't have one, you should look into getting one. In the process, remember that by making a bequest to Casa Esperanza, Inc. or Casa Esperanza Endowment Foundation, Inc. you are making a gift that will continue to provide support for New Mexico's cancer patients and their families for many years after your lifetime.

Sample language to take with you to your attorney or professional estate planner:



"I give and bequeath to Casa Esperanza, Inc., or Casa Esperanza Endowment Foundation, Inc. 1005 Yale NE, Albuquerque, NM 87106, the sum of \$ \_\_\_\_ (or \_\_\_\_% of my residual estate, or otherwise describe stocks, bonds, real estate, or other assets) to be used for general purposes (or describe a specific purpose)." Casa Esperanza, Inc. Tax Id # 85-0356946. Casa Esperanza Endowment Foundation, Inc. Tax Id # 85-0479804.

*Thank you for our fabulous Caja de Esperanza Fiesta and Auction of 28 unique and wonderful Cajas de Esperanza decorated by artists from throughout New Mexico.*



### ***Participating Artists:***

Carol Adamec; Ellen Alexander; Kathy Ball; Lee Beckley; Notah Begay; Westly Begaye; Dan Carpenter; Maurus Chino; Georgette Endicott; Mark Lee Funk; Matthew Gonzales; Greg Gowen; John Hardiman; Mark Hohnstreiter; McCreery Jordan; Ana Nicole June; Claire Lissance; Abby McCulloch; Ed Morgan; Lori Musil; Christopher Reidel; Dina Romero; Dee Sanchez; Kim & Olivia Rae; Ed Sandoval & Ann Houston; Cliff Taber; Billy & Maureen Trujillo; Chuck Zimmer.

### ***Sponsored in Part By:***

Unpainted Furniture; Albuquerque Monument; ClearChannel Outdoor; Citadel SW KKOB-AM; KHFM; Rhombus P.A. Consultants; Talbot Agency, Inc; LandAmerica/Albuquerque Title; Jim & Anita Novak; French Mortuary; Lockheed Martin/Sandia Laboratories; Wells Fargo Bank of NM; Sylvain Segal, Attorney; Don Chalmers Ford; Ortho Biotech; AmeriPride; Downtown Printing; and Life by Design.

### ***Committee Members:***

Lee Beckley; Jody Contreras; Laura Gustin; Harriet Krayer; Wanita Kirkman; Anita Roybal; Anita Smith Novak; Johnese Turri; Eileen Cook and Maryle J. Barber.

### ***Special Assistants:***

Don Bell; Doubletree Hotel Catering; J. Harry Ford; Janice Friend; Robert Gabaldon; Mike Gallegos; Helen & Raymond Jackson; Tom Nims; Dick Loyd and Barb Wiard.

### ***Special Guests:***

Marisa Maez, Emcee; Bob Padilla, Auctioneer; The Music Group "Festival."

**Thank You For Your Support!**  
**For the 6th Annual Michelle “Mike” Moore Memorial Golf Classic**  
**To Benefit Casa Esperanza -**  
**New Mexico’s House of Hope**  
**and Home Away from Home for Families Fighting Cancer.**



**Participating Sponsors and Supporters:**

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**Kokopelli \$2500**

Wal-Mart Distribution Center

**Koshare \$1000**

Wells Fargo Bank, Auge’s Dodge-Chrysler-Jeep, Merit Distribution Services, Tierra del Sol Golf & Country Club, Bank of Albuquerque, French Mortuary, Talbot Agency

**Shalako \$500**

Albuquerque Lighting, Rocky Mountain Stone, Howard Electric, Joseph & Rita Scaletti, Fred & Edie Redfearn Moore, Wal-Mart Super Center-Belen, United General Title, Christian Fellowship Church, Flintco, Coca Cola - NM, Northside Civitan Club

**Mana Course \$100**

Pueblo of Sandia & Sandia Casino, First State Bank-Albuquerque, Small Business Computing, Dan Rivera, Bank of Belen, Sugar Bowl Lanes, Loyal Order of Moose, Inc., Sunshine Flowers, Adrian’s Print Shop, Barbara Kauffman, JMH, III, Buckland Pharmacy, Carpet Warehouse, Baker Insurance Services, Inc., Hi-Mesa, Rancher’s Bank, Jim & Anita Novak, Casa Crew, John Smith, Dick Romero & Romero Funeral Home, Michael & Johnese Turri, Marty’s Muffler Shop, Gerald Chavez Realty, Inc., Exit-Altura Realty, Patty’s Corner, Jeff Romero

**Non-Attending Sponsors:**

Clyde & Nancy Detty, Harold & Sue Wakitsch, Carl & Marie Schauer, Charles & Patricia Hobby, Irving Rubin, LeMoin Hopkins, John & Delores Sorensen, John & Mary Lee McCoy, Sid & Helen Eskow, Richard & Nancy Feldbush, Abby McCulloch, Don & Karen Karnes, Robert & Catherine Malone

**In-Kind Donations for Silent Auction:**

Create-A-Frame, Centerfire Property Co., Dr. Daniel J. Dietrichs, Sunshine Flowers, Richardson’s Trading, Turney’s Inc., Patrician Designs, Sierra del Sol Condominiums, John & Trudy Henderson, Marc & Vikki Florez, Maryle J. Barber, Luna Mansion, Henrietta’s Restaurant, Lance & Kerri Allgood, Cecilia Rivera, Mike Gallegos, KWBQ & KASY-TV, Danielle Perchert, Pavlos Panagopoulos, Share N Care, Ron & Colleen Redfern, Mary Ann Howard, Edie Redfearn, Midge & Bob Cron, Monte Wade, Small Business Computing, Black Mesa, Pueblo de Cochiti, Championship Course @ UNM, Los Altos, Las Campanas, Isleta Eagle, Towa Golf Resort, Twin Warriors, Paa-ko Ridge, Arroyo del Oso, Puerto del Sol, Ladera Golf Course, Chamisa Hills, Sonoma Ranch, J. Harry Ford

**In-kind Donation for Ditty Bags:**

Wells Fargo Bank-NM, Golf USA, United General Title, UNM Cancer Research & Treatment Center, Giant Golf Co.

**Volunteers:**

Erin Cook, Jenny Barber, Roxanne Pacheco, Benny Pacheco, Mike Gallegos, Lance Allgood, Art Romero, Bob Malone, Bob Cron, Ida & Don Armstrong, Karen Karnes, Gail Turnmire, Vic Scovill, Cy Jackson, Bob Tucker

**Special Thanks** to Racquel Huslig, General Manager, Tierra del Sol Golf and Country Club and staff for providing the facilities and excellent service that made this event such a success.

**Special Thanks** to the event committee for their tireless efforts: Sid Eskow- Chair, Kerri Allgood, Midge Cron, Jody Contreras, Helen Eskow, Harry Ford, Rita Garcia, Mary Ann Howard, Racquel Huslig, Cathy Malone, Fred Moore, Edie Redfearn, Ginny Romero, Joseph Scaletti, Rita Scaletti, Eileen Cook and Maryle J. Barber.

**Special Thanks** to Laura Abeita, our official photographer.

**Special Thanks** to Casa Esperanza volunteers and staff for going above and beyond the normal call of duty.

**A Very Special Thanks** to those many generous souls who purchased Silent Auction items and financially supported this event. Without friends like each of you, we would not be able to continue to provide a low cost home for families struggling with cancer.

## The Guest Services Team Is Here To...

by Serena Talamantes, Guest Services Team Supervisor

It is mid-day here at Casa Esperanza and a young boy with cancer is sitting in our waiting room. He is only four but seems to have the wisdom of many more years. He usually calls my name and asks for candy or band-aids – which ever seems to be most interesting that day. Today however, he is just sitting quietly on the chair. I leave the front desk to see how he is doing. He does not respond. I get his attention by asking him about a scar on his knee. Did you get it flying from roof tops? No, he responds. Did you get it chasing Superman? No, this time he has a small smile. His eyes are tired but he is a fighter. Like many of the families here at our house he continues to fight each moment of his battle.

Our house has 28 rooms of hope. Each room, on any given night, is filled with a family and each family has their own story. We see it all at the front desk, the disappointments and the victory, the pain and the joy. We are prepared to handle whatever comes our way when the front door opens. Each time a family comes in we try to make things move smoothly and quickly. There is a lot to know about Casa Esperanza. Each family is taken on a tour and they get to see first hand how our house functions. One stop on our tour is the kitchen. It is a large, inviting place where families can gather for meals. It often unknowingly is the beginning of great friendships and a support network that makes a difference during difficult times. We escort the families to a neatly set up room. The linens are clean and the room looks welcoming. Sometimes the families are so frantic to get back to the hos-

pital or so upset about news they have heard that it is hard for them to focus on what we are saying.

There is someone at the front desk to assist our families until 8 p.m. weekdays and different weekend times as well. The house comes alive at night. Families are coming home from long days at the hospital. They are tired and sometimes heart-broken. The Guest Services Team (GST) is there to listen. We do not criticize, judge or offer advice. We often hear our residents say that they are very grateful for an ear and a shoulder on which to cry. People have even said they feel as if Casa Esperanza is their home away from home. Each GST member plays an important part in helping the residents to feel taken care of while at Casa Esperanza. One may take the referral information from the social worker, or help the family fill out paper work, while another member shows the family around or gets them some food.

There are other tasks we do throughout the day to keep our residents comfortable. We have a small fund, which

is used to keep supplies on hand. Thank goodness for the Roadrunner food bank. We are always looking for donations of food, especially fresh fruits and vegetables to provide for our residents. In addition, the GST maintains the residents' records, including payments and authorizations. There is so much to do. We love Casa Esperanza and the work we do here.

Casa Esperanza is also supported by volunteers. At this time we have a small list of regular volunteers. We just lost one of our long time volunteers Kay Burford as she moved out of state. This has left a hole, which we are desperately trying to fill. We need good people who want to make a difference. Sometimes it is behind-the-scenes work, but every task is important and much is needed. Anyone interested in volunteering may call the office for information. We would love to have you. We are New Mexico's house of hope – (Casa Esperanza). I like to think that each employee is a good-will ambassador. We do our best to make things a little better in difficult times. If you have not seen our house of hope you are welcome to schedule a tour. I would love to show you the safe haven that makes such a big difference in people's lives everyday.



*Arturo Miramontes swings from a tree in the backyard play area at Casa Esperanza. Arturo turned four in June and has been battling leukemia for his entire life. His infectious good humor and optimism have endeared Arturo to everyone at the house – especially to his fellow residents who often look to him for a lift in spirits. Arturo and his mother Patsy are from Las Cruces.*

**Cancer Services of NM's 2003 Family Cancer Retreat** will be held in Glorieta, NM, from September 19-21, 2003. This free educational program provides New Mexico's adult cancer patients/survivors and their loved ones with the tools and information they need to better manage the disease process. Planned topics include: new Developments in Cancer Treatment, "Ask the Oncologist" Panel, Caring for the Caregiver, Nutrition for Cancer Patients, and much more! To pick up an application, stop by Casa Esperanza, call Blaire Larson at (505) 259-9583 or go to [www.CancerServicesNM.org](http://www.CancerServicesNM.org).

## Great Holiday Idea!

Have you been in a quandary over what to purchase for that special client or employee? Or are you absolutely stuck on what to get for that mother-in-law or great aunt who has everything under the sun? Well, your list of holiday shopping decisions just got a whole lot shorter! We just may have the perfect solution to the annual dilemma of what to give that special friend, colleague or family member.

We are proud to present Casa Esperanza's fourth annual holiday ornament designed and created especially for our house. Cast in pewter, the 2003 ornament features a concho surrounding Casa Esperanza's logo house, trees and mountains, designed by Steve Spriggs of Enchantment Jewelry Corporation. The piece is truly unique.

This exquisite ornament comes boxed with a card enclosure and is ready for giving to those lucky names on your gift list. Supplies are limited, so hurry and submit your order today. You'll be doing a great service both to yourself and for those who depend on Casa Esperanza.

To order your Holiday Ornament (s) today, simply complete the information below and return this form with payment to: **Casa Esperanza, P.O. Box 40472, Albuquerque, NM 87196-0472. Ornaments will be shipped after November 1st, 2003.**

Please send me \_\_\_\_\_ Holiday Ornaments at \$18 each (plus \$2 per ornament for postage).

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_



Check enclosed **or ...** Please charge my: Visa \_\_\_ Master Card \_\_\_ Discover Card \_\_\_ Am. Exp. \_\_\_  
 Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Signature: \_\_\_\_\_

After November 1st, you may also purchase your Holiday Ornament at Casa Esperanza, 1005 Yale NE, Albuquerque NM 87106. The office is open from 8:00am to 8:00pm Monday through Friday, 10-3 on Saturday and 2-6pm on Sunday. We also have a few 2000, 2001 and 2002 limited edition ornaments available for your purchase at \$18 apiece plus shipping.

*All proceeds will benefit Casa Esperanza, New Mexico's house of hope and home away from home for families facing cancer.*

## 500 Nights of Hope

Coming Soon to a Neighborhood Near You: *500 Nights of Hope!* The goal of 500 Nights is to raise \$16,000, an amount equivalent to five hundred nights at Casa Esperanza for a family of five. Visit the website at [www.500nightsofhope.org](http://www.500nightsofhope.org) for information on events as they develop and what you can do to help make *500 Nights* a success in your own communities.



*Casa Board member Fred Moore presents an engraved brick to members of the Cosmopolitan Woman's Club of Albuquerque, Jerry Hoffman and Shirley Kern, at the Annual Bricklaying Ceremony in April. The Club was awarded a brick in honor of their consistent and generous support of Casa Esperanza. The funds donated to the house this year helped purchase luggage racks for each of our 28 rooms.*

**Our Mission**

*Casa Esperanza provides affordable housing for families facing cancer.*

“NEWS from Casa Esperanza” is published three times a year by Casa Esperanza, Inc. in Albuquerque, New Mexico.

Casa Esperanza (Tax ID #: 85-0356946) is a registered 501(c)(3) not-for-profit corporation. All contributions are tax deductible. Casa Esperanza does not telemarket, participate in door-to-door solicitation, or campaign via chain letters or e-mail appeals. Casa Esperanza receives a portion of its funding from a contract with the New Mexico Department of Health. CE is a participant in the NM Cancer Plan.

Member of the National Association of Hospital Hospitality Houses, a professional organization that promotes and assists not-for-profit programs that provide lodging and supportive services in a caring environment for families accompanying ill loved ones away from home. To learn more about NAHHH and other special places such as Casa Esperanza, visit [www.nahhh.org](http://www.nahhh.org).

Member of the Albuquerque Cancer Coalition, an alliance of cancer support agencies, hospital treatment centers and governmental agencies to inform, to educate and to advocate on behalf of NM cancer patients and their families.

Member of Chambers of Commerce in Albuquerque, Belen, Clovis, Alamogordo, Los Lunas. Member of Albuquerque Better Business Bureau.

*~Donate your car, boat or RV to benefit Casa Esperanza. Call 1-800-513-6560 or visit [www.donatecar.com](http://www.donatecar.com) and let them know you want to designate Casa Esperanza as the beneficiary of your donation.~*

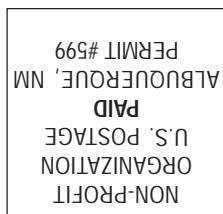
*~If you receive more than one newsletter, please share it with someone who will find it interesting and useful.~*

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| Yvonne Gallegos   | Guest Services        |
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| Serena Talamantes | Gst. Serv. Supervisor |
| Patricia Virgen   | Guest Services        |

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