Foundation Success

ANNUAL REPORT 2014



Pay to the Onler of ___ASRT Educational Foundal One Hundred Thousand and no/100 dollars

Memo_Foundation Contribution



Letter From the Board of Trustees Chairman





"I've made it." Those three short words represent a universe of experiences: when years of hard work combine with good fortune and, in that moment, you know you've arrived. Walking across a stage for your diploma, publishing your long-awaited paper, standing behind the microphone in a conference room full of eager attendees... all such moments capture not only achievement, but also the sense that you've become more of the person you set out to be.

Celebrating our 30th anniversary is such a moment for the ASRT Foundation. Volunteer and staff leadership knew what we wanted to become many years ago: a way to build dedicated support for our R.T. community. Every program we've created, partnership we've made and fundraising goal we've reached has strengthened our ability to support and empower R.T.s. It is truly moving to think how many "I've made it" moments we've helped make possible along the way.

Now we look forward to a new challenge: how to make sure we're able to be there for R.T.s every year, for the next 30 years. We call this effort *Positioning for a Brighter Tomorrow* — the Celebration Campaign for the ASRT Foundation. Through it, we will build our first ever operating endowment and work with donors to create scholarship and grant programs of their very own.

Thank you for being a part of what has led to this most amazing moment. I invite you to join me for the journey ahead.

Sincerely,

Srewer

Steven J. Hardy, M.S., R.T.(R)(T)(CT), CMD ASRT Foundation Chair

Getting on the Wall

As soon as **Steven M. Herrmann**, **M.S., R.T., CRA, FASRT**, heard about the new state-of-the-art Donor Wall near the ASRT Museum and Archives, which opens in June of 2015, he wanted to be the first to pledge his support.

"ASRT has been such a huge part of my life and now I have the opportunity to be a part of honoring its history. The additional benefit is giving to a great cause: supporting the profession and ensuring the future of the ASRT Foundation at the same time. Feeling this connected to the ASRT story and giving back — well, there's something very gratifying and heartwarming about that."

Leaving a Legacy Becky Kruse, R.T.(R),

understands not only the importance

of the operating endowment, but also the need for funds to come in over time. That's why she's named the ASRT Foundation as a primary beneficiary in her will and made this her contribution to the Campaign.

"We, as a professional community, do a lot of good for our patients. It's important to be a part of something greater than oneself. I never got a scholarship from the Foundation. I never went for a research grant — I'm a terrible writer. But I'm so proud of my profession, and I feel pride in helping my profession grow and become better. That's why I give. I'm part of a greater whole."

Naming a Room

In addition to creating a scholarship, **Phil Ballinger, Ph.D., R.T.(R), FASRT**, has the distinguished honor of being the first ASRT member to name a room in the ASRT building: the Philip W. Ballinger Museum Library.

"For those who have made a profession in radiology, fed families, paid bills, bought toys and had an enjoyable career, it seems logical to give back to what made our lives possible. Stick your name and credentials on a wall ... that mark will last well beyond our lifetime and says 'I'm proud to be a part of the radiologic sciences.' Let's join Dr. Röentgen and others to leave our mark in the wet cement of life."

From Our **Donors**



Creating a Program
Marie L. A. Racine, M.S.R.S., R.T.(R)(T),
was the first therapist to establish a
scholarship through the Campaign: the
Marie L. A. Racine Scholarship Fund.
She has never forgotten the impact of
the scholarship she received as a student
and others who pushed her to succeed.

"My mother was a school teacher, so she had a lot of influence on me and my siblings as far as our education. Even though we had limited funds this was always the driving force — that and giving through services. I've personally seen many of my students struggling financially as they were trying to reach their goals. That is why I'm starting this scholarship, to help deserving students who are in similar situations."

Celebration Engagement Committee

Eileen Ahlswede, R.T.(R), FASRT, of Wisconsin Shaun Caldwell, R.T.(R)(T), of Texas Elaine Chin, R.T.(T), CMD, of California Michael DelVecchio, R.T.(R), FASRT, of Massachusetts Parsha Hobson, R.T.(R), of New Jersey Amy Hofmann, R.T.(R)(CT), RDMS, CRA, of North Dakota Stephanie Johnston, R.T.(R)(M)(BS), of Texas Rebecca (Becky) Kruse, R.T.(R), of New Mexico Eileen Maloney, R.T.(R)(M), FASRT, of New Jersey William (Bill) May R.T.(R), FASRT, of Tennessee Ann Obergfell, R.T.(R), of Indiana Joan Parsons, R.T.(R), of Ohio Rex Profit, R.T.(R), of Washington Marie Racine, M.S.R.S., R.T.(R)(T), of Texas Joy Renner, R.T.(R), of North Carolina Jan Sisler, R.T.(R)(M), FASRT, of Arizona Robert (Bob) Walker, R.T.(R)(CT)(MR)(QM), FASRT, of Utah Sharon Wartenbee, R.T.(R)(BD), CBDT, FASRT, of South Dakota Board of Trustees Liaison, Ernest Rodriguez-Naaz, of New Mexico

Entry-level Student Scholarships

Elekta Radiation Therapy Scholarship, \$5,000 each

Laura Jolovic of Michigan Kelli Kida of Florida Heather Stebbeds of Michigan Rachael Tubbs of Wisconsin

Jerman-Cahoon Student Scholarship, \$2,500 each

Michele Petrucelli of New Jersey Charla Escobar of South Carolina Delaney Davis of Texas Alice Keen of Virginia Colleen Nunn of Georgia Jennifer Chaput of Ohio

Royce Osborn Minority Student Scholarship, \$4,000 each

Janique Norton of Pennsylvania Ashley Gerald of New Jersey Jalyssa Steele of Mississippi Jacque Brooks of Ohio Roecene Schofield of Michigan

NEW! MEMBER SUPPORTED SCHOLARSHIPS

Richard S. Kay Endowed Scholarship

Jessica Arnold of Virginia

Marie L. A. Racine Scholarship Mikayla McCormack of Vermont

THANK YOU **TO THE 2014 SCHOLARSHIP REVIEW COMMITTEE**

Chair, Elaine M. Chin, B.S., R.T.(T), CMD, of California
Vice Chair, Laura Aaron, Ph.D., R.T.(R)(M)(QM), of Louisiana
Jorge A. Casanas, M.Ed., R.T.(R)(CV)(QM), of Florida
Jennifer G. Chiu, M.B.A., R.T.(R), of New York
James Johnston, Ph.D., R.T.(R)(CV), of Texas
Dennis T. Leaver, R.T.(R)(T), FASRT, of Maine
Christina Truluck, Ph.D., R.T.(N), of New Jersey
Ester L. Verhovsek, Ed.D., R.T.(R)(M), of Tennessee
Ex officio, Kevin Powers, Ed.D., R.T.(R)(M), of ASRT staff
Board of Trustees Liaison, Nanci Wozniak, B.S., R.T.(N), of North Carolina



 Michele Petrucelli of Bloomfield, New Jersey, earning an associate's degree in the radiologic sciences at Essex County College

My story truly begins in July 2009. I had put my children, then five and nine, down to sleep on hospital cots in a domestic violence homeless shelter. I went to the ladies shower room, knelt down, sobbed and prayed. Alone in this stall, my tears flowed. I asked out loud, 'What now?' The water was off, but a large drop of water fell on my head. I felt, as I looked up at the shower head, another large drop fall on my forehead. I laughed. My tears stopped. I stood up and made the decision right there to never stop believing that success is achievable. Thank you for recognizing that, sometimes, humility is difficult. You must understand what struggle is in order to be so generous. You must have gone through adversity to be so compassionate. You must have been hungry in order to nourish. Thank you for embracing your struggle and passing on the blessings you've received in order for me to continue your legacy.



Scholarships for Returning Students



- Bradley Cornish of Perris, California, a radiologic technologist at Diagnostic Laboratories and Radiology, earning a bachelor's degree at Adventist University

When I was deciding what career choice I wanted to pursue, I was into computers and technology. I then started to remember my journey with my tumor. I started to do research on medical imaging. Then ah-ha! — radiology is the career I need to be in. It is mixed with technology and computers, and I have been a patient before. I thought it is my time to be on the other side of the medical field. Directly after graduation, I plan to work on a plan to achieve a master's degree. I would like to be able to spread the knowledge that I learn to **others in my profession.** I am truly blessed and I appreciate this award. I can't express how much this makes me feel. You have really brought tears to my eyes. It is great to be able to have a financial burden lifted. Being able to continue school is a wonderful feeling. Thank you so much for giving me the opportunity to reach new beginnings.

Parsons Degree Achievement Scholarship, \$2,000 each

Murad Albaneh of Michigan Krystal Angelroth of Wisconsin Craig Barnes of Maryland Bradley Cornish of California Frederick Severino of New York Janelle Geary of Pennsylvania Robert Guise of Michigan Stewart Hofmann of Wisconsin Patricia Johnson of Wisconsin Kayla Martens of Georgia Cindy Monroe of Florida Elizabeth Ruiz of Florida Lisa Sikorski of Michigan Daniel Schwartz of California Jaime Vance of Indiana Yanet Verde Horta of Connecticut

Professional Advancement Scholarship, \$2,000 each

Christopher Wertz of Texas
Matthew Alyassin of Florida
Nicole Bouchard of Massachusetts
Lisa Christensen of Utah
Lyndsey Cranor of Missouri
Kelsey Johnson of Massachusetts
Carrie Gilbert of Vermont
Wanda Milliski of South Carolina
Tara Moen of Minnesota
Margaret Procasco of Pennsylvania
Roman Rodriguez of Texas
Kimberly Schram of Wisconsin
Eric Sorensen of Florida
Rachael Weber of Iowa

NEW! MEMBER SUPPORTED SCHOLARSHIPS

Radiologic Sciences Educators Scholarship, \$5,000 each

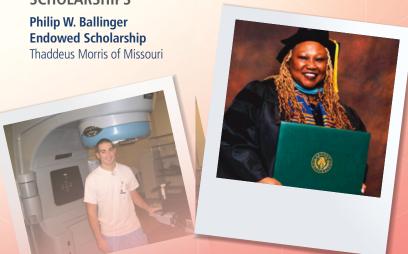
Karen Eastham of Kentucky Kenneth Martinucci of New York Nadine Menser of Kentucky Theresa Roberts of Florida

Siemens Clinical Advancement Scholarship, \$5,000 each

Jolie Couch of Florida Danielle Guess of Indiana Lauren Williams of Massachusetts Matthew Younger of Missouri

Varian Radiation Therapy Advancement Scholarship, \$5,000 each

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Community Outreach



 Taeko Yoshizaki,
 M.P.H., CMD, R.T.(T), of California, dosimetrist at Radiation Oncology UCLA

This outreach opportunity was an incredible experience working with our colleagues at the General Hospital of Ningxia Medical University — a comprehensive tertiary hospital integrating clinical treatment, education, scientific research, examination and training in the city of Yinchuan. The experience made me realize that **we need to be more active** in promoting continuous education to other R.T. professionals in remote locations across the world. The China team was so appreciative of our support and eager to learn about the U.S. radiation therapy practices. I also learned a lot through their questions and practices. Although communication through the language barrier was challenging at times, it encouraged both parties to be patient and to make a greater effort to explain things in creative ways. When understanding was reached, it was extremely rewarding and made us feel much closer. We are grateful for the ASRT Foundation's generous contribution, which made this outreach come true.

Community Outreach Fellows

Leigh Brooks, B.S., R.T.(R), CIIP, of North Carolina, outreach in Ghana Angele Crites, RDMS, of Canada, outreach in Haiti Rebecca Doherty, R.T.(R), RDMS, RVT, of Kansas, outreach in Haiti Sara J. Ferge, R.T.(R), of Illinois, outreach in Malawi Natasha Hadrych-Rosier, M.H.A., M.B.A., R.T.(R)(T), of ASRT staff, outreach in Senegal Amy Hofmann, M.B.A., R.T.(R)(CT), RDMS, CRA, of North Dakota, outreach in Haiti Cynthia Hoffmann, M.S.Ed., R.T.(R), RDMS, of Illinois, outreach in Jamaica Terry M. Konn, Ph.D., R.T.(R), of New Jersey, outreach in Haiti Olive Peart, M.S., R.T.(R)(M), of New York, outreach in India Kevin Powers, Ed.D., R.T.(R)(M), of ASRT staff, outreach in Haiti Linda Robertson-Hull, R.T.(R)(M), of Tennessee, outreach in India Kaitlyn Ryan, R.T.(T), of New York, outreach in China Debbra Soffer, R.T.(R), RDMS, RVT, RDCS, of Pennsylvania, outreach in Haiti Monica Vazquez, R.T.(R)(M), of Pennsylvania, outreach in India Janet Walker, R.T.(T), of Canada, outreach in China Bettye G. Wilson, M.Ed., R.T.(R)(CT), RDMS, FASRT, of Alabama, outreach in Jamaica Taeko Yoshizaki, M.P.H., CMD, R.T.(T), of California, outreach in China



I am an ultrasound tech and traveled to Malawi to help teach in the radiography school and also work with the hospital technologists through hands-on training. There are no ultrasound schools there, so the x-ray students are expected to learn and perform ultrasounds when they start to work at the hospitals. Malawi is one of the poorest countries in the world. You can imagine the state of the hospital, the scarcity of supplies. They don't always have power and sometimes they don't have running water in the facility. They use ancient equipment, plain film, darkrooms and processors. But, I found students who were so bright, hopeful and truly interested in learning. I was so impressed by the students and the hospital staff. They know their anatomy, pathology and they are willing to work hard. I enjoyed my trip to Lilongwe because it allowed me to be part of something bigger than myself. I was able to help others and there is no better feeling than that.





THANK YOU TO THE 2014 COMMUNITY OUTREACH REVIEW COMMITTEE

Chair, Jonathan Mazal, M.S., R.R.A., R.T.(R)(MR), of Maryland Vice Chair, Victoria Barnosky, M.H.A., R.T.(R)(CT)(QM), CRA, of Pennsylvania Andrea Pogozelski, M.P.H., R.T.(R)(CT)(MR), of New Jersey Cherish Dow, B.A., R.T.(R)(M), of Washington Sara B. Long, B.S., R.T.(R), of North Carolina Shannon D. White, B.B.A., R.T.(T), of Ohio

Research Grants

Research Grant Awards

"The Role of Computed Tomography in Contributing to Breast Tissue Dose in Patients Undergoing Accelerated Partial Breast Irradiation" in the amount of \$2,802.88, to Timmerie Cohen, Ph.D., R.T.(R)(T), CMD, at Virginia Commonwealth University, along with Jeffrey Legg, PhD., R.T.(R)(CT)(QM).

"Effectiveness of Current Disinfection Practices on Medical Equipment in a Radiology Department" in the amount of \$10,000, to William L. Hubble, M.A., R.T.(R) (N)(CT), CNMT, at Saint Louis University Doisy College of Health Sciences, along with James Austin Turner, M.S., R.T.(MR), CNMT, PET; Rita M. Heuretz, Ph.D., ASCP; and Mark Lauridsen, M.B.A., CNMT.

"Exploring Affordable Innovation to Stimulate Higher Order Learning in Radiation Therapy" in the amount of \$9,900, to Ronnie G. Lozano, Ph.D., R.T.(T), at Texas State University, along with Megan Trad, Ph.D., M.S.R.S., R.T.(T) and Kenneth Scott Smith, Ph.D., LCSW.

"Evaluation of Common Orthopedic Implants at 7 Tesla" in the amount of \$5,948.80, to David Pennell, M.S., R.T.(MR), CNMT, at the Vanderbilt University School of Medicine, along with Adrienne N. Dula, Ph.D.; Frank G. Shellock, Ph.D.; and Kurt P. Spindler, M.D.

"Reducing Occupational Stress in the Radiology Department" in the amount of \$2,966, to Lynn Reingold, M.S.R.S., R.T.(R) (CT), at Weber University, along with Daniel Bride, B.S.

THANK YOU **TO THE 2014 RESEARCH GRANTS ADVISORY PANEL**

Chair, Robert Dale Adams, Ed.D., R.T.(R)(T), CMD, of North Carolina Vice Chair, Nina Kowalczyk, Ph.D., R.T.(R)(QM)(CT), FASRT, of Ohio Tanya M. Custer, M.S., R.T.(R)(T), of Nebraska Gregory J. Ferenchak, Ed.D., R.T.(R)(QM), of Florida Shelley Giordano, D.H.Sc., R.T.(R)(MR), of Connecticut Jeffrey S. Legg, Ph.D., R.T. (R)(CT)(QM), of Virginia Tricia D. Leggett, D.H.Ed., R.T.(R)(QM), of Ohio Ex officio, John Culbertson, of ASRT staff Ex officio, Michael Jennings, of ASRT staff Board of Trustees Liaison, Steven Hardy, M.S., R.T.(R)(T)(CT), CMD, of California



Ronnie G. Lozano,
 Chair and Associate
 Professor of the Radiation
 Therapy Program at Texas
 State University and Chair
 of the Texas State Cancer
 Advocacy Movement for
 Colleges and Outreach

My project was based on the need for an innovative virtual teaching technology with proven effectiveness, yet affordable. It is a multi-year, collaborative project that includes partners outside of radiation therapy. Although not complete, the Radiation Therapy Program and the Texas State Virtual Lab have developed the basic elements of a treatment simulation system by means of combining existing physical resources (the lab and projection system) and small grant awards to develop software applications. The support from the ASRT Foundation was combined with other awards, allowing me to develop the initial platform of this system. It is important to emphasize the impact of what I consider a 'seed grant' from my professional organization. In contrast to grants I applied for outside of our profession, your support conveyed both confidence and trust from a group whose background understands the language, concepts and goals within the discipline of the radiologic sciences. I appreciate the confidence and trust that the ASRT has in me. I look forward to my continued work with the ASRT to improve affordable teaching technology for the radiologic sciences.





International Speakers Exchange **Award**

- Joy Cook,

Clinical Assistant
Professor and Clinical
Coordinator at the
Radiologic and Imaging
Sciences Program,
University of
Southern Indiana

I have nothing but great things to say about the entire experience, including the organization of my trip and my speaking events. I personally met with many individuals who received my presentations and were very happy with my lectures. I had the opportunity to meet many fascinating people and created a long list of important international contacts! I am very humbled to have been chosen for the event. I was delighted to have provided a different perspective on radiology education and to present my insight on MR and thermal injuries.

Joy Cook, M.S., R.T.(R)(CT)(MR), presented "Magnetic Resonance Imaging and Thermal Injury" at the 2014 United Kingdom Radiological Congress in Manchester, England.

Jennifer Yates, Ed.D., R.T.(R)(M)(BD), CRT, presented "Developing Complex Problem Solving Skills in Radiologic Science" at the 72nd Canadian Association of Medical Radiation Technologists Annual General Conference, Alberta, Canada.

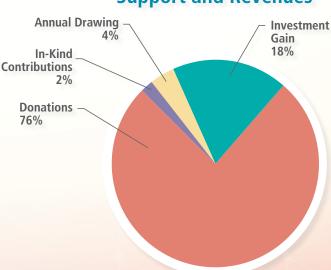
*Thank you to Elekta Inc. which sponsored this program in 2014.

THANK YOU TO THE 2014 ISEA REVIEW COMMITTEE

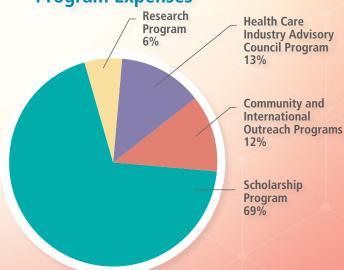
Chair, David Gilmore, M.S., R.T.(R)(N), CNMT, NCT, of Massachusetts Benjamin Morris, M.S.Ed., R.T.(R)(T)(CT), of Missouri Nancy Adams, B.S.R.S., R.T.(R), of Mississippi Genevie Jones, M.P.H., R.T.(R)(T), of Indiana Ex officio, Ellen Lipman, M.S., R.T.(R)(MR), CAE, of ASRT staff

2014 FINANCIALS

Support and Revenues



Program Expenses



Individual **Donors**



Megan Trad, Ph.D., M.S.R.S.,R.T.(T), Assistant Professor, Texas State University Radiation Therapy Program Colleges and Outreach

As a student, I was exceptionally fortunate to receive two scholarships from the ASRT Foundation. I didn't know it would have this effect on me, but knowing that others donated money for me to be able to go to school was incredibly motivating. I worked and studied as hard as I could because I didn't want to let down the people who believed in me. I graduated in 2012, and now I'm happy to be teaching. I see first-hand how many of my students are struggling financially. Now that I'm in a position where I can pay it forward and help other students, I really feel it is my responsibility to continue the generosity of the donors who came before me. Thank you to those who believed in me as a student: I want to carry on your legacy.

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Major Gifts

Philip Ballinger, Columbus, Ohio* Elaine Chin, Escondido, California* Steven Hardy, San Diego, California* James and Stephanie Johnston, Holiday, Texas* Richard Kay, Albany, Oregon* Marie Racine, Dallas, Texas* Liana & Ken Watson, Albuquerque, New Mexico*

Planned Gift Commitments

Anonymous Richard Kay, Albany, Oregon * Rebecca Kruse, Albuquerque, New Mexico* Ellen Lipman, Albuquerque, New Mexico* Sal Martino, Albuquerque, New Mexico* Joan Parsons, Canton, Ohio* Liana & Ken Watson, Albuquerque, New Mexico*

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Virginia Milligan, Sun City, Arizona

Sustaining Patron (\$2,500-\$4,999)

Shaun Caldwell, Missouri City, Texas*
Barbara & Norman Hente, Granite City, Illinois*
Parsha Hobson, Paterson, New Jersey*
Megan Trad, Austin, Texas
Liana & Ken Watson, Albuquerque, New Mexico*

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Anonymous Phelosha Collaros, Albuquerque, New Mexico* Steven Hardy, San Diego, California Georgia Hitzke, Naples, Florida Frances Kelly, Pittsburgh, Pennsylvania

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In Memory of Hollene Williams* Juan & Dana Aragon, Albuquerque, New Mexico* Cindi Barnes, Winston Salem, North Carolina Georgene Byrum, Old Bridge, New Jersey* Elaine Chin, Escondido, California* Annette Coleman, North Attleboro, Massachusetts Michael DelVecchio, Brockton, Massachusetts Keith Greer, Albuquerque, New Mexico* Dina & Tom Hennessy, Albuquerque, New Mexico* Steven Herrmann, Brooklyn, New York* Pamela Hurd-Knief, Albuquerque, New Mexico* Jennett Ingrassia, Fair Lawn, New Jersey* Michael Kudlas, Albuquerque, New Mexico* Ellen Lipman, Albuquerque, New Mexico* Dephine Maestas, Albuquerque, New Mexico* Sal Martino, Albuquerque, New Mexico* Bill May, Cookeville, Tennessee Ceela McElveny, Albuquerque, New Mexico* Janet McEwen, Albuquerque, New Mexico*

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*Gifts to the Positioning for a Brighter Tomorrow Campaign.



Robin Hillman,
 M.H.A., R.T.(R)(M),
 Vice President of Clinical
 Services at Hologic

Hybrid equipment and technology are advancing more quickly than our ability to educate technologists. I've seen that first-hand as vice president of global clinical services for the Hologic's Breast & Skeletal Health Solutions. For the past two years, the ASRT Foundation's Health Care Industry Advisory Council has worked to identify issues associated with hybrid technology, such as PET-MR, and is sharing information with important constituents, including organizations that certify radiologic technologists.

The need for technologists certified in multiple modalities continues to increase.



Corporate **Donors**

\$100,000+ and Endowments

Named scholarship support and HCIAC Strategic Ally members
American Society of Radiologic Technologists
Varian Medical Systems
Named scholarship support and
HCIAC Platinum Level member
American Registry of Radiologic Technologists

\$25,000+

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Siemens Medical Solutions USA Inc.

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Chair, Michael DelVecchio, B.S., R.T.(R), FASRT, of Massachusetts Georgia Hitzke, R.T.(R)(M), of Florida Jon Hollon, B.S., R.T.(R)(T), of Massachusetts Marilyn Buchholz, B.S., R.T.(R)(M), RDMS, of Maine Charles Washington, M.B.A., R.T.(T), FASRT, of New Jersey Laura Young, M.S., R.T.(R)(M)(QM), of Arizona



Now is the time to invest in the radiologic science community and become part of a historic campaign. Learn how you can join us in creating the next 30 years — a brighter tomorrow of illuminating research, brilliant collaborations and radiant patient care.

Call us at 800-444-2778, Ext. 1286, or e-mail foundation@asrt.org.

FOUNDATION

Make a Gift, Make a Difference

