



The Insider

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News from Inside the UOA Central Office

- UOA is pleased to announce receipt of a **\$5,000 grant** from the Pacific Life Foundation of Newport Beach, CA, to fund the printing and distribution of the **UOA patient care guides in Spanish**. Earlier funding provided the money to cover translation of the seven guides. This new grant will cover the production, printing and distribution of the guides in Southern California, and UOA will work with area chapters to develop appropriate distribution channels.
- **Do your holiday shopping and support UOA!** We have joined with two well-known retailers: **Amazon.com** and **Barnes and Noble Booksellers** to give you access to online shopping via the UOA Web site. To start shopping, click: http://www.uoa.org/donations_associates.htm, and UOA will automatically receive a percentage of your purchase.
- A **Fundraising Feasibility Study**, funded by a grant from the Bristol-Myers Squibb Foundation, is underway to assess UOA's income development activities and the potential for raising significant funds in the future. More than 50 current and past UOA leaders and friends will be involved in 40-minute telephone interviews, and a mail survey of several thousand chapter officers and members will be conducted. Changing Our World/Committed to Excellence, a New York-based consulting firm that assists nonprofit organizations achieve philanthropic goals, is conducting the study.
- **Marlin Medical Group LP** is making "ostomy" a household word. This new entrant into the ostomy supply distribution industry is running a **national newspaper advertising campaign** to promote their ostomy and diabetic supply service. Half-page ads showing ostomy pouches are running in four markets in southern states. Marlin is also appealing to the Hispanic market by producing television programs on ostomy care in Spanish that appear on Spanish television in South Florida and Puerto Rico. Felicidades to Marlin for leading the way!
- Chapters in a tri-state area from Greater Philadelphia, Lower Bucks County areas of Southeastern Pennsylvania, Southern New Jersey and Delaware chapters are working to create a **collaborative Delaware Valley Regional Chapter**. They plan to share resources between the stronger and weaker chapters and support groups in the area and offer shared services to area ostomates. These services will include a Visiting Program that will cross state lines to ensure follow-up contact with discharged patients, a joint Web site and publication of a regional newsletter, along with a toll-free telephone help line. We anticipate this model will be of interest to other chapters and support groups in major urban areas.
- **Free ostomy supplies** are offered to ostomates in need by the Nevada County Ostomy Support group in Grass Valley, CA. This nonprofit group receives donated supplies from manufacturers and distributors, pharmacies, UOA chapters and ostomates or their families and makes them available upon proof of need at no cost other than shipping. **Bob Pleske**, pleske@calis.com, runs this service from his home and is hoping to increase collection and distribution nationally and internationally. Donated supplies can be advertised on the group Web site, www.ostomysupport.com or shipped directly to California.
- **Ostomates will appear at Carnegie Hall!** **Ginnie Kasten**, UOA Secretary and DuPage County, IL, chapter member, will be singing in a concert with the First Congregational Church Choir of Glen Ellyn, IL, at Carnegie Hall November 30. In addition, **Teresa Murphy**, UOA member from Fort Worth and chapter coordinator for North Texas, will join the 150-member Texas Christian University Symphonic Choir on stage at Carnegie Hall on December 18-19. This choir is the guest of the New York Pops Orchestra, conducted by Skitch Henderson. Break a leg, Ginnie and Teresa; we wish we could hear you making beautiful holiday music!
- Who says sports and ostomies don't mix? Just ask **Keith Carlson**, aged 76 and former UOA Secretary and officer, Waterloo, IA, chapter. Keith recently hit his **third hole-in-one** on the golf course. He had his second hole-in-one 21 months after ostomy surgery and then last month he hit his third, 13 months following stent surgery to open a blocked artery and in 44 degree weather. Swing away, Keith, and congratulations!
- The UOA Central Office reports the following **statistics and sales** for October:

<ul style="list-style-type: none">• Care Guide Sales: 1,384 copies• Phone Calls and E-Mail Inquiries: 426
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- The Central Office staff sends its warmest thoughts and best wishes to all for a wonderful Thanksgiving holiday. Enjoy a day filled with love and good health.