

# First Monday Memo

## February 2010



### Corporate Partner Spotlight: Snell Prosthetic and Orthotic Laboratory

Arkansas Hospice Foundation would like to welcome its first Corporate Partner: Snell Prosthetic and Orthotic Laboratory. With offices in Little Rock, North Little Rock, El Dorado, Fayetteville, Fort Smith, Hot Springs, Jonesboro, Mountain Home and Russellville, Snell has a presence near most Arkansans and has significant overlap with the Arkansas Hospice service area.



**SNELL**  
Prosthetic & Orthotic  
Laboratory

The mission of Snell Prosthetic and Orthotic Laboratory states that they “provide the most appropriate level of technology for each of our patients and deliver outstanding customer service to all.” A talented and dedicated group of professionals – led by respected businessman and community leader Rick Fleetwood – pursues a team-oriented rehabilitation protocol, consisting of the patient, family, physician and other health care professionals. This is a model similar to the interdisciplinary approach practiced by Arkansas Hospice, and it is one we believe in very strongly.

The partnership between Arkansas Hospice and Snell will strengthen both organizations, and the end result will be a higher quality of life for many Arkansans. Corporate Partners such as Snell ensure that Arkansas Hospice will be in a position to weather any and all reductions or shortfalls in reimbursement that may occur as a result of changes to Medicare and other health care providers. In return, Snell will be recognized on all marketing and promotional material for Arkansas Hospice events throughout 2010, and they will also be provided a unique platform to educate a wider audience of prospective patients and referral sources about the services they provide. We are extremely proud of our association with Snell Prosthetic and Orthotic Laboratory, and we are honored to welcome them as our first Corporate Partner.

### A Warm Welcome & Fond Farewell

The Arkansas Hospice Foundation Board of Directors welcomes new member Lila Ashmore. Her career in publishing began eight years ago when she freelanced for several publications. She then landed at the editor’s desk of *Inviting Arkansas* where she spent the next four years covering social events, writing features on not-for-profits and showcasing some of Central Arkansas’s most notable community leaders.

Currently, Lila is the coordinating producer for Traveling Pixel Productions and continues to write feature articles for several publications. Her community service work encompasses several organizations such as the Arkansas Repertory Theatre, Winthrop P. Rockefeller Cancer Institute and Arkansas Symphony Orchestra. She currently serves on the Board of Directors for Women & Children First and Advocates Against Domestic Violence.

Lila brings personal experience with Arkansas Hospice to the table. Her family enlisted our organization when her mother, Pearl needed end-of-life care five years ago.

While we are welcoming Lila into our Arkansas Hospice family, we are saying goodbye to Tommy Glanton, Assistant Director of Development for Corporations & Foundations. Tommy has been with the Arkansas Hospice Foundation for more than two years. In that time, he has helped stage some truly memorable special events. He has also done a great job of organizing the grants program for the Foundation, crafting many successful grant applications including \$290,000 from the Mabee Foundation for the Arkansas Hospice River Valley Home and \$55,000 from the National Hospice and Palliative Care Organization for the Vet-to-Vet project. Tommy will be joining the Alzheimer’s Association as their Central Arkansas Director of Development.

**you don't want to miss...**



**sweetheart  
saturday**

1:00-3:00 p.m.  
Saturday, Feb. 13  
First Baptist Church  
in Russellville

Tickets are \$8 or 2 for \$15  
Call 479-498-2050 to purchase  
or visit [www.arkansashospice.org](http://www.arkansashospice.org)

**all proceeds benefit the  
arkansas hospice river valley home!**