


**WILL ROGERS
INSTITUTE**

Humanitarian

EDUCATION FOR TODAY. RESEARCH FOR TOMORROW.



Fellowship Spotlight: University of Wisconsin, Madison Pulmonary and Critical Care Medicine

The section of Pulmonary and Critical Care Medicine at the University of Wisconsin, Madison provides a comprehensive approach to the diagnosis and management of patients with respiratory system disorders. An active consultation service and a number of subspecialty outpatient clinics provide resources for diagnosis and management of patients with lung disease. Special clinical expertise has been assembled to serve patients with asthma, chronic obstructive pulmonary disease, cystic fibrosis, sleep disorders, interstitial lung disease, lung cancer, lung transplantation, infectious diseases of the lungs and pulmonary vascular disease. Diagnostic procedures include fiberoptic bronchoscopy with transbronchial lung biopsy and bronchoalveolar lavage, pleural biopsy and pulmonary artery catheterization. Special facilities include a pulmonary diagnostic lab, an exercise physiology lab, a sleep disorders lab and the General Clinical Research Center. Major research interests include:

- *Asthma* — Basic studies of the role of inflammatory mediators are complemented with clinical research.



Dr. Becky Kelly, Dr. Nizar Jarjour,
Dr. Kevin Reichmuth and Dr. Loren Denlinger

- *Sleep disordered breathing* — The causes and consequences of sleep apnea are investigated with emphasis on its impact to the cardiovascular system.

- *Lung inflammation* — Investigation of inflammatory mediators in cystic fibrosis, graft rejection following lung transplantation and aging. Clinical trials assess innovative approaches to modifying the inflammatory response to reduce lung injury.

■ *Infectious diseases of the lung* — The role of infection in the pathogenesis of cystic fibrosis and in the history of HIV/AIDS is investigated.

- *Critical care* — Clinical studies using the extensive critical care database have been performed to investigate the impact of patient care processes on outcomes and costs. Interventions and follow-up assessments of efficacy are performed to assess new ways to deliver patient care in the intensive care unit.
- *Lung cancer* — Innovative diagnostic strategies for the early detection of lung cancer have been developed and tested. Gene therapy for lung cancer treatment is being tested.

“The fellowship came at a very critical time and allowed us to concentrate on our research.”

— Dr. Loren Denlinger, WRI Fellowship Recipient

The Inside Story:

- MORE FELLOWSHIP NEWS: SPOTLIGHT ON 2007 FELLOWSHIP RECIPIENT
- SPECIAL NURSERY FUNDED ■ WILL ROGERS FOLLIES DONATES TO WRI
- WHAT IS ASTHMA? ■ WILL ROGERS MUSEUM ■ PLANNED GIVING
- HEALTHY FALL RECIPE ■ AND MORE...



Remembering Will

MANY ORGANIZATIONS PROMOTE THE LEGACY AND GOODWILL OF WILL ROGERS. THE WILL ROGERS INSTITUTE CELEBRATES THESE ORGANIZATIONS IN THE FOLLOWING FEATURES.

Upcoming Events at the Will Rogers Museum, Claremore, Oklahoma

REMEMBERING THE NOVEMBER 4, 1879 BIRTHDAY OF OKLAHOMA HUMORIST, AUTHOR AND MOVIE STAR WILL ROGERS.

FRIDAY, NOVEMBER 2, 10:00 AM
128TH BIRTHDAY PARTY
BIRTHPLACE, DOG IRON RANCH
FREE AND OPEN TO THE PUBLIC

FRIDAY, NOVEMBER 2, 2:00 PM
CHEROKEE INDIAN WOMEN'S
POCAHONTAS CLUB TRIBUTE
AND RECEPTION
WILL ROGERS MUSEUM,
CLAREMORE, FREE AND OPEN
TO THE PUBLIC

SATURDAY, NOVEMBER 3
10:00 AM
WILL ROGERS DAYS PARADE

SUNDAY, NOVEMBER 4
LYNETTE BENNETT, ONE-
WOMAN SHOW AS BETTY
ROGERS, "WILL ROGERS,
CONSCIENCE OF AMERICA:
HIS WIFE BETTY'S STORY,"
ROBSON PERFORMING ARTS
CENTER, STUART ROOSA
BOULEVARD, CLAREMORE
TICKET INFORMATION,
918-699-7390

SUNDAY, NOVEMBER 4, 5:00 PM
CROWNE PLAZA HOTEL, TULSA
WILL ROGERS ROTARY OF
TULSA GALA, WILL ROGERS
SPIRIT AWARD PRESENTATION
TO GARTH BROOKS

**FOR FULL INFORMATION, VISIT
WEB SITE www.willrogers.com
OR CALL 918-341-0719.**

Will Rogers and Wiley Post Fly-In Marks Anniversary of Deaths

Planes landed on a 2,000-foot grass strip adjacent to Will Rogers' birthplace on Sunday, August 12, marking the anniversary of the death of Will Rogers and pilot and friend Wiley Post. Both died August 15, 1935, in an Alaskan plane crash.

For more than a dozen years, pilots from a four-state area have been coming to the ranch to showcase vintage and new aircraft, helicopters, experimental and homemade planes. Pilots landed their planes about 9:00 AM for a day of fun, fellowship and exchange of banter about their planes — while remembering Will and Wiley, aviation's biggest aviation boosters of their time. Family members of Will Rogers joined in the tribute.

A wreath-laying ceremony was also held on August 15 at the Will Rogers Museum in Claremore, Oklahoma, where Will Rogers and members of his family are interred.

The Will Rogers Museum and Birthplace Ranch are open to the public 365 days a year from 8 a.m. to 5 p.m. For information visit www.willrogers.com.

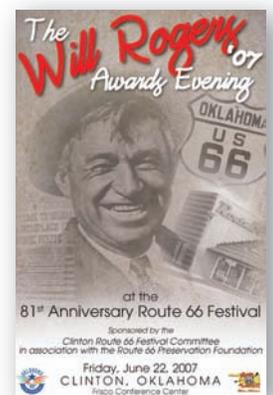
Route 66 Festival a Huge Success

The city of Clinton, Oklahoma hosted the 2007 Route 66 Festival this summer. The festival celebrates Route 66 and includes an awards presentation; preservation project; 5K run; golf tournament; art show exhibit by Route 66 authors, artists, organizations and collectors; food and crafts; children's activities; fireworks; museum tours and more.

Oklahoma took the majority of the awards during the Will Rogers Awards Evening, including the Will Rogers Award — whose recipient is selected by the Rogers family — that went to Route 66 author and historian Michael Wallis of Tulsa.

Next year's festival will be held June 18-22, in Litchfield, Illinois. Route 66 extends through eight states traveling from east to west, including Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona and California.

For more information, contact the Oklahoma Route 66 Association at www.oklahomaroute66.com.



Will Said: Pick the Quote Made Famous by Will Rogers



- A) "America is a land of opportunity and don't ever forget it."
- B) "I am extraordinarily patient, provided I get my own way in the end."
- C) "The best impromptu speeches are the ones written well in advance."

Answers: A) Will Rogers B) Margaret Thatcher C) Ruth Gordon

Spotlight: Will Rogers Fellowship 2007 AHEE Fellowship Recipient



Congratulations to Ms. Lei-Shih Chen, the recipient of the 2007 Will Rogers Institute Fellowship.

Lei-Shih Chen, who is known as Lacey by her friends, is currently pursuing a Ph.D. in Health Education from Texas A&M University. Ms. Chen is serving as a graduate teaching assistant at Texas A&M in the College of Education and Human Development.

She is a Certified Health Education Specialist. Prior to arriving in Texas, Lei-Shih served as a graduate teaching assistant in the Department of Biokinesiology and Physical Therapy at the University of Southern California. She has also served as a research assistant in the Department of Rehabilitative Medicine at Taipei Medical University, as a physical therapist at Taipei Medical University Hospital and as a graduate research assistant for the Institute of

Occupational Medicine and Industrial Hygiene at National Taiwan University.

Ms. Chen is a member of AAHE, the APHA, SOPHE, Society of Behavioral Medicine, Asian American Health Coalition and Eta Sigma Gamma. She already has an impressive list of awards and scholarships to her credit.

Her own words best describe Lei-Shih's transformation from a physical therapist to a health educator. "As a physical therapist, I practiced pulmonary rehabilitation by treating patients with lung diseases and educating their families. I chose to seek my doctoral degree in exercise physiology when I realized that prevention was as important as rehabilitation. I hoped to clarify the relationship between air pollution and lung health by examining lifestyle factors. When I transferred to Texas A&M, my eyes were opened to the field of health education and I made the most important and satisfying decision in my life: that of switching my major to health education."



Will Rogers Institute Funds Special Care Nursery

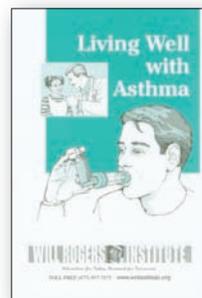
The \$50,000 grant from the Will Rogers Institute funded two ventilators at the Holtzman Twins Special Care Nursery at Southwest Washington Medical Center in Vancouver, Washington. The ventilators are allowing the facility to assist the breathing of more critically ill infants. Recently, they had a delivery of an infant 11 weeks premature. Due to the fact that the lungs are not fully mature at that age, a ventilator was vitally important to sustain the baby's life. It is wonderful to give infants an optimal start in life when they arrive after less-than-optimal gestation periods.

The ventilators are critical to the survival of the tiniest, sickest patients, but also give the staff opportunities to learn. The staff's understanding of the physiology of the respiratory system and how ventilators contribute to survival and healing has expanded. Ventilators also help to stabilize the infants and allows them to be kept in the nursery for their entire hospitalization. This keeps families together and provides the best patient and family care possible.

What is Asthma?

- 1) A chronic disease of the respiratory system.
- 2) The inside walls of the airway become inflamed.
- 3) Excess mucus is then produced.
- 4) The airway becomes more sensitive to irritants (allergens, respiratory viruses, cold air, exercise).
- 5) The airway then constricts, leading to wheezing, shortness of breath and chest tightness.

Thank you to the University of Wisconsin School of Medicine and Public Health, and to participating faculty members Nizar N. Jarjour, M.D. and Becky Kelly, Ph.D, for the above information and the article on page one.



"Living Well With Asthma" examines how to avoid triggers, manage asthma, use medications properly and live life to its fullest. Includes a worksheet for creating an asthma management plan.

Also available:

- "Exercise and Asthma"
- "Asthma and Children"

For your free booklet or to learn more about all of our educational booklets, please call us toll-free at (877) 957-7575 or visit our Web site at www.wrinstute.org.

(There is a 25-booklet maximum per order.)

Will Rogers Follies Production Donates to the Institute



The Will Rogers Follies cast at the Footlight Musicals in Indianapolis, Indiana collected \$846 for the Will Rogers Institute. The cast had a canister collection during the show's intermission. The director, Kathleen Horrigan, used to collect for the Institute when she worked for a movie theater during high school and college. Thank you!

GEENA DAVIS WAS THE 2007 WILL ROGERS SUMMER FUND-RAISING THEATRICAL PSA SPOKESPERSON. THE ANNUAL CAMPAIGN HAS RAISED MORE THAN \$90 MILLION IN MOVIE THEATERS ACROSS THE COUNTRY. FUNDS SUPPORT PULMONARY RESEARCH, NEONATAL VENTILATORS AND FREE EDUCATIONAL MATERIALS.



Planned Giving: Three Year-end Questions

As you tidy up your financial affairs for this year, you will likely be thinking about your charitable giving goals and aspirations. Here are a few questions to help you plan.

1. Am I able to make a charitable gift to Will Rogers Institute or another charitable organization this year?

As the year closes, you will likely receive mail from various charities requesting your financial assistance. During this period, we hope you will remember Will Rogers Institute and our ongoing financial needs. We are eager to conclude this year in good financial shape so we can confidently face the opportunities and challenges of the future. Your special year-end gift will strengthen us considerably.

A gift may be unrestricted to be used where needed most or can be earmarked for a specific purpose. You could also establish an endowment to create a legacy or to honor someone you admire.

2. What are my tax obligations this year and how can charitable giving have any impact?

Many taxpayers consult with their accountants before the end of the year to determine tax liability. Perhaps you've done this already or maybe you simply have a good idea where you stand. In any case, we encourage you to take advantage of the tax benefits offered by the government. The income tax charitable deduction can allow you to give more than you might otherwise be able to give.

If your taxes are likely to be high this year then it may be a good time to increase your giving. You might even consider moving forward some of next year's charitable giving so you can utilize the tax benefits this year.

3. Do I have appreciated stock or real estate I could use to fund an income-for-life gift arrangement?

You may find yourself in a situation in which you want to give more to WRI but cannot afford to decrease your annual income. Consider our gift annuity program. You can obtain one of these with a gift of stock and in many cases receive more income than you are currently receiving from the stock. Your annuity payments from WRI would continue for the rest of your life.



Start Now

Perhaps the most important thing about year-end giving is to start early, especially if you are planning to use stock or real estate. Life-income gift arrangements and consultations with your professional advisor(s) also take time. The sooner you begin the process, the less hurried you will feel. For more help with year-end gifts, please call Todd Vradenburg, executive director, toll-free at (877) 957-7575.

Public Support

Public support is the backbone of Will Rogers Institute. Not only is the public generous during all of our fund-raising campaigns, many donations are made in gratuity for the free health and fitness booklets the Institute provides from private donations in bequests, memoriams, and the establishment of trusts.

Since Will Rogers Institute is a charitable organization, gifts made by individuals or corporations are exempt from income, gift and inheritance taxes to the extent and manner provided by federal and state laws. Consultation with an attorney is advisable when contemplating such a gift.

Healthy News



Natural Cleaners

Ditch chemical-laden cleaners for homemade solutions that are pure. Chemical cocktails contaminate your home, body and planet by emitting volatile organic compounds (VOCs) that can have short- and long-term adverse effects.

■ Glass/Hard Surface Cleaner

Mirrors, windows and other hard surfaces (appliances, countertops). Fill a spray bottle with 2 tsp. white vinegar and 1 qt. warm water.

■ Bleach Alternative

Mixing bleach with cleaners containing ammonia or using it to clean up urine can create toxic gases and an explosive called nitrogen trichloride, an ingredient in tear gas. To clean and deodorize your toilet bowl, sprinkle baking soda into the bowl and drizzle with vinegar, then scrub with toilet brush and flush. For soiled fabrics, simply blot spots with lemon juice and allow them to dry in the sun.

■ Leather Shoe Shine

Use banana peel to polish your leather shoes. Simply rub shoes with the inside of the peel, then buff with an old sock.

■ Floor Cleaner

Fill bucket with 1 cup vinegar mixed with 2 gallons hot water (tile or linoleum floors).

■ Air Purifier

Install houseplants that breathe in harmful toxins and exhale oxygen. The Boston fern absorbs formaldehyde, a common indoor pollutant off-gassed by furniture, building materials and carpeting. Moving several spider plants into a freshly painted room decreases levels of benzene, and the lady palm filters more ammonia than any other houseplant. Other effective leafy air filters include peace lilies, mums, daisies and English Ivy.

■ Garbage Disposal Freshener

Feed garbage disposal a few ice cubes and a lemon or orange peel to freshen and sharpen blades.

■ Furniture Polish

Combine 1/4 cup of cup lemon juice or distilled white vinegar and a few drops of olive oil.

■ Air Fresheners

Use essential oils in a soy candle-lit oil warmer or terracotta light ring, or place a sachet filled with dried lavender in the room.

Flavors of Fall: Ginger Squash Bisque

Butternut squash is rich in beta carotene, an antioxidant that may help protect against cancer, and is also a good source of vitamin C, magnesium, manganese, potassium and fiber. Butternut squash requires no refrigeration until cut open and can be found at your grocer or local farmers' market all through winter.

1 garlic clove, minced

1 1/2 cup low-sodium, fat-free chicken broth

1 1/2 lb. winter squash, such as butternut

1 small onion, finely chopped

1 tsp. toasted sesame seeds (optional)

1/2 tsp. ground ginger

1/4 tsp. salt

1/8 tsp. white pepper

1/4 cup canned evaporated fat-free milk

2 tsp. reduced-fat margarine

■ 1) Put the squash in a shallow 8" x 10" glass baking dish and cook in the microwave oven at a high power for 30 seconds. When the squash is cool enough to handle, cut off the stem and then halve the squash lengthwise. Scoop out the seeds and place the squash halves, cut side down, in the dish. Cover the dish with heavy-duty plastic wrap and cook the squash in the microwave oven again for about seven minutes. Let the squash stand, covered, for five minutes. ■ 2) Put the margarine in a glass dish and melt it in the microwave. Stir the onion, garlic and carrot into the margarine, then cover the dish and cook it at medium power (50 percent) for four minutes more. Carefully scoop the squash flesh into the bowl; pour in the broth and cook the mixture on high power, covered, for five minutes more, stirring once. ■ 3) Transfer the vegetables and broth to a food processor or blender. Pour in the milk and purée the mixture, stopping occasionally to scrape down the sides. Stir in the ginger, salt and pepper. Garnish with the sesame seeds, if you are using them.

Yield: 4 servings. Serving Size: 1 cup. Prep Time: 15 min. Total Time: 25 min.

Nutritional Information: Calories 103; Protein 3.3g; Carbohydrates 22.2g; Cholesterol 1mg; Sodium 303mg; %Calories from Fat 9; Dietary Fiber 5.8g.

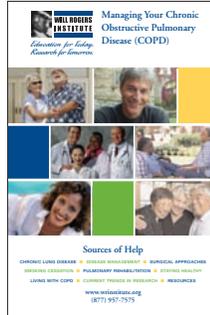
Our Mission

TO PERPETUATE THE MEMORY OF WILL ROGERS BY PROMOTING AND ENGAGING IN MEDICAL RESEARCH PERTAINING TO CARDIOPULMONARY DISEASES AND EDUCATING THE GENERAL PUBLIC ON TOPICS OF HEALTH AND FITNESS.

Healthful Booklets for Fall

Helpful Educational Booklets Available from Will Rogers:

- ABOUT EMPHYSEMA
- ABOUT SLEEP APNEA
- ADDING ACTIVITY TO YOUR LIFE
- ASTHMA IN CHILDREN
- SMOKING ADDICTION
- CHOLESTEROL CONTROL
- HIGH BLOOD PRESSURE
- DIABETES*
- EXERCISE AND ASTHMA
- SECONDHAND SMOKE
- FACTS ABOUT TB
- GOOD NUTRITION
- LIVING WELL WITH ASTHMA
- LUNG CANCER
- LUNG DISEASES
- QUITTING SMOKING WHILE STILL A TEEN
- STRESS MANAGEMENT
- TEENS AND STRESS
- WALKING FOR FUN AND FITNESS
- YOU, YOUR CHILD AND EXERCISE



WHAT IS COPD? (CHRONIC OBSTRUCTIVE PULMONARY DISEASE)

COPD is a serious lung disease that over time makes it hard to breathe. You may also have heard it called by other names like emphysema or chronic bronchitis. COPD develops slowly and worsens over time.

Information available on COPD:

- MANAGING YOUR CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)**
- ARE YOU AT RISK*
- BREATHING BETTER*

Visit www.wrinstitute.org or call (877) 957-7575 to order today.

*New publication

**If you would like to order more than one COPD booklet, there is a suggested donation of \$5 per booklet. There is a 25-booklet maximum per order.

10045 Riverside Drive Third Floor Toluca Lake, CA 91602

Fall 2007

EDUCATION FOR TODAY. RESEARCH FOR TOMORROW.

Humanitarian

Nonprofit Org.
U.S. Postage
PAID
No. Hollywood,
CA Permit No.
1001