



NEWS RELEASE

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BASSETT NEW YEAR'S EVE GALA RAISES NEARLY \$100,000 TO COMPLETE BASSETT HEART CARE CAMPAIGN

Cooperstown, NY - Congratulations were in order at the Friends of Bassett's New Year's Eve Gala at The Otesaga Hotel when Dr. William F. Streck, Bassett Healthcare's president and chief executive, announced the completion of the two-year, \$12 million Bassett Heart Care Campaign. Approximately 400 guests, many of whom were campaign donors and volunteers, dined, danced and celebrated the achievement.

The eleventh annual fund-raiser brought in nearly \$100,000 to help the Bassett Heart Care Campaign reach its \$12 million goal. Proceeds support the Bassett Heart Care Institute and relevant facility improvements such as Bassett's new critical care complex. Civic and business leaders Jack and Gayle Smith served as honorary chairs. Gayle Smith has served as chair of the Gala since its inception in 1993. Campaign chair and former Friends of Bassett president Karen Elting was the honored guest and recognized by Dr. Streck as the "fund-raiser supreme," not only for Bassett but for many regional organizations as well.

Michael Stein, Bassett's vice president of external affairs, praised the Gala's business and corporate sponsors. "We are most thankful to all our donors, individuals, regional businesses and corporations, for their support – both to the Gala and the campaign. Active fund-raising will continue throughout the first few months of 2005 to finalize gifts with those people and businesses that want to make commitments to the campaign," he explained.

Lead Sponsors of the 2004 Gala were New York Central Mutual Fire Insurance Company and The Colonial Agency, Inc., an affiliate of ARTHUR J. GALLAGHER & Co. of New York, Inc. Corporate sponsors were Clark Companies and Tallman Enterprises Tree & Aerial Services. Supporting sponsors were Apple Converting Inc.; Brewery Ommegang; Fenimore Asset Management, Inc.; KPMG LLP; and Tyco Healthcare/Mallinckrodt. Participating sponsors were Bruce Hall; True Value Home Center; Cannon Design; Cooperstown Dreams Park; Greener World Landscaping; Halliday Financial Group; Leatherstocking Group, Inc.; Media Logic; Northern Catskill Dental Associates PLLC; and Turnpike and Hall of Fame Pennysavers.

Janet Snyder and Maureen Schuermann, co-chairs of the 2004 Gala committee, saluted the commitment and hard work of the members of the Gala, Auctions and Decorating committees, and people throughout the region who volunteer their time and talents to assure that the Gala is a success as an entertainment and as a fund-raiser. Gala committee members were Mary Dunkle, Jhil Ghaleb, Fran Gootee, Nancy Irvin, Marolyn Kellner, Margaret McGown, Polly Renckens, Ellen Sanford, Gayle Smith, Robert Snyder, Susan Streek, Nancy Tallman, Carol Waller, Christine Weiss, Bruce Wilhelm, and the Friends' special events consultant, Reneé LaFond.

The co-chairs also praised members of the Gala Auction Committee – John Anagnost, Walter Dolan, co-chair Mary Dunkle, Ursula Hage, Nancy Irvin, Doreen Potrikus, Ellen Sanford, John Sanford, Gwen Schuster, Robert Schneider, Gayle Smith, Albert Weiss, co-chair Chris Weiss and Joan White. Approximately 100 items were bid upon at the Pre-Gala Auction and Silent Auction, raising over \$20,000.

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The co-chairs also recognized the Gala Decorating committee for creating the event's spectacular décor. Carina Franck, Cay Franck, Anne Hall, Nancy Irvin, Connie Jastremski, Pat LaFond, Marjorie Landers, Amanda May, Bertine McKenna, Pat Mower, co-chair Polly Renckens, Mary-Margaret Robbins, Maureen Schuermann Susan Streek, Nancy Tallman, co-chair Carol Waller and Wendy Wright formed the talented group.

Ms. Snyder and Ms. Schuermann also paid tribute to the professionalism of Jim Kozak and the staff at The Otesaga and thanked the Village of Cooperstown's Fire Department whose members oversaw the Gala's spectacular post-midnight fireworks display that took place over Lake Otsego.



Caption:

Celebrating at "And the Beat Goes On," the Friends of Bassett's 2004 New Year's Eve Gala, were Gala Co-chairs Maureen Schuermann (left) and Janet Snyder (far right) with the Gala's Honorary Chairs Gayle and Jack Smith.