

2006 ANNUAL REPORT



**Burn  
Prevention  
Foundation**

PREVENTION THROUGH EDUCATION



# **COURAGE & PREPAREDNESS**

The Foundation  
for a Safe Community

## Dillard Receives National Award

Burn Prevention Foundation Executive Director, B. Daniel Dillard, was named the 21st annual recipient of the National Burn Prevention Award given by the American Burn Association (ABA) at its annual meeting on April 5th, 2007 in Las Vegas, Nevada.

The ABA and its members dedicate efforts and resources to promoting and supporting burn-related research, education, care, rehabilitation, and prevention. It has more than 3,500 members in the United States, Canada, Europe, Asia, and Latin America. Members include physicians, nurses, occupational and physical therapists, researchers, social workers, firefighters and hospitals with burn centers.

The Burn Prevention Award is awarded to one individual each year who has made an outstanding contribution in at least one of the four areas: 1) prevention shall have worldwide, national, or statewide impact; 2) if local, be a model prevention effort; 3) take the lead in the collection and reporting of epidemiological data; 4) offer career leadership for other burn prevention workers.

## BPF Contracts with American Burn Association

Executive Director Dan Dillard and Prevention Education Director, Kathy Ray, completed in 2006 a contract for services with the American Burn Association (ABA) to assist in the development of a six-unit prevention education series for distribution to 33,000 fire companies across the United States and Canada. The series, contained on DVD, includes

units on:

- Electrical Safety In and Around the Home
- Fire & Burn Safety for Older Adults
- How to Prevent Gasoline-Related Injuries
- Leaving Home: A Guide for College Students
- Scald Prevention
- Summertime Burn Safety

The ABA Prevention Education Series was funded by a Fire Safety and Burn Prevention Grant from the Federal Emergency Management Agency that Dan Dillard co-wrote with ABA Prevention Chairman, David Barillo, MD.

## EXECUTIVE DIRECTOR MESSAGE



I recently heard a firefighter comment that, in his opinion, heroism is a possible result when courage and opportunity meet. He went on to explain that a firefighter — who risks his or her life entering a burning building in search of a supposedly trapped victim who, in fact, is not in the building — is as much a hero as the one who crawls out carrying a helpless child he has saved. Both demonstrated extraordinary courage when confronted with an opportunity to act.

Neither courage nor opportunity is a guarantor of success without preparedness. Being prepared, as the Boy Scout motto advises, is the dogmatic, unglamorous investment one must make to take advantage of opportunity.

Each year the Burn Prevention Foundation produces potential “Prevention Heroes” by preparing them with the knowledge to eliminate burn hazards, to change risky behaviors and to react properly in emergency situations. Over 250,000 persons participated in Burn Prevention Foundation programs this past year.

Children learned how to coach their family to prepare and practice a home escape plan through our “Great Escape Program.” They also learned what to do should their, or someone else’s, clothing catch on fire as a result of participating in our “Safety On and Off the Field with Brian Dawkins Program.” Juvenile fire setters learned about the consequences of their actions, and their families secured help in dealing with the root causes of this behavior by completing our “Juvenile Fire Setter Intervention Program.”

We will never know how many lives were saved, or how many devastating injuries were averted because of this training. But, in light of the fire fighter statement above, isn’t an injury or death prevented as significant an accomplishment as one treated or rescued? Both require preparedness and courage to act.

Congratulations to all of our 2006 Prevention Heroes!

*B. Daniel Dillard*



## Dawkins Tackles More Burn Safety

Philadelphia Eagles Safety Brian Dawkins has agreed to add his name to this year's BPF golf tournament. The 2007 "Brian Dawkins Burn Prevention Golf Classic" will be held June 24 and 25, 2007 at Saucon Valley Country Club. Brian replaces former celebrity hosts John Spagnola, Mike Guman and Joe Wolf, who anticipate continuing their involvement as celebrity team captains.

"I began my relationship with the Burn Prevention Foundation a number of years ago," said Dawkins. "I'm proud that our 'Stop, Drop, Roll, Cool and Call' has been successful in the schools; I don't take that lightly. Each project that we've worked on together has been first-rate, and I expect no different from this golf event. I'm proud to have my name associated with it."

Proceeds will benefit the Burn Prevention Foundation's Children's Fire & Burn Safety Programs, which deliver to more than 225,000 school-aged children in Eastern Pennsylvania annually. Mike Seibert and Craig Schafer, partners of Independence Planning Group of Whitehall, Pa., are co-chairing the tournament.

In admiration of Dawkins, Executive Director, B. Daniel Dillard adds, "Brian Dawkins is arguably the best safety in the NFL today," Dillard said. "I'm thrilled that he

has signed on to help us raise funds to promote safety of another kind — fire and burn safety for children."



## Juvenile Fire Setter Program Proves Effective

The Juvenile Fire Setter (JFS) program processed 33 referrals in 2006, a 50% increase from 2005. The referrals included 5 females and 28 males with an average age of 11.3 years. The JFS program overcame crucial obstacles when partner agencies faced restructuring and were forced to suspend services to the Foundation's program. Through the perseverance of Prevention Education Director, Kathy Ray, a healthy partnership with Family Answers and Kidspace has been established — two services vital to the counseling success of the JFS program to reduce recidivism. The advisory team, consisting of numerous community service agencies, recommended quarterly progress meetings. 18 juveniles completed the educational component of the program, 5 siblings attended the program with them and 9 juveniles are currently attending classes. Since the induction of the program in 2001, 130 juvenile fire setters have been educated with only 2 incidences of recidivism at a cost of \$590 per juvenile.

## Safety Line Network Cares

Quarterly "Safety Lines" newsletters, sponsored by Valley Preferred, provide vital fire and burn prevention and safety tips to parents of preschoolers enrolled in over 284 member "early care centers" serving 13,500 families. Every three months timely seasonal safety information and interactive educational activities encourage the parents of over 50,000 children to engage them in learning fire and burn safety practices. Program cost: \$25,000



Preparedness

## 2006 Burn Safety Heroes Honored

On a beautiful fall evening under a tented pavilion on the campus of Lehigh Valley Hospital

— Muhlenberg, Burn Prevention

Foundation in partnership the Regional Burn Center launched its newest event: the “Valley Preferred Spirit of Courage Award Program.”

In this first year, heroes were nominated for “Spirit of

**Burn survivor, Rich Webb, who was seriously injured when his drag racer crashed and burst into flames, said of his comrades, “The fire was so hot it melted the aluminum right off the frame, each of these men reached in with their bare arms to pull me to safety. Without these gentlemen, I wouldn’t be here today.”**

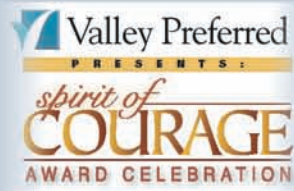
Courage” by first responders or private citizens who risked their lives to save someone from a burn or death by fire. Also recognized were groups or individuals who have done an outstanding job promoting fire safety or burn education as “Partners in Prevention.”

The evening was

sparked off with a welcoming reception where some of the area’s finest emergency management vehicles were displayed. An elegant dinner followed, complete with firefighters, police officers and ambulance corps uniformed in their finest to pay tribute to the upcoming honorees.

The audience listened attentively as presenters, Gregory Kile of Valley Preferred, Dan Dillard of Burn Prevention Foundation, and Dr. Daniel Lozano of the LVH Regional Burn Center told the stories of the brave and incredible actions of the night’s award recipients. As the awards were received, memorable video displays of the heroes in everyday life were shown in the background. Burn survivor, Rich Webb, who was seriously injured when his drag racer crashed and burst into flames, said of his comrades, “The fire was so hot it melted the

aluminum right off the frame, each of these men reached in with their bare arms to pull me to safety. Without these gentlemen, I wouldn’t be here today.”



The ceremony ended on an emotional note as PA Fire Commissioner Ed Mann presented the “Fallen Hero Award” to Vickie Gallardy, the wife of 30-year firefighting veteran and instructor, Captain Robert Gallardy, who lost his life in a training exercise for upcoming instructor candidates. Of Gallardy, Altoona Fire Department Chief Renny Santone says, “Bob is probably one of the best in the department. He was a good friend and very knowledgeable.”

Nominations for the second annual Valley Preferred Spirit of Courage Award Celebration are currently underway. Contact 610-402-2273 for more information.

## 2006 Spirit of Courage Recipients

- Greg Dorn, PennDOT, Saylorsburg
- Neil Ebbert, Patrolman, Lehighon Police Department
- Eric Schrantz, Patrolman, Lehighon Police Department
- Thomas Gehringer, PA Turnpike Commission
- Mike Shaw, PA Turnpike Commission
- Joseph Andoski, Scranton resident
- Raymond Michalik, Scranton resident
- Bob Strunk, friend of Rich Webb
- Sheldon Strunk, friend of Rich Webb
- Bob Webb, brother of Rich Webb
- Mark Bloomsburg, friend of Rich Webb



Rich Webb, grateful burn survivor at podium, acknowledges his heroes.

## 2006 Partners in Prevention Award Recipients

- Scott Weber, Trexlertown Fire Company
- Laurie LeMaseter, WNEP-TV, Scranton

## 2006 Fallen Hero Award

- Captain Robert Gallardy, Altoona Fire Department

## Burn Survivor Holiday Party Heals

On the surface, it could have been any of a number of holiday dinner parties held in mid- to late-December. There were children running from room to room, a decorated tree in the corner, and groups of family and friends engaged in animated conversations at nearly every table. It was classic Americana — nothing extraordinary, but oh so special!

In reality, it was extraordinary. This collection of about 150 persons had one thing in common — a serious burn injury. What made the event so extraordinary was the very fact that those who bore the physical and/or emotional scars produced by burns were able to enjoy several hours of the normalcy we take for granted. This was possible because, in addition to the burn survivors, attendees were family members and staff from the Lehigh Valley Hospital Regional Burn Center. No one would be staring at their scars, or withholding their touch. They were viewed for who they were, not for what happened to them.

Another extraordinary aspect of this gathering was the peer support and counseling taking place throughout the room. Survivors who had experienced their injuries years ago encouraged newly injured survivors that life would go on and could be fulfilling. Not only was celebration in abundance — so was emotional healing.

The Burn Prevention Foundation is proud to have sponsored this wonderful inaugural event and looks forward to continuing its support of recovery activities for burn survivors and their families.

## BPF Introduces Life-Saving Lesson Plans for Middle Schoolers

In partnership with the Burn Center of the Lehigh Valley and PBS 39, we are pleased to announce “The Great Escape,” a life saving lesson plan targeted at students in grades 6 -8. This program is complementary to our ‘Stop, Drop, Roll, Cool and Call’ program specifically designed to hold the interest of older children.

More than half of fatal fires in homes occur when families are asleep. With proper use of smoke detectors and the planning and practice of home escape plans, “The Great Escape” program taught students to work with their family members to react confidently in the case of fire and increase survival rates by 50%.

With our 2006 launch, we successfully reached in excess of 102,000 middle school students through interactive fire and burn prevention activities and lessons. Schools in our 20 county service area received packages that included “The Great Escape” video featuring magician and actor David Miller, and materials designed to allow each student to individually plan an escape route from their own home. Interactive escape plans were also made available through the Burn Prevention Foundation website at [www.burnprevention.org](http://www.burnprevention.org) under “Burn Institute Build Your Family Fire Escape Plan.” In addition to escape plans, students were instructed on the life saving tips to “shelter” in a room if escape from a home is not possible as well as problem solving techniques when various escape routes are blocked.

Courage



# DONORS 2006

## \$50,000 or More

Lehigh Valley Hospital and Health Network  
FEMA Fire Act Grant  
Valley Preferred

## \$10,000 - \$49,999

Arrow International  
Chrysler Corporation  
Dorothy Rider Pool Trust  
Harry C. Trexler Trust  
IBM Corporation  
KNBT  
Independence Planning Group  
Mack Trucks, Inc.  
Merrill Lynch  
PPL  
Frank Ricciardelli  
State Farm Insurance Company  
Trifecta Technologies, Inc.  
United Way of the Greater Lehigh Valley

## \$1,000 - \$9,999

Air Products & Chemicals  
Auto Dealers Association of Greater Philadelphia Area  
Albarell Electric Inc.  
Ameriprise Financial Services, Inc.  
H. Blinderman & Son, Inc.  
B. Braun Medical Inc.  
BNY Brokerage, Inc.  
Geoffrey Borda  
Cetronia Ambulance Corps.  
The Century Fund  
Cigars International  
Computer Aid, Inc.  
Philip Condron  
CPS Railway Services, Inc.  
Druzak Medical, Inc.  
Tamar Earnest, MD  
East Penn Bank  
East Penn Manufacturing Co., Inc.  
Philip & Judy Fleck  
L.B. Foster Company  
GPS Terminal Services, Inc.  
Greater Lehigh Valley Auto Dealers Association  
HealthAmerica  
The Jandl Family Foundation  
Just Born, Inc.  
Lafayette Ambassador Bank  
Lehigh Valley Gas Corp.  
Lehigh Valley Hospital Dept. of Surgery  
Lehigh Valley Rail Management  
Lutron Foundation  
Marble Slab Creamery  
The Morning Call

National Penn Bankshares, Inc.  
NFL Charities  
Walter Okunski, MD  
Oxford Health Plans  
William S. Rothermal Foundation  
Roland & Roland  
Smith Barney  
Spectrum Administrators, Inc.  
Sperry Van Ness/Imperial Realty  
Starters Pub  
Tiny Tot Sports, Inc.  
Tuskes Homes  
United Way of Berks County  
Wachovia Foundation  
Yocco's, Inc.  
John Yurconic Agency  
J. Michael Zaia

## \$100 - \$999

Samir and Sharon Ashmar  
Robin Bedford  
Mark Bingaman  
Bio Med Sciences, Inc.  
Borough of Shenandoah  
Boscov's Dept. Store  
Robert Briglia  
Earle Brotzman  
Karl Buegson Cetronia Fire Co. #1  
Christopher Breting, CLU, CPCU  
John E. Campos  
Edward Carlson  
Anna Cervenak  
Cetronia Fire Co. #1  
Frank Chisei  
Citizen's Fire Company #1, Slatedale  
Citizen's Fire Company of Upper Milford Township  
Citizen's Hose Company No. 1  
Charontin Hose Company #1  
Russell Clelland, CTP, CIA  
Community Vol. Fire Co., Lower Alsace Twnshp.  
Condron & Company, Inc.  
Rocco DelVecchio  
Diamond Fire Company, Walnutport  
B. Daniel Dillard  
Mark Dillon  
East Allen Township Vol. Fire Co.  
Barbara Edwards  
David Favata  
Jacqueline Fenicle  
Laura Fisher  
Fleetwood Volunteer Fire Company  
Edmund Flynn

Forest City Fire Department  
Freeland Fire Department  
Andrea Galli  
Grim's Greenhouse & Farm Market  
David Guignet  
Gloria Hamm, RN  
Hanger Prosthetics and Orthotics  
Han-Le-Co Volunteer Fire Co. #1  
Sean Hart  
Hazel Township Volunteer Fire Co.  
Jean Hertzog  
Bernie Hifman  
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David Kennedy  
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Kutztown Rotary  
Lake Harmony Volunteer Fire Company  
Lehigh Township Volunteer Fire Company  
Richard A. Leiby, Jr.  
Leithsville Volunteer Fire Company  
Dr. and Mrs. Marc Levan  
Lookout Fire Company #1  
David Master, Sr.  
Steven J. Martin  
Miers Insurance  
Donald and Dorothy Miller  
Charles Mountz  
Gail Mountz  
Susan Musser  
Jay and Alice Nisky  
Northmoreland Township Volunteer Fire Company  
Susan Numbers  
Lori Paules  
Phoebe Floral Shop  
Michael D. Pistoria, DO  
Rev. Father Alexander Pocetto  
Polk Township Volunteer Fire Department  
Kathleen Ray  
Lori Reidenhour  
Kevin Rutch  
Carl F. Schmoyer  
SE-WY-CO Fire Company, Inc.  
Shartlesville Community Fire Co. #1  
Mathilda Sheptak  
Craig M. Short

Slatington Volunteer Fire Department  
Ralph and Rita Slider  
George Smolinsky  
Elliot J. Sussman, MD  
Stephen Thomas, MD  
Valerie Thomas  
Tropicana of Pennsylvania  
Upper Macungie Township  
Upper Saucon Volunteer Fire Department #1  
Union Fire Co. #1 Hamburg  
Volunteer Firemans Relief Assoc. of W. Reading  
Wal-Mart  
Robert J. Wargo  
Steven Weidner  
West Hazelton Fire Company #1  
West Reading Fire Company  
Western Salisbury Volunteer Fire Company  
Jessica Wischner  
Scott Winters  
WNEP-TV  
James H. Wolfe  
Glen Wotring  
Lori Young

## IN-KIND

Bollman Hat  
Car Collector Magazine  
Christmas City Printing  
Cetronia Ambulance Corps  
Clover Hill Winery  
Coca-Cola Bottling of Lehigh Valley  
Distinctive Accents  
East Penn Manufacturing, Inc.  
ETI  
Fasig's Coffee  
Historic Hotel Bethlehem  
Home Depot  
Intellegencer Printing  
Hammer Enterprises  
Lehigh Carpenter's Union  
Mason Blanc  
Nestle  
Lehigh Valley Hospital & Health Network  
Linda Friscia Oppe  
M. Radomski Design  
Raleighs Convention Services  
Dave Schmidt, Auctioneer  
Schumacher Batch & Co.  
Technicom  
Valley Graphics  
Wegman's  
Susan L. Williams  
D.G. Yuengling & Son, Inc.



Ed Kornberger (l), Burn Prevention Golf Classic chairman, and Craig Schafer, new co-chairman, enjoy a laugh after the tournament at Starters Riverport.

## 2006 Golf Classic A Washout In Name Only

The skies opened up and it rained. It rained at the Sponsor and Celebrity Banquet the night before and it rained the day of the event. But not even the 3.5 plus inches that fell could dampen the spirits of the golfers, celebrities, volun-

teers gathered to support the Golf Classic and the mission of the Fire Safety House Program. While the water deepened on the course, the sports memorabilia auction was set into high gear. Executive director, B. Daniel Dillard, and golf chairman, Ed Kornberger, quickly developed a plan with Saucon Valley Country Club allowing the golfers to redeem their “day on the fairway” complete with dining privileges at anytime prior to the end of the year. The golf committee wholeheartedly agreed that this year’s event was anything but a wash-out.

Heartfelt farewells were given to local celebrity host Mike Guman, formerly of the LA Rams and Pennsylvania State University, and Edward Kornberger, longtime golf chairman, as they retired

from their posts. Guest speaker, Brian Dawkins of the Philadelphia Eagles, joined in the sentiment and the passing of the torch as he expressed his commitment to two organizations near to his heart:

The Burn Prevention Foundation and The American Diabetes Association.

Net proceeds amounted to \$100,000.

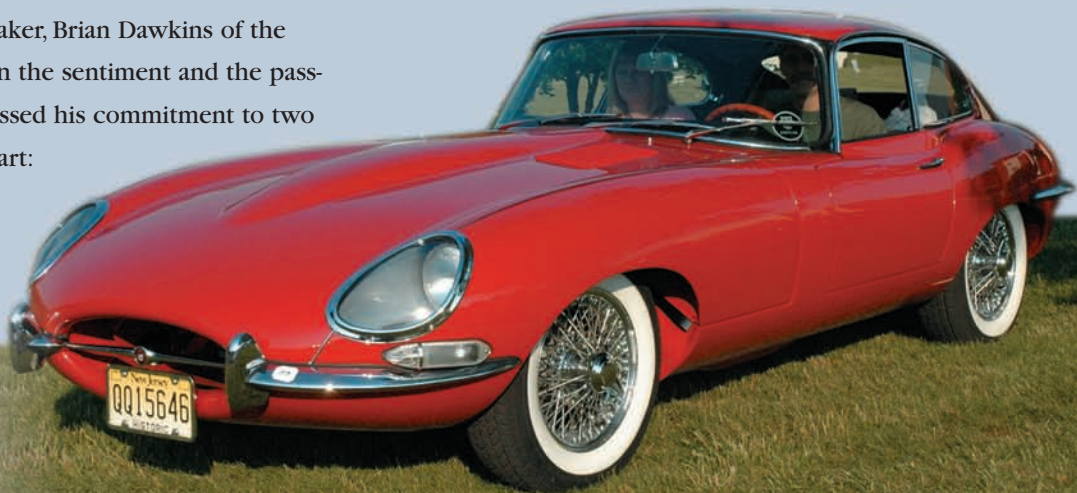


18th hole Old Course Saucon Valley Country Club

## Concours d’Elegance Travels To New Location

The beautiful, spacious and shady tree-lined campus of Northampton Community College provided the perfect opportunity for car enthusiasts to enjoy the 17th Annual Concours d’ Elegance of the Eastern United States. The expanded space allowed some 15,000 visitors to stroll through the show grounds or sit under the welcomed shade trees by the judge’s viewing stand to see the parade of some of the most spectacular, pristine, classic cars on the eastern seaboard. The event’s theme “A Decade of Delight and Contradiction — the 1930’s,” earmarked an era of incredible hardship and remarkable innovations for our country. The great losses of the depression sparked courage to prevail and rebuild a way of life.

This theme carries through to burn injury victims. “Great loss often leads to heroic regeneration of body and spirit,” says Dillard. Patrons and sponsors of Concours d’Elegance of the Eastern United States enable the Burn Prevention Foundation and the Regional Burn Center of the Lehigh Valley Hospital to reach and train thousands of children in lifesaving, burn safety practices. Net proceeds amounted to \$40,000.



Philanthropy



# Statements of Activities

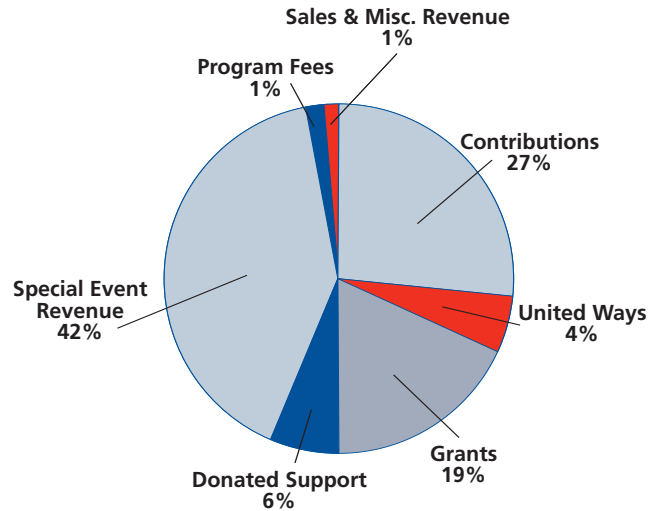
Years Ended September 30, 2006 and 2005

<b>REVENUES AND OTHER SUPPORT</b>	<b>2006</b>	<b>2005</b>
<b>Contributions:</b>		
Corporate/Foundation/Individual	\$253,385	\$207,537
<b>Contractual Funding:</b>		
United Way-Berks County	14,387	20,385
United Way-Greater Lehigh Valley	19,313	17,065
Grants	171,566	247,255
Donated Support	55,679	41,654
Special Event Revenue	377,719	389,058
Product Sales	3,252	2,251
Program Fees	8,000	5,380
Miscellaneous Special Events	14,606	12,626
Miscellaneous Revenue	2,748	3,493
<b>TOTAL REVENUES AND OTHER SUPPORT</b>	<b>\$921,727</b>	<b>\$945,632</b>
<b>EXPENSES</b>		
Program Services, General and Fund-raising		
Fund-raising	553,617	574,096
Special Event Expenses	259,211	278,230
<b>TOTAL EXPENSES</b>	<b>812,828</b>	<b>852,326</b>
<b>INCREASE IN NET ASSETS</b>	<b>108,899</b>	<b>93,306</b>
Net Assets, Beginning	53,228	(40,078)
<b>Net Assets, Ending</b>	<b>\$ 162,127</b>	<b>\$ 53,228</b>

This is an audited statement by Buckno Lisicky & Co.

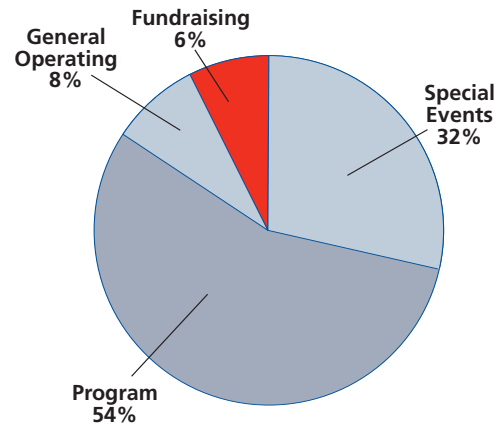
# Fiscal Review

## Income



Contributions	\$253,385
United Ways	34,772
Grants	171,566
Donated Support	55,679
Special Event Revenue	392,325
Program Fees	8,000
Sales & Misc. Revenue	6,000

## Expenses



## Board of Directors

- Samir Ashmar**  
Vice President  
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- Chris Breting CLU, CPCU**  
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Executive Director  
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Hospital Organization
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Retired Asst. Chief  
Allentown Fire Department
- Edward Kornberger**  
President  
Trifecta Technologies
- Richard A. Leiby, Jr.**  
V.P. Metals Operation  
East Penn Manufacturing  
Co., Inc.
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ETI Company
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- Susan Musser**  
V.P. Client Services  
Berks Visiting Nurse Assoc.
- Jay Niskey**  
Retired Owner  
Bowman Petroleum Co.
- Terrence Osborne**  
Deputy Chief  
Scranton Fire Department
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Plastic Surgeon,  
Plastic Surgery Associates  
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- Gregory D. Peters**  
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Specialist  
Northampton Community  
College
- Rev. Father Alexander  
Pocetto, OSFS**  
Sr. V.P. for Academic Affairs  
DeSales University
- Deborah Wildonger**  
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Air Products and  
Chemicals, Inc.
- Susan L. Williams**  
Principal  
Susan Williams & Associates
- J. Michael Zaia**  
Manager  
Lehigh Valley Rail  
Management



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**Philip P. Condrón**  
President  
Condrón & Company
- Vice President, Personnel**  
**Gregory G. Kile**  
Executive Director  
Lehigh Valley Physician  
Hospital Organization
- Vice President, Program**  
**Frank E. Chisesi**  
Retired Fire Chief  
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- Secretary**  
**Richard A. Leiby, Jr.**  
Vice President  
Metals Operation  
East Penn Manufacturing
- Treasurer**  
**Rocco A. DelVecchio**  
Executive Vice President  
Lafayette-Ambassador Bank
- Assistant Treasurer**  
**John E. Campos**  
Executive V.P.  
EMS Counsel of NE PA, Inc.

## Staff Roster

- B. Daniel Dillard**  
Executive Director
- Susan Numbers**  
Administrative Assistant
- Kathleen R. Ray**  
Prevention Education  
Director
- Jessica Wischner**  
Fire Safety House  
Program Director
- Lori A. Young**  
Staff Accountant

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- Tamar Earnest, MD**  
Rabbinical Student  
Retired Section Head  
Pediatric Trauma Lehigh  
Valley Hospital
- Gloria Hamm, RN**  
Nursing Supervisor  
LVHNN
- Donald R. Miller**  
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Mack Trucks
- Kevin Moyzan**  
Retired Fire Commissioner  
City of Bethlehem
- David W. Schmidt**  
Firefighter  
Allentown Fire Department
- Mathilda Sheptak**  
Deputy Executive Director  
Pocono Mts. Vacation  
Bureau, Inc.
- Ralph Slider**  
Retired Deputy Chief  
City of Allentown
- Ellwyn D. Spiker**  
Retired CEO  
Lehigh Valley Hospital
- Steven C. Weidner, CPA**  
Partner  
Reinsel & Company, LLP



BPF staff (l to r): Lori Young, Kathy Ray, Jessica Wischner, Dan Dillard, recent retiree Jean Hertzog, and Susan Numbers.

## BPF Strategic Goals

In 2006, the BPF staff implemented several actions related to six key strategic objectives set forth in 2005 Strategic Long-Range Planning guidelines. The goal has been to ensure fiscal stability and program penetration of core services to those at greatest risk. Accomplishments include:

- A board-designated reserve fund established at Lafayette Ambassador Bank
- A successful launch of the “Spirit of Courage” Award event partnered with Lehigh Valley Hospital and Valley Preferred
- Increased market penetration of SDRCC and the Great Escape Program from 28% to 68%
- Recognition as an educational improvement organization by the Pennsylvania Department of Community and Economic Development (EITC).

The board approved the following enhanced objectives:

**Strategic Objective 1:** Create a board designated reserve fund with sufficient cash to provide for a minimum of 4-months operation (\$225,000) within five years.

**Strategic Objective 2:** Increase annual market penetration of “Stop, Drop, Roll, Cool & Call” Program and the “Great Escape Program” to 75% of total 2nd - 5th grade population and 6th - 9th grade population, respectively. (Currently 68%).

**Strategic Objective 3:** Increase annual market penetration of Fire Safety House Program to 50% of targeted K-4th grade population. (Currently at 26%)

**Strategic Objective 4:** Expand geographic reach and service capacity of the Juvenile Fire Setter Program. (Currently 2-counties; 40 families/year)

**Strategic Objective 5:** Increase partnerships/fee for services funding to contribute 50% of annual operating income. (Currently 28%)

**Strategic Objective 6:** Maintain an effective partnership with Lehigh Valley Hospital Regional Burn Center that will offset expenses on existing and future events.

## Fire Safety House Update

The Foundation is pleased to announce the appointment of a new Fire Safety House Program Director, Jessica L. Wishner. While 2006 brought a change in program leadership with the retirement of Jean Hertzog, Jessica’s innovative ideas and initiative to expand the program through partnerships with fire companies who own their own Fire Safety Houses are encouraging. FSH instructors trained 16,578 children and adults despite the transition to a new director and “downtime” for necessary repairs on several houses. Substantial repairs to the Allentown house were completed thanks to donated services of the Lehigh Carpenter’s and Electrical Unions. Repairs required for the Northampton house will be also be completed through the same partnership for the Spring 2007 season. Plans for a “mini-capital campaign” to raise money for a new Berks County House are underway. In the meantime, interest in repairing the current house safely for one more season by local organizations is actively being sought.

Local





**Burn  
Prevention  
Foundation**  
PREVENTION THROUGH EDUCATION

**2006 ANNUAL REPORT**

*The Burn Prevention  
Foundation is dedicated  
to preventing burns through  
education and advocacy.*

[www.burnprevention.org](http://www.burnprevention.org)

Burn Prevention Foundation  
236 N. 17th Street  
Allentown, PA 18104