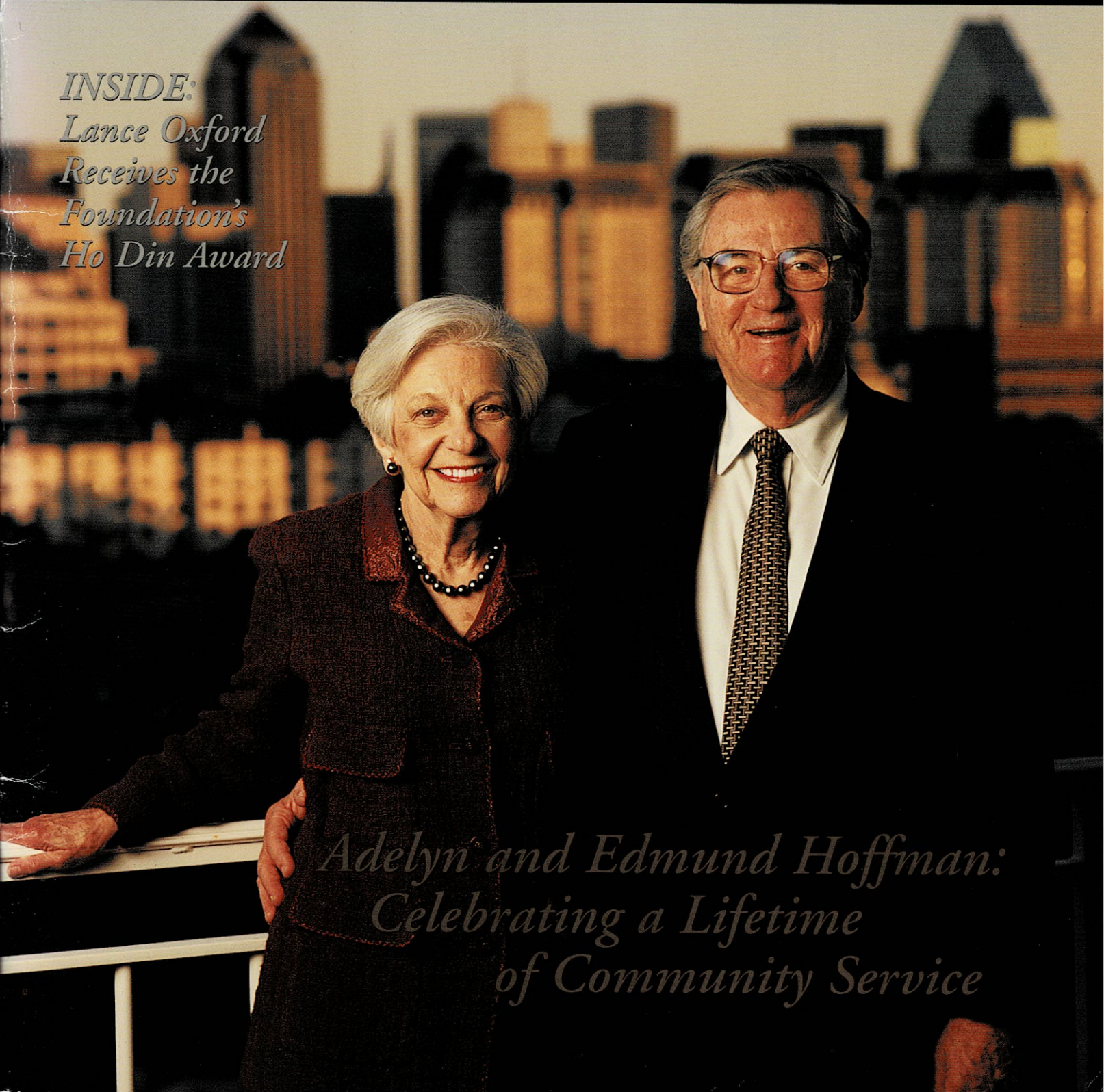


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P E R S P E C T I V E S

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Receives the  
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*Adelyn and Edmund Hoffman:  
Celebrating a Lifetime  
of Community Service*



# A Family Affair

From left to right:  
Edmund, Richard,  
Adelyn, Robert and  
Marguerite Hoffman

## The Hoffmans Reflect on a Lifetime of Community Service

**BY MINDY BAXTER**

**T**HE HOFFMAN FAMILY'S ties to Southwestern Medical Foundation go back as far as the Foundation's beginning.

And while Adelyn and Edmund ("Ed") Hoffman are far from the first or only members of their distinguished clan to support the Foundation, the degree of their generosity and enthusiasm of their involvement makes the couple unique. It places them in esteemed company, among a handful of recipients of one of Dallas' most prestigious philanthropic honors, Southwestern Medical Foundation's Charles Cameron Sprague Community Service Award.

Named for Charles Sprague, M.D., former president of The University of Texas Southwestern Medical Center and chairman emeritus of the Foundation, the community service award recognizes individuals who have provided significant support to the fields of health care, medical education and medical research.

Ed and Adelyn Hoffman have served the Foundation through volunteer work and major financial support for nearly 40 years. Their two sons and daughters-in-law, Robert and Marguerite Hoffman and Richard Hoffman, M.D. and Pam Shillam, have also made significant contributions to medicine and philanthropy.

Together, the family members have established a tradition of philanthropy and leadership they hope to pass to the next generation.

Ed Hoffman and his son, Robert, are former co-chairmen of The Coca-Cola Bottling Group (Southwest). Ed Hoffman and Robert Hoffman are now co-chairmen of Automated and Custom Food Services. Robert's wife, Marguerite Steed Hoffman, was an art dealer for many years but now dedicates the majority of her time and energy to community service. Richard Hoffman, M.D., a graduate of Southwestern Medical School, and his wife, Pam Shillam, are Denver-based epidemiologists. Richard Hoffman is the state epidemiologist and chief medical officer for the Colorado Department of Health.



Edmund Hoffman

A FEW WEEKS BEFORE RECEIVING THEIR AWARD, Ed and Adelyn Hoffman sat down with their family to discuss service, leadership, philanthropy, the Foundation and their friend, Dr. Sprague:

*Ed and Adelyn, you first learned about UT Southwestern through volunteer work at the American Heart Association. What were your first impressions of the medical center and how have those initial impressions changed over the years?*

ADELYN: That's how we got interested in health. Ed's uncle was one of the original donors for Southwestern Medical College. A group of Dallas citizens went together to form Southwestern when Baylor went to Houston, and his uncle was one of them. So we always had a fond feeling for the medical school. Later, we had a son interested in becoming a doctor.

ED: The school has really grown, with more faculty and scientific projects. They've been doing better and better medicine, treatment and research.

ADELYN: Our interest just built through the years. I have to say Ed has always been a very generous and charitable person, and he always had the desire to help. And I'm sure as long as we're around, we're going to keep giving money. We feel that we should share it.

*Ed, you've been a trustee of the Foundation for many years, as well as a member of the executive and finance committees. After years of giving both time and money, what makes you continue your service with this organization?*

ED: I just think it's a great place to work. In the scientific world, there's always something new. There's new medicine or a new operation, so it's an ongoing, everyday, every-week, every-year thing. And it's impressive. You've got bright, bright people at UT Southwestern, and I guarantee you that over a period of years, Southwestern Medical School has become probably one of the top three or four schools in the country. That's because they've had great people and great leadership.

ADELYN: When they discover something, a huge number of people are helped. You're not helping just a few people in Dallas; you're helping the whole world. Take Dr. Charles Pak. He makes osteoporosis discoveries that affect every woman's life. Because of his work, you may not end up with a broken hip when you're old. There are so many other people over there just as smart as Dr. Pak.

*You've twice made major financial gifts to Southwestern Medical Foundation including the Adelyn and Edmund M. Hoffman Distinguished Chair in Medical Science and the Adelyn and Edmund M. Hoffman Endowment for Excellence in Osteoporosis Research at UT Southwestern. Why do you choose to be so generous with your financial resources?*

ED: I think it's more an investment than a donation. The dividends are high.  
ADELYN: Everyone has different interests. We give to the symphony, and we give to the art museum because we enjoy those things. But I think the biggest benefit to people is going to come from medical research.

*How do you think the Dallas community views Southwestern Medical Foundation and the medical center?*

ADELYN: I think the Dallas community really appreciates UT Southwestern. The medical school is first-rate. It's amazing what UT Southwestern has done. The quality of medicine here in Dallas is better because of UT Southwestern.

*How do you choose the areas you donate to?*

ADELYN: We give in areas that interest us. We like to contribute through Southwestern Medical Foundation because we've been involved in it for so long. I like to follow what I'm interested in and see what's happening.

*Robert and Marguerite, both of you have a long history of active involvement in the Dallas community. You've given time to the Boys & Girls Clubs of Greater Dallas, the Dallas Arboretum, St. Mark's School of Texas, Planned Parenthood of Dallas and Northeast Texas, and the Dallas Museum of Art. Why work so hard? What rewards do you get from your service?*

MARGUERITE: I think it's incumbent upon people who have been blessed with a lot of resources to volunteer. I also think that it's important to work with the disenfranchised. People who have a seat at the table must speak for those who don't. What undergirds that for me is that it feels good. Besides my family, it's the thing that makes me feel the best about being a human being. I find that very rewarding and very gratifying. So I hope I always have the ability, on some level, to either be an active volunteer or a philanthropist.

ROBERT: We had a family culture going back before my parents' generation of participating in civic activities. So I grew up in an atmosphere of thinking that public service was something that you did, and it was almost taken for granted that if you had the ability to be involved, you would be.

In addition to that, while at St. Mark's School I became very aware of Dallas leaders and the contributions they had made to the Dallas community. You had people like Eugene McDermott, Cecil Green and Ralph Rogers, who set a very high standard for active lives of achievement and involvement. So, for me, that's what set the stage.

In the early 1980s, Ralph Rogers also beat into me that I should be involved in the medical school and the Arboretum. He felt those two were going to be the premier not-for-profit institutions in the Dallas area. It's clear the medical school is one of the greatest institutions in the world, and the Dallas Arboretum is one of about a half-dozen top public gardens in the United States, so I think Ralph Rogers' vision was absolutely accurate.

*Robert, your work with the Dallas Plan focused, in part, on bringing the biotechnology industry to Dallas. How does UT Southwestern fit into that plan?*

ROBERT: It would be impossible to consider Dallas as a significant biotechnology industry center without UT Southwestern. Because of the enormous amount of basic research done at UT Southwestern, Dallas has an incredible advantage over most other places in the United States in developing biotechnology businesses here.

UT Southwestern is spending about \$175 million a year right now on basic research and that is expected to go to \$350 million within 10 years. To put that in context, San Diego has about the same amount of research in place from Scripps, the Salk Institute and University of California, San Diego, com-

Adelyn Hoffman





Marguerite and Robert Hoffman

bined. There are 110 or 120 biotech companies in San Diego, but currently there are at most half a dozen in Dallas. So you can see the potential that biotech has for development in Dallas because of the powerhouse that UT Southwestern is.

You talk about doing all this volunteer work — I wouldn't know anything about biotech without The Dallas Plan. I mean, we spent two years developing a biotech strategy for the city. We went all over the country during that time to find how we can do this right in Dallas. It's the first time the city and county have worked together on something like this, and everyone's really enthusiastic. I think it's great for the city, but I personally got a huge amount out of it because I learned about these things I had no appreciation for. I'm not an expert, but I've been exposed to it in a way that I find really fascinating.

*You and Marguerite have agreed to chair the President's Research Council this year for UT Southwestern. Why did you decide to accept this position and what do you hope to accomplish?*

ROBERT: We've been involved in the President's Research Council since we've been married, and we find it a fascinating organization because it gives you access as a layperson to cutting-edge medical research at Southwestern. We've met a lot of really interesting people we never would have known had we not been involved with PRC. But the flip side is it's an organization that allows the medical center to interact with a much broader community than it would normally. We think that's really an important part of the future development of the medical school — exposing what's going on there to as many people in the Dallas community as possible.

*Richard, you decided to pursue a career in medicine. Did your parents' interest in medicine spark your interest? What made you choose to be a physician?*

RICHARD: When I was about two or three, I had a little toy stethoscope set and started listening to my great grandmother's chest. So my mother, grandmother and the rest of the family thought that was neat and wanted me to be a doctor. They reinforced the idea, and I kept saying it, and they were supportive. When I said I wanted to be a fireman, I didn't get as much positive reinforcement.

I have an uncle who's a professor of physiology at Yale University, so my father's interest in the American Heart Association, my mother's interest in me being a doctor, and my uncle being a physiologist — all those sort of combined. I also think there's something genetic about it in that my brother and I are fairly quantitative.

When I was practicing medicine, I thought I had good bedside manner, and I still have a good emotional connection with patients, but there's a part of my brain that's quantitative. That's what an epidemiologist is all about. I like seeing how trends and population data can be used to prevent disease.

*As a graduate of UT Southwestern, do you think your parents' contributions make a difference at the school? How?*

RICHARD: I certainly hope they do. I'm really proud of my parents for what they've done to support the medical center. They've had a longtime interest in the school through their connections with the American Heart Association, and they got to know some of the faculty members such as Dr. Seymour Eisenberg and Dr. Jere Mitchell, who became role models for me. I was able one summer to have a job in one of Jere Mitchell's laboratories. I later went on to Southwestern and graduated. My later training was outside of Dallas, but my parents' interest in the medical center continued. They have really wanted

to support the educational institutions here in Dallas, and I know they care a lot about Southwestern.

*How did you choose to work in public health? What part of your work brings you the most satisfaction or sense of accomplishment?*

RICHARD: Early in my career, I was practicing by myself in a town of 600 in southern Colorado. I was a part of the U.S. public health service as a National Health Service volunteer. There were only four doctors on the staff of the area's rural hospitals, and they assigned the infection control and respiratory therapy duties to me.

When we were preparing for hospital accreditation, our guidance came from the Centers for Disease Control and Prevention (CDC), and at the end of my two-year tour of duty I was ready for more training. I signed up for a two-year training program at the CDC called the Epidemic Intelligence Service and was assigned to New Mexico. The kinds of problems that we encountered and worked on in New Mexico were quite interesting and typical of public health as it is practiced in the United States. That's what really spurred me into public health. I got turned on by these medical investigations, medical detective work, looking at the population level of health, not just the individual level.

*Did your parents teach you about philanthropy growing up?*

RICHARD: No, they didn't teach me about philanthropy. What they taught me was the importance of family and having family love and generosity. So philanthropy is not the word I would use. Generosity or charity would better describe it. My parents have always been very generous. Family love and charity create a positive feeling about the whole community, so I think that's what I got from them. The word philanthropy sounds a little formal for the qualities they imparted to me.

*Adelyn and Ed, your family has established a long history of dedication both to health care and philanthropy. Why do you continue to make the two a priority in your lives? Is this something you taught your children growing up?*

ADELYN: I certainly hope so.

ED: Well, it's just a part of our lives; that's all I can say. I don't consider it in the sense that I say, 'Here is a family value.' That's not our approach.

ADELYN: We're hopeful we can give more. We've set up a family foundation to keep it going. We want our grandchildren to come to foundation meetings to help decide what grants to give. They're going to be here long after we are, and that's the way you learn.

*What does recognition of your family's philanthropic leadership, through awards like the Charles Cameron Sprague Community Service Award, mean to you?*

ED: Charlie Sprague is a great guy, a great personality, a strong leader and a lot of fun to be with. People like him — or love him. Because of that, people will do things for him they won't do for others.

ADELYN: Charlie brought the school along, and then Kern Wildenthal came in and put the icing on the cake. I really think the medical school is so lucky to have Kern follow Charlie. To have another such outstanding leader follow is unusual.

ED: Charlie Sprague did a great job. There wasn't anybody who could have done it better at the time. It's a compliment to us or anyone else to get the Sprague award.

ADELYN: Recognition's not the reason we give, though. In fact we're both a little embarrassed. ■

Dr. Richard Hoffman

