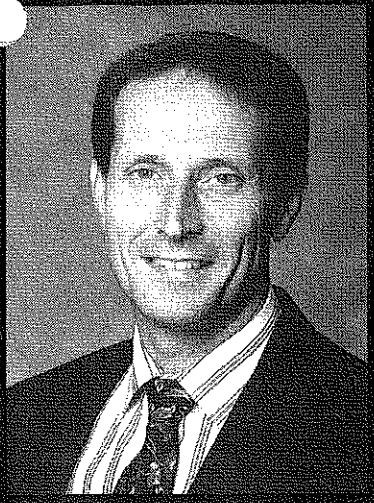


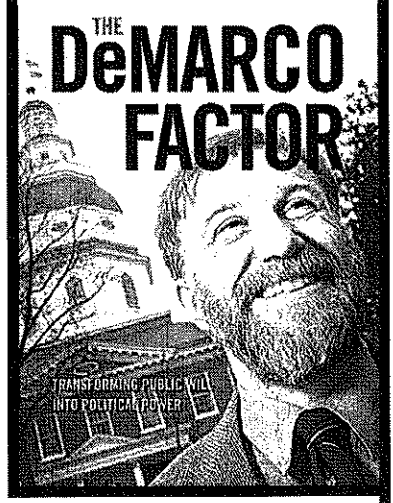
LARRY BECK
GOOD SAMARITAN HOSPITAL



In high school in Detroit, Larry Beck was a 132-pound tight end. He took a pounding but, with the encouragement of the assistant football coach, he never gave up. In his 20 years at Good Samaritan, Beck served as a coach to the hospital's 2,400 employees. Arriving in 1990 as executive vice president, Beck was named president in 1994 and led the hospital until January, when he stepped down to pursue personal interests; he remains with the hospital as a part-time consultant. During his tenure, Good Sam blossomed. Improvements included a new, state-of-the-art emergency department; a Good Health

Center, which emphasizes disease prevention and community outreach; new operating rooms; and more floors of inpatient beds. It was not uncommon to see Beck walking the halls, picking up stray bits of trash or escorting patients. He also was known to call or visit patients who complained of bad experiences during their stay. For Beck, leading a hospital is "more than data and construction," says Jeffrey Matton, Good Sam's new president. "It's about people."

VINCENT DEMARCO
MARYLAND CITIZENS' HEALTH INITIATIVE



Vincent DeMarco is president of the Maryland Citizens' Health Initiative, a Baltimore-based coalition of more than 1,000 organizations that seek to ensure high-quality, affordable health care for all Marylanders. The nonprofit group was behind the effort that resulted in Maryland's 2007 Working Families and Small Business Health Care Coverage Act, which expanded health coverage to 55,000 uninsured parents in the state. This brought Maryland from 44th in the nation to 16th in health care coverage for adults. The coalition also helped enact a \$1-per-pack increase in the state cigarette tax, which helped to pay for the health care expansion. Partly as a result of the effort, Maryland now has the fourth-lowest smoking rate in the nation. In 2008 alone, 74 million fewer packs of cigarettes were sold in Maryland compared to the year before, DeMarco reports. His focus for 2010?

"I look forward to building on the success of 2007 to achieve our goal of health care for all Marylanders."



A plastic surgeon certified by the American Board of Surgery and the American Board of Plastic Surgery, and a member of the American Society for Aesthetic Plastic Surgery, Larry Lickstein performs a variety of procedures at the Towson-based Cosmetic Surgery Center of Maryland. He is especially involved, however, in breast reconstruction surgery for breast cancer patients. Because of his daily interactions with these patients, Lickstein and his wife established The Larry and Lori

Lickstein Foundation to raise money and awareness of the needs of breast cancer patients in Maryland. A graduate of the New York University School of Medicine, Lickstein receives rave reviews from his breast cancer patients. Wrote one patient to Lickstein: "Thank you so much for your dedicated, professional care and support during my recent surgeries to restore my body after a mastectomy. The cosmetic result is outstanding! Your surgical skills have brought me a long way from that numbing day when I first heard, 'I'm sorry, but you have cancer.'"



LARRY LICKSTEIN, M.D.
COSMETIC SURGERY CENTER OF MARYLAND

A breast cancer survivor herself, Baltimore resident Ilene O'Connell is the first education volunteer for the Komen Maryland speakers' bureau, which was established in 2008. Calling O'Connell "professional, knowledgeable and passionate," Rachel Carlberg, the volunteer coordinator for the Maryland Affiliate of Susan G. Komen for the Cure, says O'Connell also "welcomes the opportunity to share her experience with others, demonstrating a clear commitment to educating those around her through her own story as well as her strong knowledge base." Continues Carlberg: "[O'Connell] is a clear example of a warrior against breast cancer, choosing to dedicate her time and efforts to educate those around her. Komen Maryland and the surrounding community [have] clearly benefited from Ilene's passion and commitment to the cause of ending breast cancer."



ILENE O'CONNELL
MARYLAND AFFILIATE OF SUSAN G. KOMEN FOR THE CURE