

# THE JOE AND VIRGINIA SCHMISSRAUTER CENTER FOR CANCER SUPPORT

"As a tribute to our parents, we want to contribute to a resource that will relieve the stress and anxiety of families on the journey with cancer. We hope Mom and Dad's name will raise awareness of the value of this center at Memorial and inspire others to join us in strengthening its outreach."

—Mark, Joe III, and Kurt Schmissrauter and Hilda Schmissrauter Murray

**W**hen Hilda Murray was serving on Memorial's Board of Directors, a resource center for cancer patients and their families was a concept in development. "My brothers and I had just gone through the stress and anxiety of managing many of the details and decisions related to our mother's cancer care, and others on the board had personal experience with cancer," Hilda says. "We talked to many patients and family members and asked them, 'What did you wish for?' 'What would have helped you most?'"

Most wanted a "wayfinder," someone with expertise to guide them, to give them information on their options, and help them sort through the decisions that must be made. Patients wanted to have the highest possible quality of care here in Chattanooga where they could be close to their families.

The vision for a center to provide compassionate and professional guidance and support became reality in June 2002. Everything in the Centers for Cancer Support (formerly the Cancer Resource Centers) at Memorial Hospital and Memorial North Park Hospital has been planned to make it easier for the patient and the family, to give them confidence that they are doing what is best.

"The team approach with all the doctors from the various specialties meeting together and focusing on



This portrait of Joe and Virginia Schmissrauter, painted by their grandson Reagan Schmissrauter, will hang in the Center for Cancer Support at Memorial Hospital.

your case is so important," Kurt Schmissrauter points out. "When our mother was battling lung cancer, we found ourselves trying to interpret all the information as we went from one doctor to another. How wonderful it would have been to have guidance from a team of professionals."

To ensure that this community center is ongoing so it can continue to enhance care and be available to everyone, the Schmissrauthers encourage others to

provide support.

"Our hope is that the Joe and Virginia Schmissrauter Center for Cancer Support will be an oasis for families, eliminating fear and providing the information and support that will allow them to treasure every precious moment."

*For more information on how you can make a donation to the Centers for Cancer Support, please visit [www.memorial.org/foundation](http://www.memorial.org/foundation).* ■

## The Schmissrauter Family

**F**or more than 80 years, the Schmissrauter family has been known in Chattanooga as successful business owners and leaders in their church and community.

Joseph A. Schmissrauter, Sr., founded TPC as Textile Printing Company in 1924

when he purchased some used printing equipment for \$250. "Smitty," as Joe Sr. was known, established the company philosophy that "The customer is at the top of the organizational chart."

He instilled this same philosophy in his only son, Joe Jr., who provided the leadership to make TPC one of the

strongest independent folding carton companies in North America. Upon Joe Jr.'s death in October 2000, ownership passed to his children, Joe III, Mark, Kurt, and Hilda. This present ownership is committed to remaining customer and community focused. ■