

COLUMBUS BUSINESS FIRST

DECEMBER 22, 2006

VOL. 23, NO. 17

THE CENTRAL OHIO
BUSINESS AUTHORITY

columbus.bizjournals.com
columbus.bizjournals.com

2 SECTIONS 52 PAGES \$2.00

Red tape
*Bank organizers
have to wade through
maze of regulations.*
Page B1



Satisfaction
*Entrepreneurs
balance growth,
quality of life.*
Page A17



The right note
*Kathy's Care Cards
deliver messages
of support.*
Page A6



columbus.bizjournals.com

New Albany hospital deal puts Mt. Carmel in northeast growth path

Driver for purchase was staking claim to burgeoning population centers

BY JEFF BELL | BUSINESS FIRST

Mount Carmel Health System has put another stake in the ground on Franklin County's east side with its decision to buy the New Albany Surgical Hospital.

The deal, finalized Dec. 18, gives the Catholic hospital system an unbroken chain of hospitals from Mount Carmel East near Reynoldsburg to St. Ann's in Westerville. And Mount Carmel continues to work with Lancaster's Fairfield Medical Center

on plans for a health center in Canal Winchester southeast of Columbus that could eventually become a hospital.

The New Albany Surgical Hospital sits north of Route 161, near the section of highway being widened to four lanes through Licking County to Granville. That means the 42-bed hospital should be positioned to serve an expected boom in housing growth

linked to the expressway project.

"That whole area is opening up," said Jack Kessler, chairman of New Albany Co., which has large land holdings along the highway. "It makes a lot of strategic sense for Mount Carmel."

The New Albany hospital's location was one of the keys to the deal, said Mount Carmel.

- SEE ACQUISITION, PAGE A22



Chamber eyes HO at Lazarus

What's On Your Office Wish List?



Dublin

L · U · X · U · R · Y



Gahanna

E · L · E · G · A · N · C · E



Worthington

V · A · L · U · E

Whether you are looking for luxury amenities or start-up value, The Stonehenge Company has the right office space for any small, medium, or large business. With office properties and build-to-suit opportunities throughout Central Ohio, Stonehenge will deliver the ideal location and product for your company.

Please call 614-475-7200 for more information.



www.Stonehenge-Company.com
www.CreeksideGahanna.com



Westerville nurse raising money, awareness through cards, calendar

BY KATHY SHOWALTER | BUSINESS FIRST

Guy Kinser of Galloway felt helpless during the nine years his late wife, Joyce, battled cancer.

So when she had asked him this spring to pose for a calendar that would raise money for nursing scholarships, he did.

"There was nothing I could do but be with her and stand with her through her surgeries," Guy said. "That picture was for her."

The Men Behind the Women Battling Cancer calendar pays tribute to Kinser and about a dozen other men who have supported women dealing with the disease. It's sold at CVS Corp. drugstores in Westerville, New Albany and Granville and online at kathyscarecards.com.

So far, Kinser has purchased quite a few in memory of his wife, who died in August.

"I'm giving them away to family and friends at Christmas," he said.

The calendar is the work of Kathy Boston, a Westerville radiology nurse who founded



K. Boston:

Kathy's Care Cards three years ago to make cards more appropriate than run-of-the-mill get-well greetings for women with cancer. The idea for the business came when she couldn't find a suitable card of respect for fellow nurses, like Joyce Kinser, who were fighting cancer, themselves, while

still taking care of patients.

"They were my heroes," Boston said.

Boston and Kelly Howe, marketing director for Kathy's Care Cards, think the calendar and the card line promote healing by getting people to talk about their illnesses.

"(Our cards) open the lines of communication," Howe said.

Boston has expanded the line to about 100 cards dealing with a variety of life-altering



JANET ADAMS | BUSINESS FIRST

Nurse Kathy Boston started Kathy's Care Cards for fellow nurses who were fighting cancer.

events, including miscarriage and addiction.

Howe said store owners react similarly when the cards are pitched to them.

"They'll say, 'My sister has this,' or 'My mom has that,'" Howe said. "A wall sheds away. People want to share."

Boston wants to open her own store and is hopeful the company becomes a household name.

"In five years, you'll be able to walk in any store and see Kathy's Care Cards," Boston said, "and whether someone's battling whatever disease, you'll know there will be a card there."

614-220-5458 | kshowalter@bizjournals.com

Performer, King center in trademark tussle

BY KEVIN KEMPER | BUSINESS FIRST

The Martin Luther King Jr. Performing & Cultural Arts Complex is facing a trademark lawsuit from a performer.

Columbus performance artist Patricia Wynn Brown sued the King arts center Dec. 13, accusing it of breaking an oral contract to hire her for a performance, then using her trademarked performance name to advertise a competing program.

The center's executive director said any trademark claims stem from a misunderstanding.

"We understand that she would like to think there was an oral agreement, but we do everything in writing," said Barbara R. Nicholson.

In the suit, filed in U.S. District Court, Brown accuses the center of trademark infringement, false representation, copyright infringement and breach of contract, and is seeking \$35,000 in damages.

Brown could not be reached for comment.

The dispute stems from an April production of Brown's "Hair Theater in Black and White," a comedy in which she discusses women's history through the evolution of women's hairdos. Brown performed it at Komen Columbus' Gather for the Cure.

She claimed she was approached by Nicholson, who wanted Brown to hold a sim-

ilar performance for the King arts complex's 2006 to 2007 season, according to the suit.

Brown alleges she and the arts center had an agreement for her to perform "Hair Theater" in March 2007. The lawsuit said Brown forwarded advertising copy and logos to the center so tickets, programs and advertising could be produced.

Brown discovered in June that the arts center was advertising a similar show with a different performer under the same name.

"We were not aware that 'Hair Theater' was trademarked," Nicholson said. "It was removed from Web sites, and we immediately ceased using it."

The complex changed the name of the show to "Hairpolooza," but the playbill was in print and could not be changed, Nicholson said. The theater program included copyrighted material Brown wrote to describe her show because an intern working at the complex mistakenly included it in the description.

Nicholson said she attempted to resolve the issue with Brown, but since a lawsuit has been filed, the situation will have to be handled in court.

"We certainly understand her wanting to protect her trademark," Nicholson said.

614-220-5460 | kkemper@bizjournals.com