

Dr. Phillips Legacies

Enriching the Community with the Fruits of Our Labor

Volume 1, Fall 2006

The Dr. Phillips Legacy

Long synonymous with central Florida, the Dr. Phillips name has had a philanthropic and economic presence in the community since the turn of the 20th century. Once considered the largest citrus producer in the world, the Dr. Phillips companies share a rich history spanning several generations; culminating in the establishment of two distinct funding organizations, *The Dr. P. Phillips Foundation* and *Dr. Phillips Inc.*, perhaps best known for their support of central Florida community programs through specialized grant funding.

Roots

Philip Phillips, who would later be known simply as "Doc," was born on January 27, 1874, in Memphis, Tenn. Born to French supply merchant Henri Phillippe and his wife Isabelle, Phillips spent much of his childhood in Lebanon, Tenn., later attending a prestigious medical school on the east coast.



After studying at New York's Columbia University, earning the title that would become a moniker for central Florida citrus, Dr. Phillips gave in to his entrepreneurial spirit and made the decision to forgo the practice of medicine and move south, toward a land of new opportunity.

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The Dr. Phillips Legacy

Endowed with \$5,000 from his father, the young doctor made his way to Florida where he purchased his first orange grove in Satsuma in 1894, laying the foundation for what would become his rather ambitious dream of being central Florida's citrus king.

An unfortunate victim of chance, Dr. Phillips lost everything when, in early 1895, Florida suffered one of the most devastating freezes in state history. Two days of below-freezing temperatures and acres of worthless trees forced the doctor to move back to his home state of Tennessee, battered, but far from beaten.

Sand in His Shoes

In the years that followed, Doc made a life for himself in Tennessee, though it is hard to say with certainty how his time there was spent. Some say that he opened a small medical practice and even became an investor in a local hardware store, all the while continuing to explore the possibilities of the fledgling citrus industry. In fact, Dr. Phillips spent much of the late 1890s buying up small groves during brief visits to central Florida; a prudent move that would eventually bear fruit.

The sand still in his shoes – and success on his mind – in 1902, Dr. Phillips packed his bags and once again made his way south; this time with his sights set on Cuba and the promise of great economic potential. Political unrest made him rethink his final destination though, and Doc found himself once again in Florida, this time settling in Kissimmee where he established a small cattle business he intended to grow alongside the orange groves.



Not long after his arrival, however, Dr. Phillips found himself pulled from the herds, drawn back to citrus and the maintenance of his many small groves. In 1905, Doc moved his family from Kissimmee to

Orlando purchasing a grove on the south side of Sand Lake after being assured that the area was “frost free.” The grove managed to survive until the early ‘60s when it was provided to Orange Regional Hospital for the creation of Sand Lake Hospital; the Dr. Phillips name, however, would prove to outlive even the family that bore it.

A Family's Name

In the early years of his career, Dr. Phillips made the acquaintance of a young woman by the name of Della Wolfe, a southern debutante and daughter of a wealthy Mississippi cotton planter. Educated in the finest New Orleans finishing schools, Della was a woman of culture and refinement and, arguably, one of the greatest influences on the ambitious young doctor.

Not much is known about the circumstances surrounding the Phillips' first meeting, their



courtship or even the early years of their marriage. What is beyond dispute, however, is the steadfast resolve with which Della turned their Lake Lucerne home into a cultural refuge for Doc and their two children, Howard and Walter.

Born on the 27th of March 1902 in Lebanon, Tenn., Howard Phillips represents the family's triumphant march into the second half of the 20th century and the solidification of the Phillips name as a force in central Florida philanthropy. Harvard educated, temperate, a man of many interests, Howard Phillips was charged with carrying on his father's legacy. From the very beginning it was known that Howard, above all else, was well-suited for the task.

Howard's younger brother Walter, born on the 27th of November 1905 in Kissimmee, was a man who loved the land and the lakes and the many groves that spanned much of the central Florida skyline. Not enticed by higher education, Walter spent much of his youth working out in the field, learning the trade from his father's most trusted employees. Not built for the business in quite the same way as his elder brother, Walter was bought out of the company shortly after World War II and spent much of the rest of his life at his home on the shores of Big Sand Lake.

From Plenty to Patronage

From very early on, Della and Doc shared their love for the finer things in life with those around them. Both avid musicians, the Phillips were early patrons of the arts in Orlando and many Sunday afternoons were spent in the parlor of their Lake Lucerne home reveling in the talents of many world-class musicians. In fact, these frequent sessions gave rise to the Mendelssohn Club, a precursor of the Florida Symphony that was funded in part by the generous gifts of the Phillips family.

From delivering turkeys to the families of his field hands on Christmas morning, to establishing a hospital for the sole purpose of caring for local black families, to planning an entire community around the needs of his employees, Doc Phillips was a pioneer in far more than just central Florida citrus. He was a visionary in the realm of human need, and a man worthy of the epitaph: “Under his hand, the wilderness bore fruit.” Indeed, Dr. Phillips tamed the wilds of central Florida and we continue to benefit from the fruits of his labor.

In the next several issues we will continue to explore the life and legacy of Dr. Phillips and the companies that bear his name. From market innovations to land development to community service and works of charity, the Phillips history is alive with stories of accomplishment, leadership and visionary insight. We hope you will join us in our journey through the life of this family that has, for more than 100 years, helped to define central Florida.

Hospital Renamed in Honor of Dr. P. Phillips

In continued efforts to positively impact the lives of the area's residents, Dr. Phillips Charities recently pledged \$5 million in support of Orlando Regional Healthcare's major capital and program needs. This is the largest gift in the 53-year history of Dr. Phillips Charities. In recognition of the sustained major support of Dr. Phillips Charities over the years, Orlando Regional Healthcare is pleased to announce that Orlando Regional Sand Lake Hospital will soon become Dr. P. Phillips Hospital.

As John Hillenmeyer, president and CEO, Orlando Regional Healthcare observed, "there is no name more appropriate or more aligned with our mission of caring in this community than that of Dr. P. Phillips. Our Sand Lake facility is located on the land once occupied by Dr. Phillips' orange groves. In response to the growth of this area, Sand Lake Hospital is now in the early stages of a major expansion which will more than double the size of the current facility from 150 to more than 300 beds. It was because of the generosity of Dr. Phillips Charities that we were able to acquire this land and build the hospital more than 20 years ago. We are very proud of our shared heritage of caring for residents and visitors to central Florida."

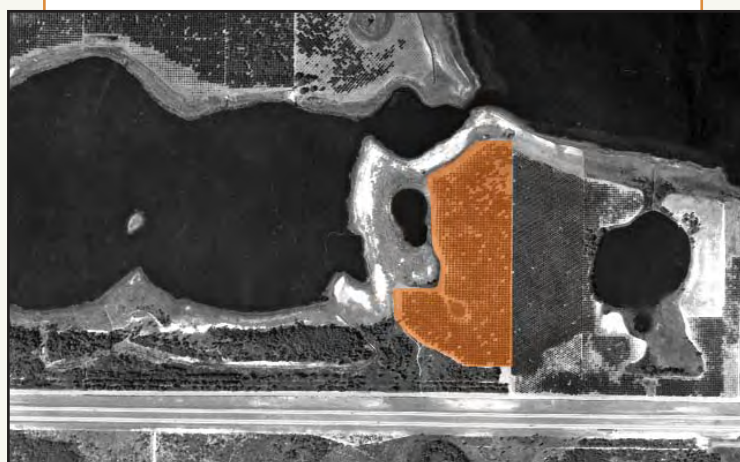
Dr. Phillips Charities' passion for helping people in the community and history of awarding grants to deserving central Florida nonprofits led them to Orlando Regional Healthcare, which has become one of Florida's largest private, not-for-profit hospital systems. Its lineage started with 50 beds at Orange General Hospital, which opened its doors on Nov. 5, 1918. The vision of a small group of Orlando's physicians was the beginning of a tradition that has served this community for 88 years. Through World Wars I and II, and the Great Depression, the doctors, nurses and staff served the people of central Florida providing the highest level of care and offering cutting-edge technology.

As Orange General Hospital grew, the names changed and the system developed, but the same quality care continued for the people of Orlando and central Florida. On May 30, 1946, in

honor of the veterans from World War II, the hospital's name changed to Orange Memorial Hospital. Always working to meet the health care needs of Orlando, a nursing school developed along with the medical education program to train doctors. On March 1, 1977, board members from Orange Memorial Hospital and adjacent Holiday Hospital came together to form Orlando Regional Medical Center Inc. In recognition of the system's major growth throughout the 1980s, the current name, Orlando Regional Healthcare, was added in 1992.



An artist's rendering of the new Dr. P. Phillips Hospital addition.



An aerial view, dated 1967, of the Dr. Phillips orange grove where the hospital would later be built.

In 1905, Dr. Phillips purchased a grove on the south side of Sand Lake. Ultimately, this became the site where these two traditions that have served central Florida for generations came together. In 1981, Orlando Regional Healthcare purchased the orange grove from Dr. Phillips that became the site of Sand Lake Hospital. In 1985, Orlando Regional Healthcare opened the doors of Sand Lake Hospital. Sand Lake Hospital has served Orlando for 21 years and continues to offer a full range of services including a 24-hour emergency department, critical care unit, cardiac catheterization/angiography lab and stroke center. The hospital's name will change on Jan. 27, 2007. Dr. P. Phillips Hospital's new birth date is particularly symbolic – it is also the birthday of Dr. P. Phillips.

This momentous renaming announcement brings Dr. Phillips Charities and Sand Lake Hospital to the brink of a new era. The gift from Dr. Phillips Charities allows the hospital to expand its capacity and keep pace with the rapidly growing demand for health care services in southwest Orlando.

The complementary heritage of both organizations lends itself to a successful partnership and the tradition will continue assuredly. Dr. Phillips Charities are proud to lend their name – *their legacy* – to a facility and a system unmatched in their commitment to providing central Florida with extraordinary patient care and comfort.

Awarded Grants

Dr. Phillips Charities has announced that its charitable giving during only the third quarter of 2006 to central Florida nonprofits exceeded \$1 million. Among the benefactors:

Big Brothers Big Sisters of Central Florida Inc. \$35,000

Funding will support the hiring of an additional Enrollment and Match Specialist, who will serve an additional 35 at-risk children in one-to-one, professionally supported mentoring relationships for one full year.

Orlando Museum of Art Inc. \$307,875

Funding will go to presenting *American Chronicles: The Art of Norman Rockwell*, scheduled for March 1-May 26, 2008, and will cover the costs of related educational and collaborative programs.

Seniors First Inc. \$57,613

Funds will underwrite Seniors First's new Stepping Stone medical equipment and supply program and will help to purchase a bar code system and sanitizing and lifting/transport equipment.

Osceola County Council on Aging up to \$500,000

The dollar-for-dollar match will fund the central kitchen in the Council's proposed new Senior Center building.

Girl Scouts of Citrus Council Inc. up to \$75,000

Funding will be in increments of \$25,000 each to build three cabins at the Mah-Kah-Wee Program Center if the Girl Scouts of Citrus Council can raise \$75,000 from other funding sources to build three additional cabins.

Intervention Services Inc. \$37,925

A contribution of \$37,925 will support a full-time overnight supervisor and client-related expenses associated with providing low-cost housing for youth aging out of the foster care system in Orange, Osceola and Seminole counties. A contribution of \$31,250 will support a full-time overnight supervisor for the second year.

Center for Independent Living in Central Florida up to \$12,000

The pledge is contingent upon the Center raising the remaining third of the balance needed to purchase a new telephone system to increase their capacity to serve individuals with disabilities in central Florida.

On the Business Front

Looking back at the rich history of Dr. Phillips Charities, we have been fortunate to have the opportunity to touch the lives of tens of thousands of children and families in central Florida. In the past three years alone, more than \$23 million in grants and pledges have been awarded to central Florida nonprofit organizations.

In this, the first-ever Dr. Phillips newsletter, *Legacies*, I want to introduce you to the organizations that make up the Dr. Phillips Charities and tell you a little about our business.

There are two distinct organizations, The Dr. P. Phillips Foundation and Dr. Phillips Inc., both classified as 501(c)(3) charities. The Dr. P. Phillips Foundation was formed by the family when Doc was still alive to further the family's philanthropic activities. As a private foundation, The Dr. P. Phillips Foundation receives most of its income from financial assets and some real estate investments that were made possible by the Phillips family. This income is distributed through grants to charitable organizations in the central Florida area.

Dr. Phillips Inc. generates the income it uses for grants and community contributions primarily through real estate investments and other financial assets. The company has been in the real estate business since the 1920s and currently owns and leases 1.8 million square feet of commercial real estate in Orange County. The company also has an industrial park in St. Cloud, Fla., with vacant lots for sale. Other financial assets include an actively and passively managed equity and fixed income portfolio.

Dr. Phillips Inc. prides itself as a caring, responsible employer and recognizes the contributions of our 25 employees – six with more than 20 years of tenure – who are dedicated to helping our company build and maintain its philanthropic and economic presence in the central Florida community. Skillful management of the company's real estate properties and financial assets have made it possible to continue our donations to nonprofit organizations that focus on educational programs, children and youth services, social services, cultural, and health or rehabilitative programs.

Dr. Phillips Inc. is guided by a board of directors, a group of six with a keen passion for strengthening our community by "helping others help themselves." As chairman of the board, Jim Hinson leads the directors through an objective evaluation of all funding requests and manages the diversity of grantees – from social service and arts to education and health – our grant support totals \$5 million to \$7 million annually.

We plan to continue the Dr. P. Phillips legacy through leaving our philanthropic footprint in the central Florida community for years to come.



Ed F. Furey, III
President, Dr. Phillips Inc.
Executive Vice President/Treasurer, The Dr. P. Phillips Foundation



Greetings

Dear Friends and Neighbors,

Many people recognize the Dr. Phillips name because of the family's long-time presence in central Florida. With the unbelievably fast growth of the area since the arrival of Walt Disney World, many only know the name because of the philanthropic work that has been accomplished in central Florida carrying the Phillips name.



This, the first of many newsletters to come, will introduce you to Doc Phillips, his family and the legacy they left. In future newsletters we will cover in more detail the many accomplishments of Dr. Phillips and his family including the innovations he brought to the citrus industry: the first successful canning of orange juice; aerial dusting; transplanting entire mature groves; printing money; and, producing citrus films to name a few. Then, we will continue with the story of the legacy and what has transpired after the last member of the family died.

At this time in our corporate life, there are no longer any members of the Phillips family alive and all of the Phillips organizations are nonprofit – transferring most of their earnings to the charitable community in central Florida. How all this came about provides food for thought which we will share with you in future newsletters.

We'll also be filling you in on the most recent grants and share a little about the organizations we help and the people of Dr. Phillips Charities. On the business end of things, we will keep you up to date with our real estate business, which generates much of the money that we use in our grant making. We hope you enjoy our first installment and join us as we journey through history with the Dr. Phillips family.

Jim Hinson

Jim Hinson
Chairman, Dr. Phillips Inc. and
The Dr. P. Phillips Foundation

Property Highlight

Dr. Phillips Inc., a not-for-profit corporation, owns and leases commercial and industrial properties in the central Florida area. The revenues that are generated allow Dr. Phillips Charities to continue to respond to the needs of the central Florida community through grants and pledges that directly touch the lives of tens of thousands of children and families each year.

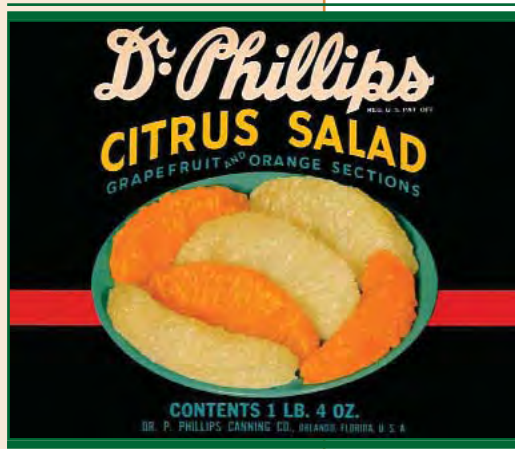
One property that is currently available for lease is centrally located on the western edge of College Park at the intersection of Highway 441 and Princeton Street in the Princeton Commerce Center. Conveniently located on the Lynx bus line and just five minutes from the heart of downtown, the property enjoys easy access to major roadways.



The exterior of the building was recently painted and the interior is in pristine condition. It contains approximately 90,000 square feet of usable space of which nearly 70,000 square feet is air conditioned. An additional 70,000 square feet of adjacent warehouse space may become available in the very near future.

Ready for immediate move-in, the building would be great for a call center, a processing or sorting facility, high tech or light manufacturing or general office. It was completely refurbished in the '90s, has abundant electrical service and natural gas availability, is capable of being rail served, includes a covered loading dock and has plentiful parking.

For more information and a tour of the property, please call one of the Dr. Phillips leasing associates at (407) 422-6105.



Dr. Phillips Grant Award Process

Dr. Phillips Charities has a long history of awarding grants to deserving central Florida organizations whose work directly touches the lives of children and families; in particular, nonprofits that focus on educational programs, children and youth services, social services, cultural and health or rehabilitative programs.

In order to apply for a grant from the Dr. Phillips Charities, visit the Web site to open and print the guidelines and application. It is important to pay particular attention to the dates and time that applications are due as they are distributed three times annually.

Deadlines	Disbursement Periods
January 12, 2007, by 4 p.m.	April 2007
May 11, 2007, by 4 p.m.	August 2007
September 14, 2007, by 4 p.m.	November 2007



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Additional copies of the Dr. Phillips newsletter are available at the Southwest Library at Dr. Phillips and the Dr. P. Phillips YMCA Family Center.

Check it Out

Dr. Phillips Web Site Launch

On Nov. 14, 2006, Dr. Phillips Charities is launching its first Web site in the organization's history at www.DrPhillips.org.

The site will illustrate the organization's abundant history within the central Florida area ... from Dr. Phillips' humble beginnings to the prosperous and philanthropic association that it is today. As well, users can access a searchable database of Dr. Phillips properties available for lease; local area nonprofits can learn how to apply for grants; and, the Web site will introduce the people behind the organization.

Dr. Phillips Welcomes New Associates

Dr. Phillips is proud to welcome the following recent additions to the Dr. Phillips staff, each of whom are dedicated to helping our company build and maintain its philanthropic and economic presence in the central Florida community.

A warm Dr. Phillips welcome to the newest employees added to our team in 2006 ... Geoffrey Brown, Leasing Associate; Sandy Donnelly, Controller; Iris Moore, Leasing Associate; Samantha Nickerson, Assistant Controller; and, Tim Sams, Accountant.

And to our newest board members ... Don R. Ammerman, Dr. Phillips Inc. board of directors and David F. Scott, Jr., Ph.D., The Dr. P. Phillips Foundation board of directors.

Meeting Space Available for Local Nonprofits

Dr. Phillips Charities is happy to make available the Dr. Phillips Community Room, located at the southwest branch of the Orange County Library System (OCLS) which is available free of charge for use by nonprofit groups and organizations within the geographical area of the Dr. Phillips community.

Included inside the room is a kitchen area, tables and chairs, a television, VCR and presentation screen (organizations are responsible for providing projectors). Organizations are responsible for set up and breakdown and a clean-up charge if appropriate. The room is scheduled for six months in advance so get your request in early. The calendar opens up on the first work day of May and October.

The library building, owned by the Foundation, is located at 7255 Della Drive, Orlando, FL 32819, and its hours of operation are Monday-Thursday, 10 a.m. to 9 p.m. and Friday-Saturday, 10 a.m. to 5 p.m. The Community Room contains approximately 1800 square feet.

Interested parties can download and complete the application packet at www.DrPhillips.org and fax to (407) 422-4952 or mail to P.O. Box 3753, Orlando, FL 32802. If you have additional questions regarding use of the Dr. Phillips Community Room, please call (407) 422-6105, Monday - Friday, 7:30 a.m. to 4:30 p.m..