

Mid-Miami Healthcare
FOUNDATIONSM
Supporting Atrium Medical Center

from **POSSIBILITY** *to* **REALITY**

Mid-Miami Healthcare Foundation | 2007 Annual Report





Left to right, Yudell, Elsie and Steve Hightower

STEVEN L. HIGHTOWER, HIGHTOWERS PETROLEUM CO.

“Find out what successful people do, and do that.”

Role models are important to Steve Hightower. His life and career were shaped by positive role models who instilled in him a solid work ethic, a penchant for innovation and a desire to “give back.” “Find out what successful people do, and do that,” is his motto.

“I’m convinced that role modeling is the strategy by which we pass on hope and legacies,” explained Hightower, president and CEO of Franklin-based Hightowers Petroleum, a nationwide distributor of petroleum products.

It should come as no surprise, then, that three community role models inspired Hightowers Petroleum’s contribution to the *Advancing Care for a Healthier Community* capital campaign. The company’s generous gift was made in honor of Steve’s parents, Yudell and Elsie Hightower, founders of the Hightower family business.

“My father worked 18- to 20-hour days at Armco Steel while building his own business. The fact that we’re doing new and innovative things today is because we began with a strong base,” he says. Elsie worked alongside her husband, managing the day-to-day financial operations.

Now in their 70s, Yudell and Elsie continue to serve the community. “My father spends a lot of time visiting and encouraging people at the hospital and in homes. He has a good heart. He’s one of a kind, without a bad word to say about anyone.”

Hightower points to Doug McNeill, Atrium Medical Center president and CEO, as the third inspiration for the gift. “I like role models who inspire me to do more, and Doug McNeill is that kind of individual. I’ve seen Doug inspire the community to do and become more by transforming Middletown Regional Hospital and its image, by successfully negotiating key partnerships, and by delivering to the community a final product they can see, touch and take pride in.”

Hightower believes positive examples like these will have a far-reaching impact on the region. “When people see success being achieved by someone they know, they recognize that success is possible and believe it can happen to them, too.”