

# Tarheel Footprints in Healthcare

*Recognizing unusual and often unsung contributions of individual citizens who have made healthcare for North Carolinians more accessible and of higher quality*

## Recognizing Samuel D. Cranford, Jr. Asheboro, North Carolina



*Samuel D. Cranford, Jr.*

North Carolina hospitals, like so many voluntary and non-profit organizations in/outside the healthcare arena, depend for their governance and administrative leadership on the service of community members who give of their time and talents as hospital trustees. Hospitals are, for the communities they serve, important economic engines of community growth and development, and most are major employers in their respective counties. Lay trustees of these institutions bear an enormous responsibility for assuring the long-term stability of these institutions, and they help to shape the vision of hospital senior management regarding how these institutions can grow and continue to meet the increasing need for more, and more advanced, healthcare services and technology in the years ahead.

In this issue of the *North Carolina Medical Journal*, we are pleased to recognize the efforts of one of North Carolina's most outstanding hospital trustees, **Samuel D. Cranford, Jr.**, of Asheboro, who has served for over 30 years as a Director and member of the Executive Committee of Randolph Hospital, Inc., a private not-for-profit hospital in that community.

Sam Cranford is a well-known and highly regarded business executive. He served as President and Treasurer of a family owned ladies hosiery manufacturing company, Asheboro Hosiery Mills, Inc, until the family made the decision in 1998 to close the manufacturing plant in response to a shrinking market for its products. Since that time he has been actively engaged in other textile and clothing manufacturing businesses, as well as in the commercial and residential real estate business in Asheboro and surrounding areas. Sam Cranford has applied his business experience and skills in service to the greater Asheboro area by serving as the President and majority owner of a development company that negotiated Asheboro's first private housing unit for older adults, as well as other development efforts. He has served as Vice Chairman of First American Savings Bank and a director of First Peoples Savings and Loan, eventually helping to lead that organization to becoming the largest savings institution in the state of North Carolina. He was a board member of First National Bank & Trust and a founding board member and member of the executive committee of Bankers Trust of North Carolina (now a part of BB&T Corporation).

Like a number of trustees of North Carolina's community hospitals, Sam Cranford has a long history of volunteerism in his community. He was a founding member and officer of the YMCA of Randolph County; past president of the United Way of Randolph County; past president of United Way of North Carolina; past chairman of the Adolescent Pregnancy Prevention Coalition of North Carolina; and past president of Randolph Fellowship Home, non-profit organization offering emergency shelter and food assistance. He is past president of the Rotary Club of Asheboro and a former District Governor of Rotary International. For all of these voluntary activities, he has received the Distinguished Service Award of Randolph County and selected by the North Carolina Jaycees as one of five Outstanding Young Men of our state.

Because of his long tenure as a hospital trustee, his extensive business experience, and his numerous types of experience in serving the health and human services needs of his community, Sam Cranford was appointed by Governor Easley as a member of the State Health Planning Commission, for which he served as co-chair of the Preventive Health Subcommittee. The North Carolina Institute of Medicine asked him to serve as a member of its Task Force on the North Carolina Nursing Workforce and in this capacity he brought to the Task Force years of experience as a hospital trustee in dealing with these complicated professional and educational issues.

The President of Randolph Hospital, Robert E. Morrison, offered these comments: "Sam Cranford is an exceptionally valuable member of our board of directors. He has the ability to hear and see a number of different perspectives on a single issue, to ask challenging questions that others might not consider. He has served as one of our directors for many years, and he has had statewide health planning and policy experience on many levels. He is also committed to continuing education. Paid directors of large corporations rarely put so much energy into knowing their industries. Sam does it as a volunteer. Through these experiences he has become an expert in many of the most fundamental aspects of healthcare. Sam's attitude always has been to see where we are now, to start there, and see what it would take to get us to the next higher level. He is a champion of improvement. This attitude, plus his congenial manner and intellect have made him a valuable member of the leadership team in Randolph County and North Carolina generally."

For all of these many accomplishments, and for his steadfast and continuing role in his community and statewide in support of community-based healthcare services and facilities, as well as for his vision of *what might be possible* if healthcare systems were to operate with greater effectiveness and efficiency, the *North Carolina Medical Journal* is proud to recognize Samuel D. Cranford, Jr., and all hospital trustees, who have served us so well.