

Learn more at: **HEIFER INTERNATIONAL: An Investment That Makes A Difference**

heifer.org

PASS ON THE GIFT
HEIFER
INTERNATIONAL

Dow Jones Reprints: This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers, use the Order Reprints tool at the bottom of any article or visit www.djreprints.com
See a sample reprint in PDF format. Order a reprint of this article now

THE WALL STREET JOURNAL.
WSJ.com

NEW YORK | June 21, 2012, 10:54 p.m. ET

Tee Time Benefits Aneurysm Treatment

By MELANIE GRAYCE WEST

It was 2008 when Richard M. Salgado walked into the hospital with an ear ache. Doctors decided to do an MRI and, "by fortune and chance and luck," says Mr. Salgado, they found a brain aneurysm.

"The doctor said it's one of the biggest they'd ever seen," recalls Mr. Salgado. He underwent an 8½ hour surgery and walked out of the hospital six days later. He's reminded of luck daily when he looks in the mirror and sees the scar left from the 85 staples needed during surgery.



RICHARD M. SALGADO

"I get out of bed of every morning and say, 'Wow, I'm alive!'" says Mr. Salgado.

And so Mr. Salgado is looking to give back to the hospital that saved him. On June 25, he will host the Big Daddy Celebrity Golf Classic to primarily benefit North Shore-Long Island Jewish Health's Brain Aneurysm Center at Cushing Neuroscience Institute in Manhasset, N.Y.

Mr. Salgado, 46 years old, is best known as "Big Daddy," a nickname he picked up in college and carried over to his businesses. (He jokes that he will give \$100 to anyone who knows his legal name.) He is the president of Coastal Advisors LLC, an insurance consulting firm that serves professional athletes and chief executives alike. Nassau County is his home.

This first golf tournament is to lay the groundwork for future annual events and, as such, Mr. Salgado has set an unlimited fundraising goal. Contributions will go toward creating a top-notch center in the region for the treatment of brain aneurysms. On his visits to the Brain Aneurysm Center, Mr. Salgado says he's been especially affected by seeing kids in recovery.

For the tournament, Mr. Salgado says he's invested his time, money and contacts, reaching out "to anyone that would listen to me." He's pulled together some two dozen celebrities and professional athletes to attend the event. With his deep list of contacts and friends, Mr. Salgado says that no one has ever turned him down for donations or support for his silent and live auctions.

Through the years, he's been an active part of his clients' charity projects and the liaison for hundreds of tickets, autographs and signed photos for friends. This charity effort is the first time he's doing the asking and "the response has been outstanding."

Mr. Salgado expects 150 golfers at the tournament at Oheka Castle in Huntington, N.Y. But he won't be out on the links. "My golf game stinks," he says with a laugh. "I'm going to make sure that everyone that attends this event has a great time, is well fed and we raise a lot of money."

A version of this article appeared June 22, 2012, on page A23 in the U.S. edition of The Wall Street Journal, with the headline: Donor of the Day: Tee Time Benefits Aneurysm Treatment.

Copyright 2012 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our [Subscriber Agreement](#) and by copyright law. For non-personal use or to order multiple copies, please contact Jones Reprints at 1-800-843-0008 or visit www.djreprints.com

Don't Miss...

Powered by



BUSINESS
Ann Curry in Talks to Leave NBC's 'Today'
03:46



NEWS
Clues Emerging on Romney's VP Pick
03:12



NEWS
Don't Ask Siri About Tiananmen Square
03:50



LIFESTYLE
The Real Sport of Kings
03:28

Don't Miss...

Powered by Taboola



The Real Sport of Kings
03:28



Evidence Released in Florida Trayvon Martin Murder



Ann Curry in Talks to Leave NBC's 'Today'