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The Multiplier Effect
Sue and Bill Gross on Fostering Health in Los Angeles, and the Transformative Impact of the Advanced Health Sciences Pavilion
I hope this new issue of Catalyst finds you and your loved ones thriving and in the best of spirits. This is an exciting year for Cedars-Sinai and the community we serve. Thanks to the generous and steadfast support of our donors, the Advanced Health Sciences Pavilion (AHSP) is slated to open its doors this summer.

The groundbreaking facility solves a modern problem: The traditional buildings and organizational structures of many institutions do not always lend themselves to the rapid translation of scientific discoveries into practical advances. The AHSP will bridge this gap by bringing researchers and clinicians into common spaces to encourage unplanned interaction, and to share insights and solutions. The 11-story, 820,000-square-foot structure will house the Cedars-Sinai Heart Institute and neurosciences programs as well as laboratories for the Regenerative Medicine Institute, a state-of-the-art surgery and procedure center, and a unique training center. The Pavilion was born from the idea that experts who work in different specialties would benefit tremendously from each other’s insights. Their collaboration at the AHSP will accelerate the pace of discovery as well as the development of new treatments and procedures that can save lives.

Our aging population faces a rising tide of heart disease and neurodegenerative disorders, and patients are already beginning to benefit from breakthroughs such as heart stem cell therapy and a vaccine against brain cancer—trailblazing techniques that emerged from the minds of Cedars-Sinai researchers. The new Pavilion is ideally poised to harness the very best in research and efficiently turn new discoveries into unparalleled care.

Though it is a sophisticated facility, the Pavilion is no ivory tower—it was designed to maximize patient comfort and convenience. Our community has nurtured Cedars-Sinai since the dawn of the 20th century. Today, we are deeply grateful to the visionary donors—who helped make the Pavilion a comprehensive facility for patients seeking the ultimate in modern healthcare.

Our community has nurtured Cedars-Sinai since the dawn of the 20th century. Today, we are deeply grateful to the visionary donors—who helped make the Advanced Health Sciences Pavilion a reality. We are privileged to stand side by side with them in our shared mission of hope and healing.
Building Momentum

Clinton conference galvanizes commitments in community health from Barbra Streisand, others.

Heart Health Matters

President Bill Clinton and the Clinton Foundation hosted the second annual Health Matters: Activating Wellness in Every Generation conference at the La Quinta Resort & Club in Palm Springs. The event convened more than 400 stakeholders from the worlds of healthcare, public policy, business, education, individual wellness, and sports to identify strategies to promote and improve individual healthy lifestyles in the home, the community, and the workplace.

Among the esteemed participants were C. Noel Bairey Merz, MD, director of the Barbra Streisand Women’s Heart Center and the Women’s Guild Chair in Women’s Health at Cedars-Sinai, and Barbra Streisand, who pledged $2 million toward a campaign to increase heart-health awareness and education among women. The initiative will maximize the Heart Center’s leading expertise in research in heart disease treatment for the benefit of women nationwide.

The Health Matters conference announced a total of 31 pledges, with investments in disease prevention reaching over $100 million—which will affect more than 25 million people across the United States.

“The pledges made during this conference will undoubtedly impact many lives for many years to come,” said Streisand at the event.

Above: Chelsea Clinton discusses “Access to Healthy Lifestyles” with Dr. C. Noel Bairey Merz at the 2013 Health Matters conference.

Volunteers Make Patient Votes Count

Some 120 Cedars-Sinai patients were able to cast their votes in the presidential election on November 6—with the help of the Volunteer Services Department. Twenty-five volunteers visited patients’ rooms the day before the election with absentee voter applications, gathered the necessary information to determine eligibility, and then took the forms to the Los Angeles County Registrar-Recorder. The diligent volunteers waited for the ballots, which they subsequently distributed to patients on Election Day. They then delivered the completed ballots to the nearest polling place.

“Our volunteers take great pride in being part of our democratic process by helping patients exercise their right to vote,” says Allison Rotter, Volunteer Services manager. “It also means a lot to those patients who want their voices heard and their votes counted but aren’t able to go to their polling place.”

In Memoriam: Stanley Freeman, First Life Trustee

Businessman and civic leader Stanley Freeman recently passed away at the age of 98. A loyal Cedars-Sinai supporter for more than half a century, Freeman played an important role in the merger in 1961 between Mount Sinai Hospital and Cedars of Lebanon that led to the Medical Center as we know it today. An early chair of the Cedars-Sinai Board of Governors, he was elected as the first Life Trustee in 1985. Freeman is survived by his wife, Annette; daughters Claudia and Shelley; and son, Charles.

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Building Momentum

A childhood of agonizing migraines, and the "blessings of adversity," inspired Ozioma Nwosu to pursue a career in neuroscience. Her path also led her from Nigeria to Cedars-Sinai, where she is the first nurse to become a Washington Scholar.

BY KEVIN MCCLANAHAN AND SANDY WEN

O zioma is submitting applications for entry-level nursing positions and plans to apply to medical schools for the 2014–15 academic year. And the migraines? They finally subsided in 2010 after she started an exercise and yoga regimen.

"There is something I call the blessings of adversity," she says in an accent that comes from growing up in a former British colony. "Oftentimes, when you are forced to grapple with very difficult, strenuous circumstances; it builds muscle and it builds strength that you never knew you were capable of. During my years in Nigeria, with all the illness and the stress that I went through, I learned not to give up. I learned to continue to be strong and to strive."

Head Strong

She doesn't recall if she was 10, 11, or 12 when it started, but Ozioma Nwosu clearly remembers the excruciating pain she felt in class. "Whenever a teacher or a classmate talked to me, every syllable was like a bullet in my head," she says.

Growing up in Lagos, Nigeria, Ozioma struggled with frequent, crushing headaches that she later learned were migraines. Her repeated battles with pain not only made her aware of the value of good healthcare, but they also fueled a keen interest in neuroscience.

Flash-forward to today: Since November 2012, Ozioma — now 26 — has been interning as the proud recipient of the 2012 Pauletta and Denzel Washington Family Gifted Scholars in Neuroscience Award given by the Department of Neurosurgery, working in the Maxine Dunitz Neurosurgical Institute laboratories of Julia Y. Ljubimova, MD, PhD, director of the Nanomedicine Center.

In Cedars-Sinai’s labs, Washington Scholars learn from seasoned scientists while participating in cutting-edge research. Ozioma is the first recipient in the program’s nine years to receive a yearlong internship, which includes a $30,000 to $40,000 stipend.

She moved with her family to Los Angeles in 2004, when her mother, now retired, took a nursing job at Good Samaritan Hospital Los Angeles. The youngest of four children, Ozioma received U.S. citizenship in 2012. All four siblings have earned nursing degrees since moving here. And three years ago, at 57, Ozioma’s father — who had been a trained clinical laboratory scientist in Nigeria — received his bachelor’s degree from California State University, Dominguez Hills.

In 2009, Ozioma earned a bachelor’s in microbiology with a minor in chemistry from California State University, Chico. Last year, she completed her master’s in nursing at Charles R. Drew University of Medicine and Science in Los Angeles, where she became increasingly interested in medicine and research.

In Memoriam: Carmen Harvey Warschaw

Carmen Harvey Warschaw passed away on November 6. She was 95. A prominent philanthropist and Cedars-Sinai Life Trustee, Warschaw was instrumental in establishing the Louis Warschaw Prostate Cancer Center.

“Carmen, led by the sheer force of her character and her personality,” says Thomas M. Priselac, president and CEO of Cedars-Sinai. “She was — unabashedly, wholeheartedly, and uncompromisingly — an egalitarian. In the clarity of her convictions and her determination to see lives made better and justice prevail, she was truly larger than life.”

Warschaw served on the Cedars-Sinai Board of Directors from 1986 to 1992 and was a member of Women’s Guild and The Helping Hand of Los Angeles. She and her family made many lasting contributions to Cedars-Sinai, including being the only family to endow three research chairs at the Medical Center: the Carmen and Louis Warschaw Chair in Neurology; the Warschaw Law Chair in Healthcare Leadership; and the Warschaw, Robertson, Law Families Chair in Prostate Cancer.

Warschaw was born Eleanor Carmen Harvey on September 4, 1917, the youngest child of Lena and Leo Harvey, who had immigrated to Los Angeles from Lithuania. Her father founded Harvey Aluminum Co.

She earned a bachelor’s degree in social work from the University of Southern California. A year before her 1939 graduation, she married fellow USC student Louis Warschaw, whom she had known since high school. The couple remained together until his death in 2000. They were avid supporters of both Cedars-Sinai and USC, where they funded a chair in practical politics and helped establish the Isser M. Unruh Institute of Politics and the Casden Institute for the Study of the Jewish Role in American Life.

A powerful force in the Democratic Party, Warschaw helped further the careers of numerous local, statewide, and national candidates, and attended every Democratic National Convention from 1948 to 2008 — frequently as a delegate. She died on Election Day, but made sure her last presidential vote counted by casting an absentee ballot prior to the week.

“Carmen’s extraordinary presence, irrepressible spirit, and legendary accomplishments attests to a life lived with passion, purpose, and great distinction,” says Cedars-Sinai Board of Directors Chairman Lawrence B. Platt. “Her legacy of leadership and achievement in the political arena assure her a unique place in our state’s history.”

Warschaw is survived by daughters Hope Warschaw and Susan Robertson, their husbands John Law and Carl Robertson, three grandchildren, and two great-grandchildren.
Take Flight to Fight Women’s Cancer

World Wings, a nonprofit organization formed more than 50 years ago by former Pan Am flight attendants, put on its seventh annual Teal and Pink Walk last April to raise money for the early detection and treatment of women’s cancers. In 2006, the group dedicated its inaugural walk to the memory of former crew member and friend Allene Cowan, who died of ovarian cancer. In seven short years holding the event, the group has continued to support other members affected by cancer. Since 1999, the Los Angeles International Airport (LAX) chapter has raised more than $220,000 to support the work of Beth Y. Karlan, MD, director of the Women’s Cancer Program at the Samuel Oschin Comprehensive Cancer Institute.

Building Momentum

After having flown around the world together, a tight-knit crew of former Pan Am flight attendants hits the pavement to raise money for women’s cancers.

WORLD WINGS FLIGHT INFO

TOTAL NUMBER OF WALKERS SINCE 2006: 650
MILES WALKED IN SEVEN YEARS: 9,750
MONEY RAISED: OVER $220,000

WORLD WINGS INTERNATIONAL MEMBERS

AVERAGE CAREER: 15 YEARS
MILES FLOWN PER FLIGHT ATTENDANT: 35,000 A MONTH
MILES FLOWN TOTAL FOR WORLD WINGS: 12 BILLION

Best Shot for Prevention

More than 100 people turned out for the 2012 COACH for Kids® Golf Classic, raising a total of $65,460. Proceeds benefited COACH for Kids and Their Families®—a program of the Maxine Dunitz Children’s Health Center that provides free primary and preventive healthcare services to low-income and medically underserved children and their families throughout Los Angeles.

In Memoriam: Leon Morgenstern, MD

Leon Morgenstern, MD, founding director of Surgery at Cedars-Sinai Medical Center, passed away at his home in Malibu at the age of 93. Although retired, he remained active and was working in his Cedars-Sinai office as recently as the Friday before he died.

Dr. Morgenstern joined the Medical Center as an attending physician in 1954, when it was Cedars of Lebanon. He became the director of Surgery in 1960 and served in that position until 1988, presiding over a time of sweeping changes in his field, in medicine, and at the Medical Center. During his tenure, the department expanded greatly from its original staff of one full-time and one part-time employee. Today, the department has more than 80 general surgeons alone.

Under his leadership, Cedars-Sinai won recognition for its preeminence in cardiothoracic and intestinal surgery. New techniques in surgical specialties were quickly adopted to benefit patients, including intracorneal lenses and laser surgery in ophthalmology; artificial joints in orthopedics; prosthetic grafts in vascular surgery; kidney stone dissolution in urology; and the Swan-Ganz catheter and valve replacement in cardiac surgery.

“Dr. Morgenstern was an inspiring and remarkable human being and surgeon,” says Thomas M. Priselac, president and CEO of Cedars-Sinai. “He played a great role in the history of the Medical Center, and we had come to rely on his wisdom, foresight, and counsel.”

Dr. Morgenstern established Cedars-Sinai’s Center for Healthcare Ethics. He provided similar leadership in his writings and in daily conversations across the Medical Center on such challenging topics as end-of-life care and how to ease suffering.

“All of our lives and our work were made so much richer by the kindness, compassion, support, and thoughtfulness of Dr. Morgenstern,” says George Berci, MD. “He listened well and was such a brilliant physician and surgeon that every conversation you had with him helped you solve problems.”

For the past 10 years, Cedars-Sinai has honored him with the Dr. Leon Morgenstern Great Debates in Clinical Medicine Resident Competition, with the 10th annual such event scheduled for this April.

He is survived by his wife, Laurie Mattlin; sons, David Ethan and Seth August; and five grandchildren.

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Meeting Needs Beyond the Numbers

1,056
As one of only four Level 1 trauma centers in Los Angeles County—and the only one that is not government-run—Cedars-Sinai is indispensable to the trauma care network in the region. During 2012, the Trauma Center treated 1,056 patients for severe injuries ranging from vehicle crashes and falls to knife and gunshot wounds. The center also leads injury-prevention programs, research, education, and trauma-system planning in the community.

644
Flu season can be a deadly time for many. For more than 20 years, Cedars-Sinai has offered free immunizations to seniors and other vulnerable populations, administering 644 vaccines at 10 locations throughout Los Angeles in 2012.

28,000
Cedars-Sinai’s community blood-collection program received 28,000 units of blood and blood products in 2012.

8,200
Cedars-Sinai residents conducted more than 8,200 volunteer patient consultations at free clinics throughout Los Angeles in 2012.

2,344
Cedars-Sinai community health education lectures, which offer important information on a range of topics free of charge, reached more than 2,344 people in 2012.

550
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640,000,000
In 2012, Cedars-Sinai contributed more than $640 million in community benefit activities, including crucial healthcare for the uninsured and those otherwise underserved.

140,000
Cedars-Sinai’s TEEN LINE peer-counseling hotline receives some 10,000 calls each year, and its website logs more than 140,000 visits annually.

2,900
Cedars-Sinai was the first medical center to offer genetic screening for four inherited disorders that commonly afflict the Persian-Jewish population: anesthesia sensitivity; a salt-losing condition; a multiple hormone deficiency; and a crippling, incurable muscle disorder.

31,424
With two state-of-the-art mobile medical units, COACH for Kids and Their Families®, a program of the Maxine Dunitz Children’s Health Center, provides no-cost health and social services to underserved communities across 25 different ZIP codes—including 31,424 different cases in 2012 alone.

2,500
Combating childhood obesity, Cedars-Sinai’s Healthy Habits programs reach more than 2,500 children, parents, and family members each year.

50
In 2012, Cedars-Sinai contributed more than $640 million in community benefit activities, including crucial healthcare for the uninsured and those otherwise underserved.

30
Cedars-Sinai’s 30 free support groups bring thousands of patients together every year to get up-to-date information on health conditions and diseases, help each other, and benefit from knowing they are not alone.

29,636
With programs in more than two-dozen public schools, Cedars-Sinai’s Psychological Trauma Center helps children who have seen or suffered from abuse, gang violence, and other tragedies. In 2012, the center’s programs logged 29,636 contacts with children, teachers, and parents.

251
To protect against whooping cough, COACH for Kids and Their Families®, a program of the Maxine Dunitz Children’s Health Center, provided free Tdap vaccine shots to 251 middle and high school students in 2012, ensuring children in underserved areas could stay in school, as state health regulations now require vaccinations for attendance.

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The passion for healing that is part of Cedars-Sinai’s DNA doesn’t stop at the borders of our campus—it also encompasses the health needs of vulnerable residents throughout Los Angeles. Here’s a sampling of key community outreach activities for 2012, by the numbers.

Meeting the needs of multilingual Los Angeles, some 550 interpreters at Cedars-Sinai translate 45 different languages for patients, from Armenian and Farsi to Korean and Spanish.
While a psychology student at Duke University, Bill Gross was sent one day to buy doughnuts for his fraternity’s pledge candidates. He never made it back. Driving fast on a rain-slicked road, he crashed into oncoming traffic and was thrown through the windshield of his Nash Rambler. The future “bond king” and co-founder of the investment firm PIMCO spent so much of his senior year in a hospital that he vowed to do everything he could to never need such services again.

From there began an intense rehabilitation and fitness regimen, which led to a keen interest in health—not just his own, but also that of his community. Bill eventually found a kindred spirit in his wife, Sue, who applied her intelligence, strength, and compassion to the Gross Family Foundation, of which she is the very active president. In 2012, Bill and Sue Gross made a transformative $20 million gift toward Cedars-Sinai’s soon-to-open Advanced Health Sciences Pavilion (AHSP). The Sue and Bill Gross Surgery and Procedure Center will be an integral part of the 11-story, 820,000-square-foot, state-of-the-art facility—a unique hub for research and innovation in Southern California devoted to the growing healthcare needs of the Los Angeles community (see sidebar).

After establishing the Sue & Bill Gross Stem Cell Research Center at the University of California, Irvine (UCI), and endowing the Women’s Wellness Center at Hoag Memorial Hospital in Orange County, contributing to Cedars-Sinai seemed like a natural next step for the couple. “The focus on groundbreaking research and cutting-edge care offered at the AHSP was like a combination of what we’d pursued at UCI and Hoag,” says Sue. “It was just a perfect fit and an outstanding cause.”

While Bill and Sue have supported many international causes—from Doctors Without Borders to the Special Olympics—their hearts are in Southern California. “We believe in making a difference to those around us,” says Bill, who credits his wife for emphasizing the importance of participating at the local level.

Loyalty has always been of central importance to Bill. It has enriched his life—and it has also paid off. He began his career in 1971 at Pacific Mutual (now Pacific Life), an insurance company that had just created a subsidiary to sell mutual funds. With an exceptional mind for numbers and an uncanny understanding of markets, Bill quickly became the company’s boy wonder and was courted by other firms. He received an offer from a more prestigious outfit that would have doubled his salary. “I agonized over the decision for two weeks,” he recalls. “I finally realized I just wasn’t the kind of guy to turn my back on a family that had been good to me, so I declined the offer.”

Eventually, Bill turned the Pacific Mutual subsidiary into the PIMCO of today—where he manages the world’s largest mutual fund. The New York Times called him “the nation’s most important bond investor” in 2001. Today, it could just as easily be said that Bill and Sue Gross are among the nation’s most important philanthropists, making a major difference in medical research and progress.

The family tries to live by one of Bill’s favorite phrases: With success comes responsibility. “About 15 years ago, Sue and I recognized that we had more than we needed, and that we were in a position to really help others,” Bill explains. “We started small,” he adds, referring to the couple’s support of Orange County Teachers of the Year, Duke University, and the Harlem Children’s Zone in New York.
Bill Gross was born William Hunt Gross 68 years ago in a small industrial town in Ohio. His exceptional success is due not only to his intense work ethic but also to his ability to see opportunities where others do not and to knowing how to march to his own beat. He put himself through business school by learning how to count cards and by playing blackjack up to 16 hours a day in Las Vegas, bringing him some $10,000, a distaste for the gambling lifestyle, and the ability to work extremely long hours.

Most mornings, Bill wakes early and starts working at PIMCO’s trading desk by 5:30 a.m. Those long hours mean a great deal of stress and make staying healthy a challenge for one of the country’s busiest investment analysts. He weaves exercise into his workdays—reviewing reports while on a stationary bike. “Health is certainly a critical issue from a personal standpoint,” says Bill, a lanky and soft-spoken daily yoga practitioner who admits worrying about the deteriorating health of the general population in Los Angeles and Orange counties. “We can address the problem by promoting exercise and fitness, of course,” he adds. “But expanding and supporting the work of a top-notch hospital like Cedars-Sinai is part of the solution.”

The couple’s favorite pastime, which helps foster good health and relaxation, is a simple one: What they appreciate most is the peace and quiet of taking long walks together, hand in hand. “We love spending Saturday and Sunday mornings just having a chance to really talk and take in the neighborhood,” says Sue. “And then we wind up at the local doughnut shop, unfortunately,” jokes Bill. “It is a natural extension of kindness, where the reward comes in knowing that they have touched someone’s life. “It’s deeply gratifying to be part of something that will help so many people,” says Bill of the AHSP. He adds that the most rewarding way to give is to “get in there and get your hands dirty, meet people, and connect with them.” Over the years, he and Sue have received letters from the people they have touched: students who benefited from scholarships, teachers who used their awards to buy supplies for their classrooms, patients at Hoag Hospital.

A number of years ago, Bill and Sue personally arranged a cruise to Alaska for the entire PIMCO family—then decided to invite all of Orange County’s Teacher of the Year winners. In the end, the cruise was a memorable experience filled with illuminating conversations, unforgettable moments, and lifelong connections. A decade later, Bill received a letter from one of the teachers who had brought his wife with him on the cruise. “He told me she had just died of breast cancer,” explains Bill, who chokes up when remembering the letter. “And he wanted me to know that the cruise was this incredible experience for them, that it really cemented their marriage. And that’s what matters to Sue and me. It’s not the recognition that brings fulfillment; it’s knowing you really had an effect on one person or one family.”

Sue echoes the sentiment, adding: “What makes me feel best is when I think about the multiplier effect a donation can have. A Cedars-Sinai doctor might teach a technique that ends up saving lives in Ecuador or changing lives right here in L.A.”

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—SUE GROSS

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Herb Klein honors his wife’s memory by keeping her spirit alive.

BY LOUISE COBB

It was a hot August day in the summer of 1954. Bored, broke, and on a short leave from the Navy, Herb Klein and two friends decided to play Ping-Pong in Poinsettia Park in West Hollywood. Between volleys, Herb caught a glimpse of a young woman—Fay, a smiling brunette who was entertaining her little brother. “She was the most beautiful woman I’d ever seen,” Herb says. “We fell in love that day.”

Herb and Fay were married three years later and remained inseparable for the next 55 years. “Fay taught me an invaluable skill: empathy,” says Herb. That skill was tested when Fay was diagnosed with uterine cancer in 2008 at the age of 70.

Fay remained upbeat through four years of grueling treatments, with Herb and their two sons, Alan and Robert, by her side. She kept her lipstick and eye makeup close, too. Always feminine, she didn’t want her treatment and its side effects to interrupt her routine. “Fay would wake up an hour before chemo just to do her makeup,” Herb recalls. “It helped her stay cheerful.”

Jerry Koontz, a transportation aide who would often escort Fay from her car to her treatments, remembers the first time he met her. “I took one look at her and asked, ‘Is that Elizabeth Taylor?’” Fay quickly made friends with Jerry and much of the staff at the Samuel Oschin Cancer Center.

Fay planned many successful parties throughout her life. When she felt her health significantly declining, she carefully planned a celebration-of-life party to serve as her own memorial. Fay passed away at home on August 2, 2012, but family and friends toasted to her memory at the restaurant of her choice the following Monday.

A hospital can be a sad and painful place, but in keeping with Fay’s positive outlook, Herb stayed optimistic. “Every person at Cedars-Sinai made us feel beyond special. Her doctors made us feel like they were trying to stack marbles to save her. I wanted to give something to honor them and also help other patients.” Herb made a gift that will go directly toward educational and clinical resources for Fay’s oncologist, Gregory Sarna, MD, and his staff.

Herb’s Circle of Friends

The Circle of Friends Grateful Patient Program is a way for people to say thank you to the Cedars-Sinai physician, nurse, or caregiver who made a difference in their lives. Herb Klein has generously honored eight people through the program. This is what a few of them had to say about Herb and Fay.

Eileen Brown, RN
Oncology nurse
“Fay was engaging and full of sharp humor. She was always dressed and made up beautifully, regardless of how she was feeling. Herb was Fay’s advocate and shield, and he was always at her side. To me, the Kleins represented the quintessence of love and unity.”

Behrooz Hakimian, MD
Co-Director, Gamma Knife Center
“Herb Klein is such an intelligent gentleman with a great sense of humor. He’s very caring, courteous, and down-to-earth. He was so appreciative of the care his wife received.”

Jerry Koontz
Transportation orderly
“Herb was always holding Fay’s hand—it was like they were still in high school. I will always remember watching them maintain dignity and love for each other, even when they were going through difficult times.”

Gregory Sarna, MD
Medical oncologist
“Fay was a remarkable woman. She was very smart and had both a practical and philosophical outlook. She maintained a sense of humor and love of life, and was courageous in the face of her disease. I greatly respected and admired her.”

Always a sailor, Herb often took his bride of 55 years on cruises. “I’m a type A personality and Fay was more type B. It was the best kind of vacation for both of us,” he says. Top left: Herb as a young sailor. Bottom left: Fay on their wedding day. Top right: Herb and Fay on their Alaskan cruise.

How do you say thank you?

www.csmc.edu/circleoffriends
or call us at (323) 866-6283

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CIRCLE OF friends

The Philanthropic Spark

Love, Actually

14 CATALYST SPRING 2013
Last Thanksgiving, Jim and Linda Lippman piled 15 family members onto the Beach Barcycle—a people-powered bicycle the size of a stretch limo—for a pedal down Main Street in Santa Monica.

“My 85-year-old parents were there, right on down to my nephew, who, at 16, was the youngest,” says Linda, laughing. “We all wore matching gray sweatshirts with the message ‘Pass the cranberry sauce.’”

A holiday gathering that brings family together and pumps up the heart rate is standard fare for the Lippmans. Jim and Linda’s active lifestyle has taken them and their three children—Alexandra, who is wrapping up law school, and college students Matthew and Danny—on countless adventures. To wit, every July 4th, Jim coaxes, rallies, and coerces a hundred of his friends, family members, and employees to join in the Palisades/Will Rogers 5K & 10K Run. (To be fair, little Alexandra pops into the room, peppy after a jog. There is a message in her energy: The Lippmans are our friends and partners; now they will be an integral part of our future as well.)

All these lighthearted outings allow Jim and Linda to dive into what they love most: family. “It’s our number one passion,” says Linda, a devoted mom and former elementary schoolteacher. “We teach our kids to embrace life every day and to value time with family and friends.”

Elyse Walker, a cherished friend of the Lippmans for 14 years, could not agree more. “The weekend my husband and I met Jim and Linda, they said, ‘We’re taking you to SeaWorld in San Diego!’” says Walker, a stylist with a high-end boutique in Pacific Palisades. “They are so family-oriented that being their friends means being members of their family.”

The Lippmans’ enthusiasm for family and health is matched by a solid commitment to supporting medical research. Linda, “the grounded one,” according to her more gregarious husband, spearheads the couple’s philanthropy as founder of the Lippman Family Foundation, which is dedicated to medical and educational causes.

Their latest gift to Cedars-Sinai, the Linda and Jim Lippman Chair in Surgical Oncology, creates an endowment supporting the trailblazing breast cancer work of Armando E. Giuliano, MD, executive vice chair of Surgery for Surgical Oncology in Cedars-Sinai’s Department of Surgery. The endowment builds on a decades-long relationship that Jim and Linda have with the Medical Center. They are premier supporters of Pink Party®, an annual event benefiting women’s cancer research, and their two boys were born at Cedars-Sinai.

“Jim and Linda choose their causes thoughtfully and wisely,” says Walker, who founded the Pink Party in 2005. “Once they believe in a cause and are on board, there is no one you’d rather have on your team.”

After years of teaming up against women’s cancers, the fight came to the Lippmans. Linda was diagnosed with breast cancer in 2009 and immediately turned for help to Cedars-Sinai, where she was put into the expert hands of Dr. Giuliano.

“He’s an extraordinary surgeon, and I’m so grateful for his compassion and expertise,” says Linda of Dr. Giuliano, who also serves as co-director of the Saul and Joyce Brandman Breast Center — A Project of Women’s Guild, and associate director for Surgical Oncology at the Samuel Oschin Comprehensive Cancer Institute.

Linda responds to deeper questions about her illness with a simple, “I was fortunate to be able to have the best medical treatment possible from the best team imaginable.” She received a lumpectomy and radiation therapy, but escaped the need for chemotherapy or more aggressive surgery.

“It is thanks to Dr. Giuliano’s research that the treatment I received was the most comprehensive and least invasive option out there,” she says. “The endowed chair is our way of saying ‘thank you’ to an exceptional physician.”

Linda is cancer-free today, but Jim’s face turns serious remembering the moment she was diagnosed. “Being told you have cancer is profound, and it is scary,” he says.

He should know. His mother and sister have had breast cancer, and his father was diagnosed with prostate cancer and is now fighting chronic leukemia. And back when Jim was a teenager, he watched his 19-year-old cousin die from Hodgkin’s lymphoma. “This type of cancer is now 98 percent curable,” he says. “That means there is hope.”

Healthy Passions

Love of family and health are married in one couple’s life.

By Sarah Spivack Lasos

“I believe that we’ll wake up 30 years from now in a world where there will be cures for many cancers—at least that’s our hope.”

– Jim Lippman

As founder, chairman, and CEO of the extraordinarily successful JRK Property Holdings, Jim is not one to back down from a challenge. The Lippmans’ response to illness eschews sorrow in favor of resilience and action. “We want to engage with people who are practicing cutting-edge medicine and doing research in cancer, blood diseases, and heart disease,” says Linda.

In pursuit of their mission to be more intimately connected to healthcare and medical research, Jim recently joined the Cedars-Sinai Board of Directors. “We were thrilled to welcome Jim,” says Board Chair Lawrence B. Platt. “The Lippmans are our friends and partners; now they will be an integral part of our future as well.”

Referring to their support of Dr. Giuliano, who has revolutionized the way breast cancer surgery is performed and is pioneering targeted therapies against the disease, Jim says, “I believe that we’ll wake up 30 years from now in a world where there will be cures for many cancers—at least that’s our hope.”

Linda and Jim are sharing their passion for philanthropy with their children. “We are blessed to be involved with organizations like Cedars-Sinai, and we want our children involved with us in giving back,” says Jim.

As if on cue, Alexandra pops into the room, peppy after a jog. There is a message in her energy: The Lippman family’s passion for life will run strong far into the future.
Lynn Arce steps out of California and into her comfort zone—the world—to gain international support for run for her.

BY LOUISE COBB

Lynn Arce was in her Hong Kong apartment, packing for a business trip to Haiti, when she suddenly doubled over, excruciating pain stabbing through her lower abdomen. She barely remembers taking a cab to a nearby hospital. The otherwise poised and composed young woman does, however, recall shouting a stream of profanities—and offering subsequent apologies—when faced with the shock of being told she had ovarian cancer. "It was hard to say out loud when I first found out," she recalls.

Within a week, the native Californian found herself back in Los Angeles and under the care of leading gynecologic oncologist Beth Y. Karlan, MD, director of the Cedars-Sinai Women's Cancer Program at the Samuel Oschin Comprehensive Cancer Institute. To her dismay, Lynn learned that a full recovery would require her to slow down and stay put for the first time in her life.

Still, the international jetsetter’s idea of taking it easy differs from most people's. Just three months after her cancer diagnosis, Lynn found out about run for her®, Cedars-Sinai’s annual 5K run and friendship walk to support ovarian cancer research. Now, in its ninth year, run for her has been launched by Kelli Sargent to honor her mother's battle with cancer. The inaugural event in 2005 took place in a Cedars-Sinai parking lot with 700 people. Since then, it has grown into one of the largest ovarian cancer runs/walks in the nation, boasting nearly 5,000 participants from 50 states in 2012, plus contributors from around the world who take part virtually as “sleepwalkers.”

“I really wanted to make run for her even more global,” says Lynn, who is vice president of Global Creative and Consumer Marketing at DFS, the world’s leading luxury retailer catering to the traveling public. The company has more than 7,500 employees in 16 countries. Lynn set the ball in motion by reaching out to her colleagues.

“I tried to enlist as many as I could from around the world to raise awareness and funds,” she explains. “Everyone was on board across the company, including our CEO. We came up with creative ways to approach different cultures.” Ideas included a bowling tournament to raise money in Tokyo, a luncheon and employee raffle in Hong Kong, and a run/walk in Sydney.

But the most challenging step had to come from Lynn herself, in the form of a personal appeal to all DFS employees. Even though she’s outgoing and chatty, Lynn found it difficult to talk about her ordeal. “Ovarian cancer is not a sexy disease,” she says. “But I realized if I could help just one person, it was worth the effort. I wanted to share my story to show others it’s okay to talk about it.”

Letters of support and gifts poured in from Lynn’s fellow employees. The results helped run for her founder Kelli Sargent accomplish a longtime goal. “For the past five years it has been our dream to expand corporate involvement in run for her on a global scale,” Kelli says. “Now that dream is coming true. Lynn has changed the face of this event, and the outlook for ovarian cancer research, in a truly dynamic way.”

There is still no reliable test to detect ovarian cancer and the symptoms are often vague and overlooked, making education and advocacy paramount to the mission of the Women's Cancer Program—which under Dr. Karlan’s direction, and with the support of run for her, has become a nationally recognized leader in gynecologic oncology.

The 2012 run for her took place just two weeks after Lynn's final surgery. "It was empowering to see what a big deal the event really is and how many people participate," she says. Energy was high as thousands of people poured into Pan Pacific Park, a sea of teal blue shirts covering the grassy hills. Participants walked, danced, hugged, and high-fived across the finish line, ready to enjoy the Finish Line Festival complete with live music, contests, photos, healthy refreshments, and an awards ceremony.

“When Dr. Karlan first met me, she told me that I looked like a scared little girl. And I probably did,” Lynn recalls. “Now I’m strong. I felt strong before, but now I know I am.”

Lynn understands that run for her is an initiative that must continue to grow in order to support women going through treatment, raise awareness, and help lead to groundbreaking treatments and cures.

“I don’t want people to think this is a one-hit wonder. This is something that is going to continue, and I’m very proud to be part of it.”

The Philanthropic Spark

Global Race to the Top

run for her®
From China, With Love

The Philanthropic Spark

Mending Kids International funds surgery team's second medical mission to Chinese orphanage.

BY VERONIQUE DE TURENNE

T
he email that Marchelle Sellers sent in 2011 to Philip Frykman, MD, PhD, asked only for a referral: Did he know of a physician who might travel to China and operate on orphans who had anal and rectal malformations? Marchelle had met Dr. Frykman through her work as executive director of Mending Kids International, a Burbank-based nonprofit that provides lifesaving surgery to children in developing countries.

Dr. Frykman, associate director of Pediatric Surgery at Cedars-Sinai, responded positively and immediately. “He wrote, ‘Not only

can I perform these surgeries, I can also teach them,’” Marchelle recalls. “And when he said, ‘I would love to go,’ I almost jumped out of my chair!”

For the scores of desperately ill orphans at Maria’s Big House of Hope, a medical orphanage in Luoyang, China, this was the moment that changed everything. Within months, Dr. Frykman and a team from Cedars-Sinai were on their way to western Henan province in central China. The trip was made possible under the auspices of Mending Kids International and its grant to sustain the work of the International Children’s Surgery Fund at Cedars-Sinai.

S
ince 2006, the fund has allowed 106 children from around the world to come to Cedars-Sinai and receive the vital care that’s often unavailable in their own countries, including cardiac, reconstructive, and orthopedic surgeries. For Andrew Freedman, MD, vice chair of Pediatric Surgical Services, the impact of such lifesaving work is immeasurable. “These missions are life-altering for the children we reach,” he says. “And for our staff, the opportunity to practice this type of medicine is both energizing and liberating. It’s medicine in its purest form, and it’s often at the core of why they chose a career in healthcare.”

In addition to the China mission, Mending Kids International has also funded several endeavors to Guayaquil, Ecuador, with expert medical teams that included renowned cardiac surgeon Alfredo Trento, MD, director of the Division of Cardiothoracic Surgery at the Cedars-Sinai Heart Institute.

“The medical teams we send abroad perform extremely complex, delicate, and intensive surgeries that become a training platform for local physicians,” Marchelle says.

A
fter the orphanage in China—a beautiful facility tucked out of sight in a grim and gritty part of Luoyang—the Cedars-Sinai team met their patients: 140 children, from newborns to 4-year-olds, all with rectal and anal malformations. “These children are abandoned within days of being born, and without palliative surgery early on, they die of sepsis and malnutrition,” Dr. Frykman explains. Cultural prejudice against birth defects of any kind is a factor, as is the government’s one-child policy. The lucky ones receive colostomies—a short-term fix for a problem that requires constant medical attention and that makes the children unadoptable.

On its first visit, the Cedars-Sinai team handled 11 surgical cases in four days, including hernias, reconstructions, colostomy repairs, and several emergencies.

Following the success of the 2011 trip, Mending Kids International funded Cedars-Sinai’s participation in a second mission to Maria’s Big House of Hope. This time, word of the American doctors’ expertise had spread. In addition to operating on the orphans, the team’s role expanded to teaching.

“There were five surgical days, and every day there were more Chinese doctors showing up to learn,” Marchelle recalls. “They came from hundreds of miles away, and learned about operations and procedures they had never seen before.”

The American team was on a steep learning curve as well. Because treatment in the U.S. is prompt, doctors never see the kinds of tumors, masses, and other serious complications that presented in the Chinese children. In all, 50 children were helped in the course of the two missions, with 25 surgeries performed. “Four children we operated on last year have been adopted, two of them by families in America,” Dr. Frykman says. “After this last mission, more adoptions are on the way. It’s very gratifying.” Plans for a mission in 2013 are already in the works.

“The kids needed reconstructive surgery that no one there knew how to do, largely because of a lack of training,” Dr. Frykman says. “Dr. Shiwei Zhai, a local surgeon, scrubbed in on every case, and we taught him how to perform the reconstructions.”

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The Legacy Society Appreciation Luncheon is held to honor and personally thank the many donors who make a lasting commitment to healthcare innovation by including charitable gifts to Cedars-Sinai in their estate plans. Held at the Four Seasons Hotel Beverly Hills, the year’s event featured a panel discussion titled “Creating a Legacy—Building Healthy Futures.” The talk brought together representatives from COACH for Kids and their Families®—a program of the Maxine Dunitz Children’s Health Center, the Healthy Habits program, and the Youth Employment & Development (YED) program to share their experiences and insights. COACH for Kids has helped more than 135,000 individuals since 1994. The Healthy Habits program reaches some 2,500 elementary and middle school students, teachers, parents, and families in underserved communities each year. And the YED program provides job training to 50 area high school juniors and seniors annually.

Mark Smith with Florence and Melvin Shader
Leslie Spivak
Susanne Bard and Dr. Michael Berlin
Thomas M. Priselac, Cedars-Sinai president and CEO, and Dr. Charles Simmons, chair of the Department of Pediatrics
Arthur J. Ochoa, senior vice president for Community Relations and Development, and Lawrence B. Platt, chair of the Cedars-Sinai Board of Directors

Celebration of Life
The inspiring annual Celebration of Life honoring blood and marrow transplant survivors reunited former patients with the doctors, nurses, and other caregivers who helped them conquer cancer. A highlight of this year’s event was the moving dance number by a former patient—a professional dancer who underwent two transplants—who performed with his brother. In 2013, the Blood and Marrow Transplant program celebrates its 20th anniversary, with more than 1,500 patients receiving transplants during the past two decades.

Elie Quarres with her daughter-in-law Josephine “Jo” Quarres

WITH YOUR HELP, WE’LL BE HERE FOR HER GRANDCHILDREN TOO.

For more than a century, people from around the globe have turned to Cedars-Sinai for world-class medical treatment and research. You can help to ensure that this legacy will be available for generations to come by including Cedars-Sinai in your estate plan. A bequest does not impact resources during your lifetime and helps Cedars-Sinai continue to deliver high-quality patient care and conduct research that is vital to our Southern California community—and to the world.

To learn how you can create your own legacy at Cedars-Sinai, please contact Matthew Rabin, Esq., associate director of Gift Planning, at (323) 866-8149 or matthew.rabin@cshs.org, or visit the planned giving section of our website at www.csmc.edu/giving.
Forward Motion

Support for Prostate Cancer Research

A private event at Dennis Tito’s Pacific Palisades home showcased prostate cancer research activities at the Samuel Oschin Comprehensive Cancer Institute. Tito introduced Stuart Holden, MD—director of the Louis Warschaw Prostate Cancer Center and the Warschaw, Robertson, Law Families Chair in Prostate Cancer—to the nearly 50 guests. Edwin M. Posadas, MD, clinical director of the Genitourinary Medical Oncology Program, and Steven Puettadaso, MD, PhD, the PHASE ONE Foundation Chair and director of the Institute, then joined Dr. Holden to present current research in the battle against prostate cancer.

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Conversations About Cancer

The Samuel Oschin Comprehensive Cancer Institute focused its Winter 2012 Conversations About Cancer event on experimental therapeutics. The dynamic husband-and-wife team of Alain Mita, MD, and Monica Mita, MD, were featured. As co-directors of Cedars-Sinai’s Experimental Therapeutics Program at the Board of Governors Center for Cancer Research, they talked about the importance of clinical trials. KPCC “AirTalk” host Larry Mantle asked both investigators to describe the next monumental step toward curing cancer. Both agreed that researchers across the nation need uniform genetic testing. “We also need to understand the subtypes of cancer,” Dr. Alain Mita explained. “We need to find the Achilles heel of each type of cancer so we can better treat that type of cancer.”

What a Pair!

Just as the most successful duets weave complementary voices together, What a Pair! unites a global force in medical innovation with world-class performing artists focused on raising support for breast cancer research and education at the Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute. A kickoff for the April 13 What a Pair! Benefit Concert was held in October at the Montage Beverly Hills. The Broadway-style event, which will be held at the Broad Stage in Santa Monica, will feature duets sung by stars of television, movies, music, and the stage. Cookie Markowitz and her daughter Tracy Forester co-chaired the event, with Giuliana and Bill Rancic, Lisa Ling, and Paul Simon, MD, serving as honorary co-chairs. Jo DiGante, Ruth Stafford, and Jody Price co-founded What a Pair!, which has raised more than $2 million for breast cancer research and education programs since 2002.

A Step Ahead of Cancer

The Samuel Oschin Comprehensive Cancer Institute at Cedars-Sinai was a beneficiary of the 2012 QVC Presents “FFANY Shoes on Sale®.” Each year during October, QVC and the Fashion Footwear Association of New York (FFANY) sponsor the event to benefit breast cancer research and education institutions. Thanks to the program, net proceeds from the charitable shoe sale aid Cedars-Sinai’s progress against breast cancer as well as that of other institutions. To date, QVC Presents “FFANY Shoes on Sale®” has donated more than $40 million to the cause.

*Manufacturer’s suggested retail price is based upon supplier’s representation of value. No sales may have been made at this price.
Dynamic Energy

What: The illustrious Women’s Guild’s 55th Anniversary Gala
Who: Hosted by LL Cool J, the celebration honored Wendy and Leonard Goldberg with the inaugural Hollywood Icon Award, which was presented by the legendary Samuel L. Jackson. The night’s entertainment was provided by eight-time Grammy nominee Stevie Nicks. President Lorette Gross announced the completion of the organization’s $20 million pledge to the Women’s Guild Lung Institute two full years earlier than expected. The night also included a special tribute to Women’s Guild’s distinguished past presidents, including Judy Briskin, Beverly Firestein, Vera Guerin, Pat Hubbard, Abby Levy, and Marcia Ziffren. This memorable evening raised $1.3 million in support of Cedars-Sinai. The event was co-chaired by Shelley Cooper, Brenda Fritz, and Barbara Herman.

Where: The Beverly Wilshire Hotel

The Sum & Substance

Founded in 1957, Women’s Guild has been a leader in providing resources for a wide range of programs at Cedars-Sinai. It supports the pursuit of knowledge and the development of diagnosis and treatment methods that will make a difference in the lives of countless patients for generations to come. To date, Women’s Guild has raised more than $40 million in support of Cedars-Sinai’s most critical work. In 2007, with a pace-setting $20 million pledge, Women’s Guild set out to establish a world-class research and treatment center for diseases of the lungs at Cedars-Sinai. Women’s Guild fulfilled that pledge two years early, in 2012. The Women’s Guild Lung Institute provides comprehensive inpatient and outpatient care for diseases of the lungs, esophagus, chest wall, airways, and mediastinum.

Women’s Guild also established Cedars-Sinai’s Saul and Joyce Brandman Breast Center — A Project of Women’s Guild at the Samuel Oschin Comprehensive Cancer Institute and endowed the Women’s Guild Chair in Women’s Health, held by cardiologist C. Noel Bairey Merz, MD.
Dynamic Energy

*What:* The Board of Governors Gala, benefiting the Board of Governors Heart Stem Cell Center. Lexus continued its sponsorship of the event, donating a 2013 Lexus LS 460 F Sport sedan for the raffle. Auction items included a Hawaiian vacation, a healthy cooking class with celebrity chef Dayna McLeod, and the opportunity to become an honorary ball kid with the Los Angeles Lakers.

*Who:* Stanley Black, founder of Black Equities, received the Philanthropic Leadership Award. Scott Minerd, chief investment officer of Guggenheim Partners, was honored with the Humanitarian Award. Music legend Barry Manilow, who recently launched an awareness campaign for atrial fibrillation, received the Heart of Hollywood Award. Musical guests were six-time Grammy winner Toni Braxton and Season 2 contestant on *The Voice* Chris Mann.

*Where:* Hyatt Regency Century Plaza

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**1.** Will Nicklas, Toyota Motor Sales’ corporate manager for Procurement and Corporate Services, Nancy Hubbell, Lexus Prestige communication manager, and Steve Hitter, Board of Governors chair, check out the new Lexus LS 460 F Sport.

**2.** Thomas M. Priselac, Cedars-Sinai president and CEO, and Michael Milken.

**3.** Jesse Sharf, Lexus raffle vice chair, and Nancy Lushing, auction vice chair, prepare to pull the winning Lexus opportunity-drawing ticket.

**4.** Heart of Hollywood honoree Barry Manilow surprises the crowd with a song.

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**The Sum & Substance**

The Board of Governors’ current campaign continues to champion innovative cardiac stem cell research at the Board of Governors Heart Stem Cell Center. Under the leadership of Heart Institute Director and Mark S. Siegel Family Professor Eduardo Marbán, MD, PhD, a groundbreaking clinical trial completed this year showed that an infusion of cardiac stem cells helps hearts damaged by heart attacks regrow healthy muscle.
The Helping Hand of Los Angeles is the longest-active support group at the Medical Center, now in its ninth decade of dedication. Proceeds from its volunteer-run hospital gift shop and annual events have contributed more than $21 million to date to the Department of Obstetrics and Gynecology. The group endowed the Miriam Jacobs Chair in Maternal Fetal Medicine (the very first chair at Cedars-Sinai, held by Calvin J. Hobel, MD) and The Helping Hand of Los Angeles Chair in Obstetrics and Gynecology, held by Sarah J. Kilpatrick, MD, PhD.

The Heart Foundation supports the groundbreaking research of world-renowned cardiologist P.K. Shah, MD, director of the Division of Cardiology and the Oppenheimer Atherosclerosis Research Center at Cedars-Sinai’s Heart Institute, and the Shapell and Webb Family Chair in Clinical Cardiology. Dr. Shah and his colleagues continue to refine their understanding of molecular and cellular mechanisms in order to develop novel treatments such as apo A-1 Milano gene-based therapy and a cholesterol vaccine to protect arteries from plaque build-up. They hope to obtain FDA permission to begin Phase I human trials of the heart disease vaccine within the next couple of years.

The Heart Foundation’s annual Galpin Motors Golf Classic
Who: More than 150 guests participated in the tournament and awards dinner.
Where: Sherwood Country Club in Thousand Oaks
1. Kimberly and Dr. P.K. Shah, The Heart Foundation Chairman Mark Litman, and Will Smith
2. Ron and Beverly Siegel
3. Cindy and Dennis Gilbert
4. Paul and Diane Moslehi with Kimberly and Dr. P.K. Shah
5. (standing) Jane Boeckmann and Will Smith with Galpin Motors President and Owner Bert Boeckmann (seated)
6. The Heart Foundation Vice Chairman Tom Eisenstadt, with Krista and Glen Strauss

Dynamic Energy

What: Check presentation from The Helping Hand of Los Angeles
Who: Sarah J. Kilpatrick, MD, PhD—The Helping Hand of Los Angeles Chair in Obstetrics and Gynecology and chair of the Department of Obstetrics and Gynecology—accepted a check for $350,000 from The Helping Hand to support the vital work of the department.

The Helping Hand of Los Angeles Chair in Obstetrics and Gynecology, held by Sarah J. Kilpatrick, MD, PhD.

The Helping Hand’s annual Hanukkah party
1. The Helping Hand Vice President Ellen Brooks, Dr. Sarah J. Kilpatrick, and The Helping Hand President Nan Krasne at the ceremony
2. (standing) Nadine Glazberman, Betty Jane Bruck, Julia Klein, Karen Levin, and Bobbi Scherr; (seated) Ellen Brooks, Norma Bubar, and Cooky Gold

The Sum & Substance

The Heart Foundation is the largest-active support group at the Medical Center, now in its ninth decade of dedication. Proceeds from its volunteer-run hospital gift shop and annual events have contributed more than $21 million to date to the Department of Obstetrics and Gynecology. The group endowed the Miriam Jacobs Chair in Maternal Fetal Medicine (the very first chair at Cedars-Sinai, held by Calvin J. Hobel, MD) and The Helping Hand of Los Angeles Chair in Obstetrics and Gynecology, held by Sarah J. Kilpatrick, MD, PhD.
Dynamic Energy

What: The Fashion Industries Guild 56th Annual Charity Dinner Dance
Who: This year’s gala honored Jeffrey and Betsy Kapor and Jay and Kathi Mangel. Proceeds benefited the Diana and Steve Marienhoff Fashion Industries Guild Endowed Fellowship in Pediatric Neuromuscular Diseases, which supports pioneering treatment for a range of devastating neurological diseases afflicting children. Attorney Jeffrey Kapor chairs the Apparel Practice Group at law firm Buchalter Nemer, with a practice encompassing all aspects of the fashion industry. Accountant Jay Mangel is a partner in the Crowe Horwath LLP audit practice and has 30 years of experience in representing clients in the apparel and textile industries.
Where: Beverly Wilshire Hotel

The Fashion Industries Guild

Since 1956, the Fashion Industries Guild has raised more than $21 million to fund special pediatric programs and facilities at Cedars-Sinai. Proceeds from this year’s gala—which raised $900,000—will support the Diana and Steve Marienhoff Fashion Industries Guild Endowed Fellowship in Pediatric Neuromuscular Diseases, which will allow the Pediatrics Department and the Cedars-Sinai Regenerative Medicine Institute to investigate and develop new treatments for devastating neurological diseases affecting children, including spinal muscular atrophy, cerebral palsy, and epilepsy. The group’s membership includes manufacturers, buying offices, sales reps, publicists, and other apparel and retail professionals.
**Dynamic Energy**

**What:** The eighth annual Pink Party® raised more than $1.6 million for the Women’s Cancer Program at the Samuel Oschin Comprehensive Cancer Institute.

**Who:** Pink-adorned-and-accessorized guests walking the pink carpet at this year’s event included host Michelle Pfeiffer, her husband, David E. Kelley, Judd Apatow and Leslie Mann, J.J. Abrams, Marcia Cross, Lisa Edelstein, Olivia Munn, and Jeri Ryan. A special fashion show featured the work of such designers as Barbara Bui, Brunello Cucinelli, Chloé, J. Mendel, Stella McCartney, and Valentino. The event also featured the work of Los Angeles-based artist Retna. NCIS star Michael Weatherly hosted the live auction.

**Where:** Hangar 8, Santa Monica Airport

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**The Pink Party**

The evening’s fashion show featured the work of Los Angeles-based artist Retna. NCIS star Michael Weatherly hosted the live auction.

1. Host Michelle Pfeiffer
2. Bojana Jankovic and Michael Weatherly
3. Cathi and John Bendheim
4. Linda and Jim Lippman with Elyse Walker and David Walker
5. Sydney Holland with Elyse Walker and Dr. Beth Y. Karlan, director of the Women’s Cancer Program at the Samuel Oschin Comprehensive Cancer Institute
6. Ming-Na Wen and Chaz Dean
7. Lawrence B. Platt, chair of the Cedars-Sinai Board of Directors, Karen Platt, and Dr. Beth Y. Karlan
8. Marcia Cross
9. Tom Pernice and Liza-Utter Pernice
10. The evening’s fashion show

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**The Sum Substance**

Since 2005, the partnership between Pink Party® and Cedars-Sinai has helped raise more than $8 million to fight women’s cancers through supporting the work of internationally recognized gynecologic cancer surgeon and researcher Beth Y. Karlan, MD, who leads the Women’s Cancer Program at the Samuel Oschin Comprehensive Cancer Institute and holds the Board of Governors Chair in gynecologic oncology. Elyse Walker established the Pink Party in honor of her late mother, who was diagnosed with stage 4 ovarian cancer at the young age of 40. This year’s event raised more than $1.6 million for the Women’s Cancer Program.
“I want to feel like a rock star!” beams 23-year-old Melanie, as makeup artist Patricia Chavira dives into her kit to find the best products for wild smoky eyes, bright lips, and eyebrows with attitude. Melanie gets even more excited. “Let’s channel Lady Gaga!” Patricia is up for the challenge. Between blending purples and blues and applying sweeps of silver powder, she chats with Melanie about music festivals, the latest fashions, and boys. When Patricia finishes, Melanie says: “I’m so thankful you were here today — you helped me forget about my problems for just a little while.” The two young women share a hug.

Melanie is a patient on 3 Southwest, a floor dedicated to women’s cancers. Patricia is part of Lipstick Angels, a nonprofit foundation whose volunteer members provide hospitalized women at Cedars-Sinai with personalized beauty treatments to boost their self-esteem and spirits.

Researchers and physicians at Cedars-Sinai are making breakthroughs that help prevent, diagnose, and treat various cancers. Still, today’s cancer treatments carry side effects that can make it difficult for patients to face a mirror. Common changes include dark circles under the eyes; thinning hair, eyebrows, and lashes; a dry, blotchy complexion; and either a gaunt or puffy face. Some patients even fear scaring their young children or worrying their families.

“Volunteer makeup artists help cancer patients face the mirror and restore their self-confidence.”

— RENATA HELMFAN

Lipstick Service

PHOTOGRAPHY BY JOHN LIVZEY
HAIR AND MAKEUP BY LIPSTICK ANGEL PATRICIA CHAVIRA

Lipstick Angels founder
Renata Helfman
In response, Lipstick Angels was established in 2012 by Renata Helfman, a Hollywood makeup artist with years of experience in the beauty industry. As a longtime volunteer at women’s shelters and medical centers, founding Lipstick Angels was a natural fit for Renata.

“Why wouldn’t I take something I’m good at and share it with those who need it the most?” she says. “I wanted to create a program to help women through the healing process. Touching someone when they are so vulnerable—even massaging their hands or doing their makeup—can make them feel better.”

The Lipstick Angels and the nursing staff at Cedars-Sinai have seen transformations occur time and time again, sometimes even with tangible medical benefits. Kathleen Burgner, RN, recalls a patient who refused to walk around—an imperative step in her recovery process. “Like a lot of the women, she didn’t want to leave her room, but after one of the Angels freshened her up, she told me she wanted to ‘ strut her stuff!’ She was walking around the floor asking everyone if she looked as pretty as she felt.”

Shannon Medlock, a licensed esthetician, says her biggest reward is when the patient relaxes enough to fall asleep while Shannon soothes her hands or gently moisturizes her skin. “The hospital is a busy place—there’s a lot of beeping, and everyone has so much on their mind. When a patient completely relaxes or tells me how beautiful she feels, I feel more fulfilled than I ever have doing makeup for a bride.”

Sixteen Lipstick Angels currently volunteer at Cedars-Sinai with expertise ranging from makeup to skin care to holistic healing treatments such as Reiki. “The program is all about commitment and compassion,” Renata explains. “We’re not just there to make patients feel beautiful—we’re also there to listen and give them something to focus on besides their hospital stay.”

One unforgettable moment for another Lipstick Angel—Amy Holiber, who volunteers on the Rehabilitation Unit with the recreation therapist—was making over a nun who had never worn an ounce of makeup in her life. “She didn’t even know what mascara was! She was so excited to get her ‘face on.’ She made me laugh the entire time and had this lovely spiritual energy. She had the nurses take pictures so she could show her friends at the convent!”

Barbara Leanse, director of Volunteer Services, can’t help but smile when she talks about the program, which is quickly expanding and will soon be available in the Cedars-Sinai Infusion Center. The Lipstick Angels are now hosting full-day beauty and spa events for patients. “They are helping women who are going through a difficult time,” she says. “They are adding blush to cheeks that need color and gloss to lips that need shine. The Lipstick Angels help reflect the inner beauty of these women on the outside again—and that’s an added dose of strength, hope, and confidence they need.”

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Cedars-Sinai Medical Honor Roll

Equitable Building as a Pencil Sharpener
Claes Oldenburg, 1995
Etching and pencil
Donated by James Burrows

Claes Oldenburg is best known for his large public art installations that recontextualize everyday objects. James Burrows is a renowned television director and co-creator of the legendary series Cheers, about a bar where everybody knows your name. The recipient of multiple Emmy and Directors Guild Awards, Burrows is also a commercial television director who has produced and directed three-camera shows, changing the way we see some of our favorite shows.
CATALYST SPRING 2013

Women's Guild

Upcoming Events

April

2013 Jewish Wisdom and Wellness: A Week of Learning, April 21–27
Opening event, Cedars-Sinai

May

Women's Guild Luncheon

Beverly Hills Hotel

Dancing for NED

The Mark for Events

Board of Governors Healthcare College

Cedars-Sinai

May 10 The Helping Hand Mother of the Year Luncheon

Beverly Hills Hotel

July

Sports Spectacular

Century Plaza Hotel

August

Women's Guild Gala

Beverly Hills Hotel

November

Women's Guild Gala

Beverly Hills Hotel

May 30 Women's Guild Luncheon

Beverly Hills Hotel

September

Women's Guild Gala

Beverly Hills Hotel

October

Women's Guild Luncheon

Beverly Hills Hotel

November

Women's Guild Gala

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