



CEDARS-SINAI®

SUMMER 2016

# Catalyst

## Led by the Heart

Twenty years after the passing of  
Steven S. Cohen, friends and family  
keep his memory alive through  
The Heart Foundation.



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# Future Perfect



**W**hen I stand back and look at the progress Cedars-Sinai has made over the past few years, I am astounded by the breakthroughs we have had in our labs, the lives we have saved, and the hope we have brought to individuals and families.

We are finding new, innovative ways to care for our community, and we are continuing to expand our affiliations and community partnerships throughout the region. This allows us to bring healthcare and Cedars-Sinai's high standards to those far away from our medical center campus.

*"We are proud of what we have accomplished and where we are headed, all thanks to the generosity of our donors. Thank you to all who join us as we build a better future for our children, our grandchildren and ourselves."*

**—John Coleman**

But there is much more to do. That is why we have embarked upon the biggest fundraising effort in the history of the institution, the *Campaign for Cedars-Sinai*, with a goal of raising \$600 million by 2018.

Our campaign priorities reflect the commitment we have to our community.

Thanks to support from our donors, Cedars-Sinai is able to further our investment in research areas aimed at: disease prevention and control, such as heart failure, diabetes and inflammatory bowel disease; precision medicine and targeted therapies that enable personalized treatments for each patient; issues related to aging and longevity, including cancer, Alzheimer's disease and osteoporosis; innovation in healthcare and technology that creates new approaches to investigating, diagnosing and treating illness; and educating and training future physicians and scientists.

We are proud of what we have accomplished and where we are headed, all thanks to the generosity of our donors. Thank you to all who join us as we build a better future for our children, our grandchildren and ourselves.



**John Coleman** | Chair, *Campaign for Cedars-Sinai*



*“Nurse Ryan Hodges, Dr. James Fishkin and Dr. Payman Danielpour took exceptional care of me while I was in the ER. I had fallen and had a dislocated shoulder and a large gash on my forehead. They were attentive and monitored my pain. I really felt like I had the ‘A-team.’”*

— Jack Pitson

By making a gift through Circle of Friends, you not only honor a special caregiver, but you also help Cedars-Sinai make advances in biomedical research, educate tomorrow’s physicians and continue to serve the community.

For more information about Circle of Friends and how you can say “thank you,” visit [csmc.edu/circleoffriends](http://csmc.edu/circleoffriends)

## From Stranger to **Savior**

**E**xactly one year after Juan Morales received a kidney at Cedars-Sinai in October 2014, he finally met Mark Dondick, the man who made the lifesaving donation.

Although Morales now considers him “a brother,” they had no previous connection to each other. Dondick had given his kidney altruistically, for transplantation into anyone who needed it.

“Altruistic, or what I call ‘good Samaritan’ donors, are very important,” says Stanley Jordan, MD, director of Kidney Transplantation and Transplant Immunology at the Cedars-Sinai Comprehensive Transplant Center, and director of the Division of Pediatric and Adult Nephrology. “It helps so many people.”

Morales, a construction worker, calls the deed “an act of love for humanity.” He adds, “If we had more people like [Dondick] in this world, this world would be a lot different.”

For Dondick, a manager at American Honda, being a good Samaritan just made good sense — he had two kidneys, so why not share? “The surgery went exactly as expected, and I came back to work after two weeks,” he says. “Ultimately, I got back so much more than I gave.”

Morales required the transplant because of polycystic kidney disease, an inherited kidney condition that afflicts half of his family, including at least two of his nine grandchildren. He and Dondick hope their example will encourage others to donate organs so that Morales’ grandchildren — and countless others — can gain a second chance at life.



Mark Dondick and Juan Morales at a Cedars-Sinai holiday party for transplant patients and donors

# Blood Bond

**A**s a registered nurse, Kim Coleman has devoted her career to helping other people. But when she learned she would need a heart transplant, she found herself on the receiving end of the generosity of others.

In order for the operation to be a success, it was critical to have enough blood available. The procedure required a minimum of four units of red cells, two units of plasma and two units of platelets. Fortunately, Cedars-Sinai had them, thanks to the generosity of numerous blood, platelet and plasma donors. Although they may be strangers to her, those donors became an important part of Coleman's life because they helped save it.

Coleman's experience, in turn, has inspired many of her friends to donate blood so it will be available for other patients when they need it.

"Most of my friends are not B positive, which I am," Coleman says. "But when I found out that several of my friends were O positive and O negative, I encouraged them to donate blood," she says.

Type O blood is always in high demand since it is considered universally acceptable to patients regardless of blood type. It's also particularly critical in emergency and surgical settings when finding cross-matched blood could take too long to save a patient's life.

Coleman wants to spread that message. "If you're sitting on the fence about whether or not you want to donate, I would strongly encourage you to do so," she says. "Go to Cedars-Sinai or your local hospital. You would not believe the number of lives you can touch and save."

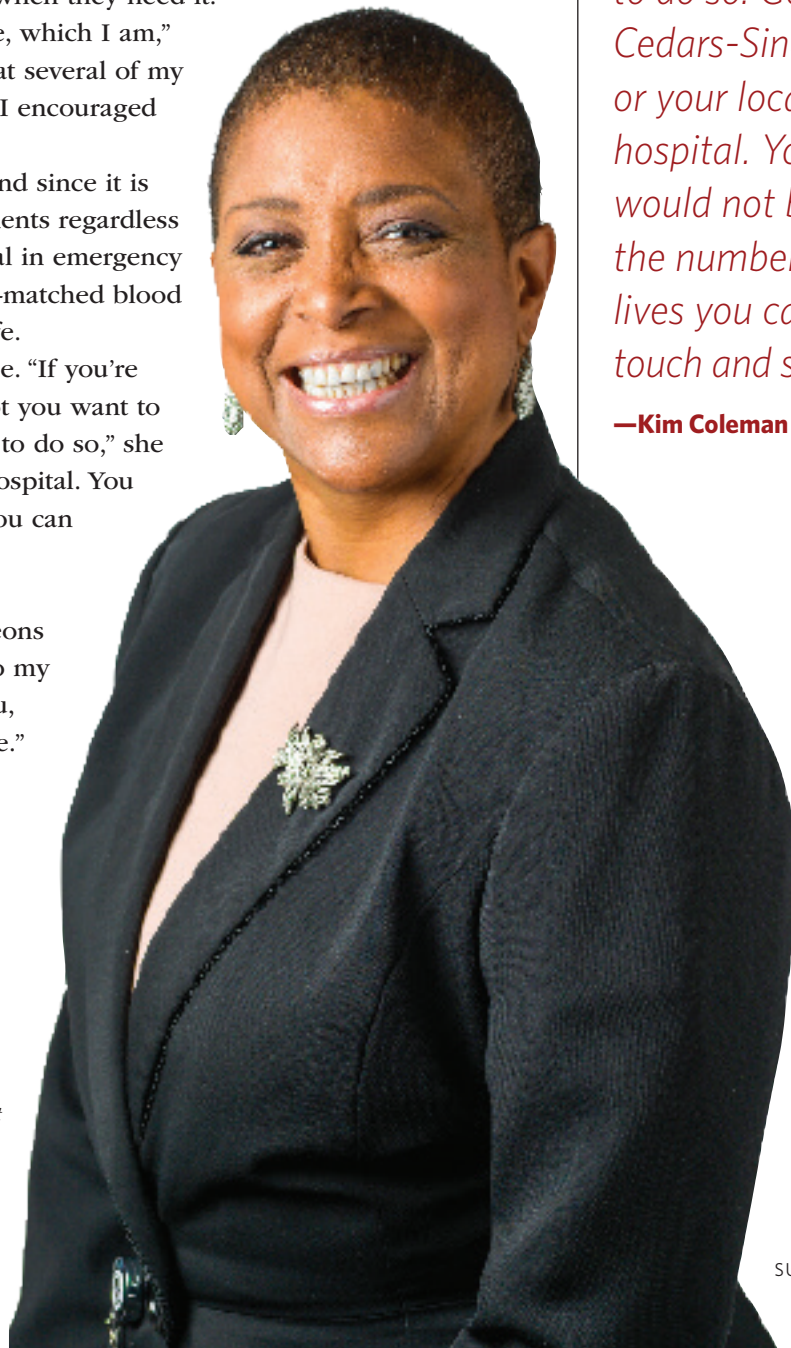
She continues to be grateful for those strangers who helped Cedars-Sinai surgeons save her life. "If I could say something to my blood donors, I would just say thank you, because without them I wouldn't be here."

Cedars-Sinai Blood Donor Services is a state-of-the-art facility within the medical center. There, donors contribute life-giving blood, plasma and platelets. Two mobile blood collection units also are available for blood drives at remote locations, making it easier than ever to touch and save lives.

*For more information, or to make an appointment to donate, please call 310-423-5346 or visit [cedars-sinai.edu/donateblood](http://cedars-sinai.edu/donateblood)*

*"If you're sitting on the fence about whether or not you want to donate, I would strongly encourage you to do so. Go to Cedars-Sinai or your local hospital. You would not believe the number of lives you can touch and save."*

**—Kim Coleman**



# Healing **Song**

**Volunteer Michael Hunter uses his talent for impromptu songs to connect with patients and spread joy.**

**F**or Michael Hunter, a volunteer with the Music for Healing program at Cedars-Sinai, inspiration is all in a patient's name. Then, he instantly crafts encouraging and original songs during his weekly visits.

"Michael asks the person to say their name, and he'll make up an impromptu song on the spot," says Tammi Weinstein, the Music for Healing volunteer coordinator. "He's very sweet and very caring, and his music touches the patients and family members and the hospital staff."

Hunter was 2 years old when he found a toy guitar under the family Christmas tree. He immediately began playing it, startling his parents.

"They looked at each other and said, 'We should probably get him a real guitar,'" Hunter recalls.

From that day on, music became a constant in his life. And though Hunter has been a working musician for as long as he can remember, it's his volunteer work at Cedars-Sinai, which began in 2012, that brings him the most joy.

"There are miracles that happen here," he says.

One day, Hunter greeted a female patient who had not responded to doctors or nurses. She hadn't spoken a word since being admitted two weeks before, he says.

"She seemed sad to me," he says. "I started playing, and I moved a little closer to her

because the vibrations from the guitar strings can affect people. I sang a song about her, about her eyes and her hair and her face — and she cracked a bit of a smile."

As Hunter continued his improvised song, that smile grew.

"The next thing I know, she's laughing," he adds. "It's humbling to see a breakthrough like that."

Hunter is one of 15 musicians in the Music for Healing program, according to Barbara Leanse, director of Volunteer Services, who speaks glowingly of Hunter. "He understands the challenges patients face and he wants to give back," she says.

But Hunter says he is the one who gets the real gift when he plays. "I look forward to being here because something amazing happens every time," he says. "The music and the healing — it flows both ways."





# Center Stage

Every breakthrough starts with donors. Here is a glimpse at the important role Cedars-Sinai supporters have played over the past year.

1,526  
RESEARCH  
PROJECTS  
WERE  
CONDUCTED.

The \$600 million Campaign for Cedars-Sinai is the institution's most ambitious fundraising effort to date, supporting initiatives in five key areas:

5,083 new donors helped fund lifesaving initiatives in clinical care, research and education.

- disease prevention and control
- precision medicine and targeted therapies
- aging and longevity
- innovations in healthcare and technology
- education and training

481

RESIDENTS AND FELLOWS LEARNED AND HONED LIFESAVING SKILLS.

2,051 physicians were on staff.

88,422

patient visits were made to the Cedars-Sinai Ruth and Harry Roman Emergency Department.

If you are interested in learning more about the Campaign for Cedars-Sinai, contact 323-866-6240.

697,539 OUTPATIENT PROCEDURES WERE PERFORMED.

74 percent of donors were grateful patients.

Every gift counts: 77 percent of donors gave less than \$250.

Nearly 3,000 volunteers gave more than 180,000 hours of their time to provide comfort, assistance and hope.

Nearly 73 percent of gifts to the Campaign for Cedars-Sinai have come from individuals.

Donors represented all 50 states and many foreign countries.

# All About **Sharing**



Cedars-Sinai Research Associate Bin Mclaurin donates money to prostate research and awareness because he understands the mental hurdles men face when visiting their doctors.

two units of blood and two bags of platelets per week. The generosity of those 32 blood donors who sacrificed their time made it possible for Sandy and her father to have several more months together.

“I cannot put a price on it or explain how grateful I am,” she says. Since August 2015, to honor the gift of those strangers, she has donated both blood and platelets every 60 days — as often as she is allowed — and vows to continue doing so for the rest of her life.

For Bin Mclaurin, a research associate at the Cedars-Sinai Heart Institute, giving takes the form of raising money and awareness. One day, while encouraging a patient to take part in a blood pressure study, he realized he needed to follow his own advice and get a checkup. What he thought would be a routine physical ended up saving his life, as tests revealed an enlarged prostate. Still undergoing treatment, he shares his experience so that other men will visit their doctors more often.

“It’s a man thing, not going to see your doctor and getting the tests you know you should be getting,” Mclaurin says. “And that’s something we really need to change.”

**E**ach year, #GivingTuesday celebrates philanthropy in all its forms worldwide. At Cedars-Sinai, where the spirit of generosity abounds throughout the year, the theme for the most recent #GivingTuesday campaign was all about sharing. The effort highlighted individuals and families who selflessly donate their time, effort and financial resources, as well as items that can be even more precious in terms of lifesaving immediacy.

For Sandy Finn, the gift is a substance no hospital can afford to be without — blood. Like many, she was unaware of the critical importance of blood donations until a crisis struck. When her father was diagnosed with leukemia, she learned that, unless he received blood and chemotherapy right away, he would have no more than four weeks to live.

During the eight weeks of treatment, Sandy’s father received



# THANK YOU.

Every time you donate, you fund innovative research that can spur breakthrough treatments and truly innovative care.

Your compassion and generosity change — and save — lives.



THE CAMPAIGN FOR CEDARS-SINAI

# Fly Protocol



## Did You Know?

Cedars-Sinai Medical Center is one of the first hospitals in the United States to screen all patients for depression upon admission. Screening may include testing a patient's thyroid function or looking for other chronic diseases that sometimes manifest as depression. In addition, social workers and/or psychiatrists may be enlisted to help develop an action plan or provide referrals to outside services.

Surgeons have long understood the need to keep operating rooms free of airborne bugs. In the medical center's earliest days, when it was Cedars of Lebanon Hospital, that issue included actual flying insects. Not only did air-conditioning not exist, even window screens were rare. Hot days left the staff no choice but to open windows during surgery, presenting opportunities for flies and other tiny invaders.

Responding to such intrusions, the Department of Surgery's chair at that time, Leon Morgenstern, MD, instituted the "fly protocol." Whenever an insect buzzed in, Morgenstern would say, "Fly!" A nurse would cover the surgical site and then grab a flyswatter to dispatch the intruder.

By the 1950s, widespread use of window screens greatly diminished insects in operating rooms and the health risks they posed. But once upon a time, fly protocol was vital to surgical patients' safety.

# Giving Moment

“I had a patient come in with a devastating condition that prevented her from working,” recalls Sauchuen Yu, a senior physical therapist in the Cedars-Sinai Department of Rehabilitation. “I was talking with my co-workers, saying it would be nice if there were resources to help someone like her, because what she was going through must be emotionally and financially challenging. That’s when I found out there was such a resource — and that I could be part of providing it.”

In 2014, Yu began supporting the Employee Giving Program at Cedars-Sinai. As a 25-year employee of the medical center, Yu appreciates the chance to bolster the institution’s community-oriented mission. “It’s one of the things that sets Cedars-Sinai apart,” he says. “We all live in society together and, if our neighbor has trouble, it could impact everyone. I believe we should help each other out as much as possible.”

Yu knows something about offering help. He works a heavy caseload, collaborating with physiatrists, occupational therapists, speech therapists, neuropsychologists and social workers to advance patients’ progress and coordinate discharge planning.

“For me, the job is really rewarding because I get people back on their feet,” he says. “Maybe they’ve had a stroke, an amputation or other injury. My goal is to help them get ready to go home, either independently or with some assistance.”

His responsibilities also entail making sure patients have the tools needed for their ongoing care once they’ve been released. “We provide proper equipment for them so they can continue to heal and maintain the gains realized in therapy long after they’ve left,” he says.

In addition to his role as a physical therapist, Yu also serves as student volunteer coordinator for his department, placing young people interested in the field with experienced mentors who can show them the ropes. “Most physical therapy schools require clinical experience, so prospective applicants will come here for a few months to observe what we do. It’s a great way [for them] to get started down [their] career path.”

For Yu, serving in a teaching capacity is part of what it means to give back. “Whether I am donating money or connecting with students, I know people at Cedars-Sinai will benefit,” he says. “As I see it, that’s the best gift of all.”

*For more information about Cedars-Sinai’s Employee Giving Program, visit [giving.cedars-sinai.edu/employeegiving](http://giving.cedars-sinai.edu/employeegiving)*

***For Sauchuen Yu, providing financial assistance to patients in need is just another way he helps them return to health.***



# State of the Art

## Christine Nguyen

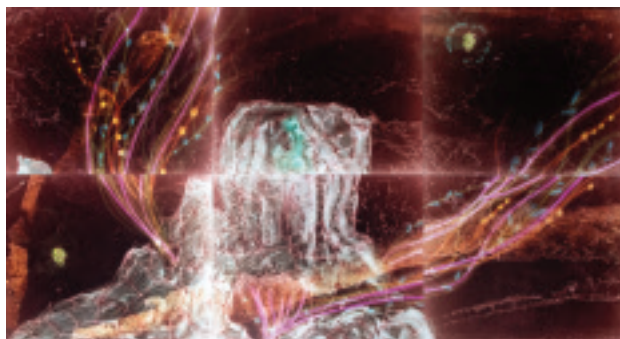
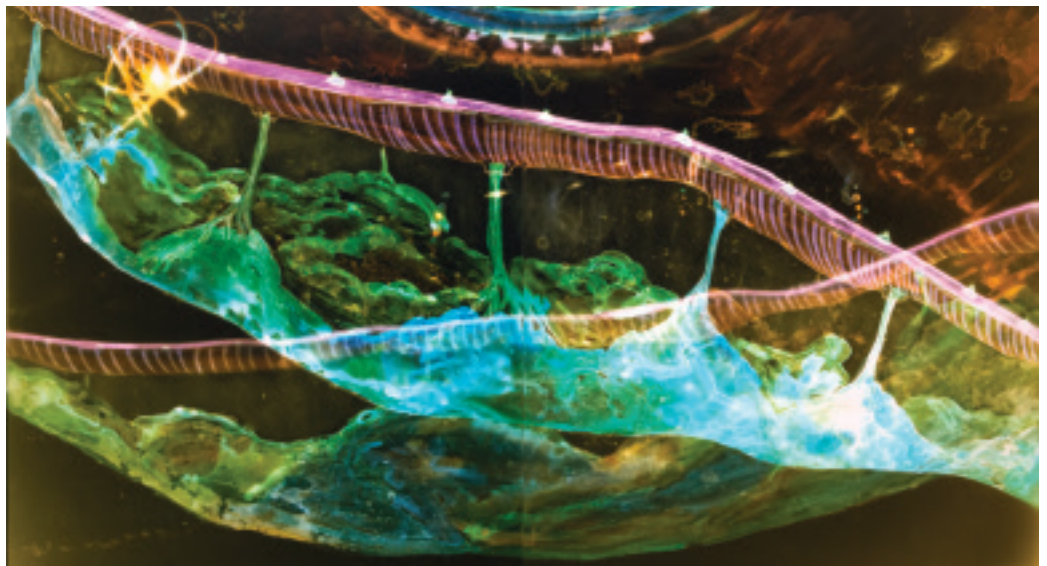
Christine Nguyen earned her BFA from California State University, Long Beach, and her MFA from the University of California, Irvine. Her works have been featured in museums and galleries throughout Southern California, from New York to Munich and from Bogota to Ho Chi Minh City. Nguyen's art also has been the subject of solo exhibitions at the Hammer Museum, Michael Kohn Gallery and AndrewShire Gallery in Los Angeles; the Crisp-Ellert Art Museum in St. Augustine, Florida; the 10 Chancery Lane Gallery in Hong Kong; and Galerie Quynh in Ho Chi Minh City. The California native's numerous awards include a 2016 Artist Fellowship from the city of Los Angeles.

**F**rom the Collection: *Bear Mountain* and *Highways with Converters*.  
Christine Nguyen's art draws upon the imagery of science with a creativity that strives to push the boundaries of current technologies. Inspired by Roger Birnbaum, who donated her piece *A Crustacean's Home* to the Cedars-Sinai's art collection in 2013, Nguyen recently gave two additional works to the medical center.

"When I found out about the collection and its mission [to use art as a healing tool], I wanted to donate more pieces," Nguyen says. "I feel that my work is imaginative and meditative, and thought it would contribute something positive for viewers to see."

Her donated prints *Bear Mountain* and *Highways with Converters* were composed on layered Mylar, painted and then used as a negative in a photo-based process. The end result is illuminated imagery on C-prints (color photo paper). They imagine that the depths of the ocean reach into outer space and that, through an organic prism, vision can fluctuate between the micro- and macroscopic.

Nguyen has been developing a personal cosmology in which commonalities among species, forms and environment become visible and expressive, suggesting past narratives and possible futures.



**Christine Nguyen, 2008**

**ABOVE:**  
**HIGHWAYS WITH CONVERTERS**  
C-prints on Sintra  
donated by the artist

**LEFT:**  
**BEAR MOUNTAIN**  
C-prints on Sintra  
donated by the artist



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

For more than a century, people have turned to Cedars-Sinai for world-class medical treatment and research.

By including Cedars-Sinai in your estate plan, you can help ensure this legacy will be available for generations to come.

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**CEDARS-SINAI**<sup>®</sup>

# Led by the Heart



**Steven Cohen with his daughters Ashton (left) and Lindsay (right), circa 1995**

Twenty years after the passing of Steven S. Cohen, friends and family keep his memory alive through **The Heart Foundation.**

BY WAYNE NIEMI

# O

## n December 7, 1995,

35-year-old Steven Cohen was thriving. He was running a successful business, enjoying his family and spending time with his group of uncommonly close friends. Then, suddenly, everything changed.

The seemingly fit husband and father of two suffered a massive, fatal heart attack. His friends and family were left with anguish and questions. “When Steve died, it was devastating,” says Mark Litman, longtime friend and chairman of The Heart Foundation. “Up until then, I thought I had a charmed life. Then, within seconds, I lost my best friend.

“You know, Steve wasn’t a celebrity,” Litman adds. “He wasn’t a sports star. He wasn’t a rock star. He was just a regular guy — but a great guy, a great friend.”

In the days that followed, Litman and others sat *shiva* and searched for meaning in their loss. It was then that they made a commitment to keep Steve’s memory alive, not only for themselves, but also for Cohen’s daughters, Ashton (then 5) and Lindsay (then 2).

Litman’s motivations were also self-serving. He confesses that he struggled with his grief and the fact that he didn’t have the opportunity to say goodbye. “When people have cancer or AIDS, it’s horrific, but you have time to talk, you have time to have closure,” he says. “But with heart disease, when someone goes, they’re gone. Originally, this wasn’t about the need to fund heart research. This was about healing ourselves.”

So The Steven S. Cohen Heart Fund was established and planning began for the first event to commemorate Steve’s memory. In 1997, that inaugural event became a reality, and with emotions still raw and close to the surface, friends and family came together for a celebration of Steve, which raised \$150,000.

“It was a group effort, and for five years we kept raising money, but it was difficult,” Litman says. “We were all volunteers. We got to the point where we needed and wanted to take it to the next level.”

Part of this “next level” was establishment of the Steven S. Cohen Humanitarian Award in 2000 and securing real estate developer and philanthropist Marshall Ezralow as the inaugural recipient. “There will always be a special place in my heart for Marshall because he really helped us,” Litman recalls. To this day, Litman credits Ezralow’s dedication, philanthropic vision and business expertise with raising the profile of the organization. That growth process also resulted in the name change to The Heart Foundation.

Other high-profile Angelenos have been honored with the award bearing Cohen’s name, including William Morris Agency Chairman Norman Brokaw in 2004; actor Kirk Douglas and his wife, Anne, in 2005; Motown founder Berry Gordy in 2008; celebrity chef Wolfgang Puck in 2009; and real estate developer Mike Meldman in 2016.

To date, The Heart Foundation has donated more than \$15 million to Cedars-Sinai, which directly supports the work of P.K. Shah, MD, director of the Cedars-Sinai Heart Institute’s Oppenheimer Atherosclerosis Research Center and Atherosclerosis Prevention and Treatment Center, and the Shapell and Webb Family Chair in Clinical Cardiology.

“Our mission is awareness, education, research and early detection,” Litman says. “We looked at working with a few different institutions, but we kept running into roadblocks. Cedars-Sinai and Dr. Shah welcomed

## Milestones

**While The Heart Foundation began with a tragedy, it has flourished due to the lasting commitment of its founders and volunteers. Here is a brief recap of the organization’s history and many accomplishments over the past 20 years.**

### 1995

Steven S. Cohen passes away at age 35 from a massive heart attack.

### 1997

An inaugural black-tie gala is held at The Beverly Hilton Hotel, raising \$150,000.

### 1998

The organization’s first golf tournament is held at North Ranch Country Club.

### 2001

Marshall Ezralow receives the inaugural Steven S. Cohen Humanitarian Award, and the name of the organization is changed to The Heart Foundation.

## Good Company

The Heart Foundation Chairman Mark Litman says the organization's longevity is due to the ongoing work of a dedicated team, including Executive Director Catherine Erlinger; Treasurer Mark Sapiro; Secretary Jerry Cohen; board members Lisa Sapiro, Eva Cohen Weingarten and Brian S. Weinhart; and the following founders and key volunteers who have all played important roles over the years:

Howard Abrams  
Kraig Baron  
Bruce Beard, DDS  
Steve Belinfante  
Chris Cagnon, PhD  
Laura Cohen  
Curtis Dahl  
Tom Eisenstadt  
Hooman Emanuel  
Howard Entin  
Marty Fishman, PhD  
Cary Gepner\*  
Dana Kates  
Suzi Kokenda  
Derek Layne  
Bob Levey  
Carol Levey  
Di Lyle  
Rob Mandell  
Victoria Moseid  
Jack Polevoi  
David Purkey  
Barry Rudin  
Stan Steinberg, DC  
Michael Turek, MD\*  
Alon Varsha  
Steve Weber

\* DECEASED

us with open arms. P.K.'s vision and research were exactly what we wanted to do."

Speaking about his long relationship with The Heart Foundation, Shah jokes about their strong connection. "This is a marriage that has outlasted most in California," he says. "It's a phenomenal group of volunteers who are very dedicated to the cause. I have great respect for them. Mark is clearly the heart and soul of this wonderful organization and his passion and commitment are awe-inspiring.

"They have been a vital source of support for my laboratory for 20 years," Shah adds. "Doing research is an expensive business and institutions don't always have enough resources. The Heart Foundation has played a critical role in supporting the development of our heart disease vaccine."

That vaccine could one day avert heart disease altogether by potentially preventing plaque buildup in arteries, a game-changing proposition for heart disease prevention.

"CT scans and early detection are wonderful, but this could prevent heart disease in the first place," Litman says. "And Dr. Shah is the one to do it. He's brilliant, sincere and humble. And the team he has is as brilliant as they get. If anyone can do this, it's going to be P.K. and his staff."

Shah and his wife, Kimberly, received the organization's Humanitarian Award in 2012.

That same year, The Heart Foundation furthered its commitment to Cedars-Sinai and Shah's work with the founding of the Steven S. Cohen Endowed Fellowship in

Lindsay and Ashton at Cedars-Sinai in 2016



### 2003

The Heart Foundation and Galpin Motors join forces to create the first annual Galpin Motors Golf Classic.

### 2004

Norman Brokaw is honored with the Steven S. Cohen Humanitarian Award.

### 2005

Kirk and Anne Douglas receive the Steven S. Cohen Humanitarian Award.

### 2006

The organization dedicates The Heart Foundation Donor Wall at Cedars-Sinai.

### 2008

The Steven S. Cohen Humanitarian Award is bestowed upon Berry Gordy.

### 2009

Wolfgang Puck is honored with the Steven S. Cohen Humanitarian Award.





**“People sometimes ask me, ‘How long are you going to do this?’ But how can I stop? This defines me. I’ve got my family and my work and I’ve got The Heart Foundation. It’s part of who I am.”** —Mark Litman

Atherosclerosis Research, directed by Shah.

The inaugural fellow, Xiaoning Zhao, PhD, says of the fellowship: “I am honored. For me, it’s an affirmation of the dedication and hard work of not only myself, but all of us involved in research.”

Beyond fundraising, Litman says the group’s efforts to raise awareness about heart disease have saved numerous lives. “I’ve had many people come up to me and look me in the eye and say, ‘Mark, The Heart Foundation saved my life’ because they came to an event and were encouraged to see their doctor.”

Sometimes those doctor visits reveal other serious health issues. Litman recalls a man at a golf tournament telling him that he was motivated by the group to get his heart checked. While his heart was found to be in top shape, he discovered he had colon cancer. “He wasn’t a guy who went to the doctor often, but he did go and they caught it,” Litman says.

Litman also credits The Heart Foundation with saving his own life. Both of his parents died at young ages due to heart disease. Given his genetic predisposition, he took care of himself and thought he was staving off his potential risk. Then he learned a few years ago that he had a significant amount of arterial plaque.

“Because of The Heart Foundation, I get checked out regularly so I can do something about it,” Litman says. “If Steve had this kind of awareness, he might not have died. You can only take steps to change something if you’re aware of it. I’ve had to change my entire lifestyle, including the way I eat — no more dairy, no more red meat, cut way back on sugar — and I exercise even more diligently.”

Indeed, awareness is and has been at the center of the organization’s events and activities, such as its annual Galpin Motors Golf Classic, The Heart Foundation Gala, and health and wellbeing events

at the Four Seasons Hotel in Westlake Village.

In addition, Litman says he’s proud of the relationships The Heart Foundation has built with Cedars-Sinai, Galpin Motors owner Bert Boeckmann and his wife, Jane, the Fox network show *American Idol*, all of the Steven S. Cohen Humanitarian Award recipients and longtime donors.

Litman points out that none of the group’s founders come from affluent families or set out on fundraising efforts with significant connections or resources. Instead, the grassroots group has grown through its grit and determination to push ahead with heart disease research in memory of a fallen loved one.

“We took the tragic loss of a good friend and have, consistently, year after year, been doing work to support this cause,” Litman says.

However, Litman says his departed friend, Steve, would be abashed by the amount of lifesaving work done in his name. “He would be proud, but he was so humble. I’m sure he would tell me, ‘Enough already.’”

Reflecting on the past 20 years, Litman says so many people have contributed to the organization that it’s dizzying. “The truth was that Steve was a great guy, and that got us started,” he says. “But what makes The Heart Foundation last is the living people doing the work.

“People sometimes ask me, ‘How long are you going to do this?’” Litman says. “But how can I stop? This defines me. I’ve got my family and my work and I’ve got The Heart Foundation. It’s part of who I am.” ●●

**(from left) Steven S. Cohen Humanitarian Award recipients Marshall Ezralow, Berry Gordy, Norman Brokaw, Wolfgang Puck, and Kirk and Anne Douglas**



## 2010

The Heart Foundation celebrates giving Cedars-Sinai a total of \$1.5 million from the Galpin Motors Golf Classics.

## 2012

Dr. P.K. Shah and his wife, Kimberly, receive the Steven S. Cohen Humanitarian Award.

*American Idol* donates \$1 of each 2012 tour ticket.

## 2015

The Heart Foundation fulfills its \$2 million pledge to Cedars-Sinai to establish the Steven S. Cohen Endowed Fellowship in Atherosclerosis Research.

## 2016

The Heart Foundation honors Mike Meldman with the Steven S. Cohen Humanitarian Award.

# Learning In



Lou Lucido and Dr. Caroline Jefferies are hoping to better understand lupus through innovative research and personalized medicine.

**Generous donors are funding lupus awareness campaigns and groundbreaking research that could eventually end this devastating disease.**

**I**n 2012, when Lou Lucido wanted to raise awareness about the need for lupus research, he consulted Daniel J. Wallace, MD, associate director of the Rheumatology Fellowship Program and clinical professor of Medicine at Cedars-Sinai. Wallace's prescription: Get more involved.

"Dan kind of threw down the gauntlet," Lucido says. "He said, 'If you're really interested in what we're doing and how we're studying the way that lupus damages the muscles of the heart and other major organs, you can fund our program.' I said, 'OK,' and I wrote a check."

Lucido's donation is helping researchers at Cedars-Sinai better understand systemic lupus erythematosus (SLE), commonly known as lupus, a complex disease of the immune system. Lupus causes the body's defenses to attack and destroy healthy tissue. The resulting inflammation can damage every part of the body, including skin, joints, blood, lungs, liver, brain and heart.

Although at least 1.5 million Americans are affected by lupus, the cause of the disease remains unclear. To make matters worse, lupus can

be a challenge to diagnose because its symptoms mimic those of several other conditions.

For Lucido, chief operating officer and co-founder of DoubleLine Capital, a Los Angeles-based investment group, lupus is personal.

“Unfortunately, I had a cousin who passed because of lupus,” he says. “I saw the devastation the disease caused to his wife and his three children, and that was something that has always resonated with me.”

Lucido’s involvement in raising awareness and support for lupus research is extensive. Collaborating with Robert Wood “Woody” Johnson IV, owner of the New York Jets and founder of the Alliance for Lupus Research (ALR), Lucido helped spearhead the merger last year between two important lupus organizations: ALR and the Lupus Research Institute. The Lupus Foundation of America lauded the merger as a way to maximize resources.

such a fantastic job of tackling lupus for 40 years. I am happy and honored to be able to assist them in their efforts.”

For Jefferies, philanthropic support means she can pursue lupus research at an institution where medical advances are put into practice. “My work is laboratory-based, but the Division of Rheumatology is very involved in clinical trials,” she says. “That means that anything we find in our research is immediately translatable to improve patient care.”

Jefferies has long focused her SLE research on uncovering lupus variants in the hopes of discovering subtype-specific diagnostic tools and treatments.

explores the links between a disease and a patient’s specific genetic makeup.

“Our goal is to understand at a molecular level, by analyzing patient immune cells directly, what are the discriminators that determine whether one patient develops skin disease whereas another kidney disease,” Jefferies says. “While our knowledge regarding the involvement of RNA/DNA sensing and inflammatory pathways in lupus is growing rapidly, we are still a long way from being able to predict which patients are going to respond best to both existing and emerging treatments targeting the immune system. That’s the next step

*“Cedars-Sinai has done such a fantastic job of tackling lupus for 40 years. I am happy and honored to be able to assist them in their efforts.”*

*—Lou Lucido*

**M**eanwhile, Wallace and his colleague, Michael Weisman, MD, director of the Division of Rheumatology at Cedars-Sinai, introduced Lucido to Caroline Jefferies, PhD, a lupus researcher who was being recruited to join the Division of Rheumatology.

“They asked if I would be interested in funding her research,” Lucido says. “That’s the second gift I donated. Cedars-Sinai has done

Currently, she is investigating how immune mechanisms that sense viral infections contribute to driving lupus and may help explain the variety of symptoms and manifestations that individual patients experience.

“We want to determine which pathways in the immune system are activated, and then apply what we find,” Jefferies says.

Lucido’s donation will help Jefferies and her team move lupus research into the realm of personalized medicine, which

for us, figuring out a personalized approach to treating lupus patients.”

As for Lucido, the transition from advocate to benefactor brings him great satisfaction.

“The idea of funding research, and why I’m so passionate about it, is that it gives you the opportunity to change the outcome for someone who has this terrible disease,” Lucido says. “If using the financial resources that one has attained allows you to do that, to pay it forward, that’s an incredibly powerful and gratifying thing to do.”

# Building Bridges

**When Michael Berns was diagnosed with prostate cancer, he did what made the most sense: He started living.**

By Jeremy Deutchman

**A dedicated hiker and mountain biker,**

Michael Berns is not afraid of steep uphill climbs. But when he was diagnosed with metastatic, highly aggressive prostate cancer in 2012, he faced a grim prognosis. Still, he was determined to beat the odds.

“I decided the rest of my life was going to be enjoyable, whether it was six months or 30 years,” Berns recalls. Even though his three-and-a-half-year journey has been challenging, he’s still going strong.

He credits the medical team at the Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute for starting him on the right path. “My surgery was very complicated and daunting, but my medical oncologist, Dr. Edwin Posadas [co-medical director of the Cedars-Sinai Urologic Oncology Program] impressed me as a man of compassion as well as science. The care I received at the medical center was truly amazing,” he says.

The surgery was unable to eliminate Berns’ cancer entirely, but with a combination of drugs and careful monitoring, he continues to live life to the fullest, spending time with his wife, Tricia, traveling and pursuing his love of the great outdoors. He also focuses on high-impact philanthropy, offering vital resources to make a tangible difference in people’s everyday lives.

“Tricia and I support Cedars-Sinai because we hope to make cancer patients more comfortable,” he says. “We want to help researchers find new techniques that eliminate the need for painful bone biopsies and other invasive tests.”

**The couple’s philanthropic pursuits**

also span beyond medicine. They have established the Berns Environmental Study Loop in Crystal Cove State Park near Laguna Beach, California, funding a half-mile of mini field stations where visitors can gain a critical understanding of, and get hands-on experience with, the natural ecosystem. “We feel strongly that school-age children should learn the importance

of protecting our environment,” he says. “And we are thrilled to have created a place where thousands of them can experiment and explore as ‘citizen scientists’ for a day.”

His commitment to charitable giving is an outgrowth of Berns’ personal philosophy that emphasizes seizing the moment. “Even if you don’t have a serious medical issue, Tricia and I feel like you should live as if you do in order to get the most out of life,” he says. “We try to do something we enjoy every day, and that includes prioritizing the projects that are most meaningful to us. Truthfully, the time since my diagnosis — in spite of the drug treatment and three surgeries — has been the happiest period of my life.”

**Berns finds inspiration in the work**

of renowned American poet Will Allen Dromgoole, whose poem “The Bridge Builder” tells the story of a man who safely crosses a dangerous chasm and then turns around to build a bridge for the next traveler.

“I think we are in the most exciting time in the history of medicine,” he says. “I support Cedars-Sinai because I want to build a bridge for the patients who come after me. I want to make their journey easier.”





# SAVE OUR STORY

Come celebrate the more than 100-year history of Cedars-Sinai by visiting the Historical Conservancy Exhibit, located adjacent to the Medical Library on the Plaza Level.

You can help safeguard our proud heritage by donating your keepsake, commemorative items or any medical treasure to the Historical Conservancy.

For more information, contact Leo Gordon, MD, at [historicalconservancy@cshs.org](mailto:historicalconservancy@cshs.org) or 323-866-2925.



**ANTISEPTIC FOGGER (RIGHT)**  
*Early to mid-1920s*

**BICYCLE HORN-STYLE BREAST PUMP (LEFT)**  
*Manufacturer: Ingrams, London, England  
Mid-1920s*



**CEDARS-SINAI®**

# Fashion Compassion

By Wayne Niemi

**The Fashion Footwear Charitable Foundation has raised more than \$50 million for breast cancer research, providing lifesaving funding to Cedars-Sinai and other leading institutions.**

**R**on Fromm learned about philanthropy in childhood.

“I grew up in a family that believed that you put a little bit in the milk carton every day for the poor and for those who need help,” says Fromm, president and CEO of the Fashion Footwear Association of New York (FFANY), which has been providing funding for breast cancer research through its Fashion Footwear Charitable Foundation since 1994.

Presented annually by QVC, the 2015 “FFANY Shoes on Sale” event topped \$50 million in funds raised for breast cancer research. FFANY provides donations to Cedars-Sinai and eight other leading medical institutions. With proceeds from 2015, the organization brings the total provided to the Cedars-Sinai Samuel Oschin Comprehensive Cancer Institute to \$1 million in research funding.

As a shoe-industry veteran, Fromm served as chairman of the board and CEO of Brown Shoe Co. from 1999 to 2014. In 2015, he stepped up to lead FFANY in both its industry and charitable activities.

Here, Fromm discusses his personal connection to breast cancer and how the fashion organization’s philanthropy helps spur additional contributions to the cause.

*What attracted you to Cedars-Sinai?*

We already had a connection with Dr. Giuliano [Armando E. Giuliano, MD, executive vice chair of Surgery for Surgical Oncology, and the Linda and Jim Lippman Chair in Surgical Oncology], and we followed his research when he came to Cedars-Sinai. He has this wonderful gift of not only being a brilliant scientist, but he’s got a really great way of communicating what’s going on in medicine and how this can really make a change.



*What is your strategy for connecting with the research institutions that further your mission?*

Our charity is focused on first-step research. We understand how hard it is to raise dollars to investigate things that are less certain but still promising. But when researchers find things that are, in fact, more promising, then they’re able to get greater support from NIH [National Institutes of Health] grants and others. Statistically, we know that for every research dollar FFANY [donates], institutions have been able to [leverage those gifts to attract] additional grants more than five times that amount.

*What does it mean to you personally to be part of this process of finding a cure for breast cancer?*

It means a lot because I have an emotional connection. My family has been touched by breast cancer. Numerous family members have survived; some succumbed to the disease. Unfortunately, one in eight women will have breast cancer in their lifetime. So, I understand the importance of finding a cure, and it gives me great joy to be part of the fight.

# Change Agents



**R**obert K. Ross, MD, admits he had some misconceptions about Cedars-Sinai when he joined The California Endowment in 2000 as president and CEO.

“I had an outsider’s view of Cedars-Sinai,” Ross says. “I knew its reputation as a high-quality health institution, but I thought it primarily served the rich and famous. But the truth is that the culture and ethos of

Cedars-Sinai is that of an institution with an extraordinary commitment to community and a profound sense of compassion and care for underserved communities.”

Indeed, Ross soon found Cedars-Sinai to be an ideal partner for The California Endowment, which aims to improve healthcare in underprivileged areas. Since 2001, the organization has contributed funding to numerous community-based projects at Cedars-Sinai, including a stroke-screening program, a program to promote workforce diversity and an indigent care program. In all, it has contributed \$545,000 to Cedars-Sinai initiatives in the community.

Ross eventually joined Cedars-Sinai’s Board of Directors in 2010 before stepping down a year later to help the state of California implement the Covered California health exchange.

Most recently, The California Endowment contributed to the work of Ronald G. Victor, MD, director of the Cedars-Sinai Hypertension Center, associate director of Clinical Research at the Cedars-Sinai Heart Institute, and the Burns and Allen Chair in Cardiology Research at Cedars-Sinai. Victor has taken the novel approach of using barbershops in predominantly African-American neighborhoods to promote hypertension awareness and test men for high blood pressure. The project has garnered national attention as well as an \$8.5 million grant from the National Institutes of Health.

“We’re trying to knock down the four walls of the health system and bring a prevention and delivery approach well outside the walls of Cedars-Sinai into the neighborhoods of South Los Angeles,” Ross says.

# The Big Picture

**U**ntil 2009, Rose and Fred Prouser had a picture-perfect life. Both were active travelers and celebrated photographers, shooting for the likes of Associated Press, Reuters and *Variety*.

“They were in a tough business, but they were a cut apart because they were respected,” says Jeffrey Bornman, son of Rose and stepson of Fred. “They were able to get the picture, but they also made many friends along the way.”

Then, everything changed. Rose was diagnosed with glioblastoma multiforme, an aggressive form of brain cancer. “We were faced with a diagnosis that really comes with no hope,” Bornman says. “But we all believed, as a family, that it was given to us because we could handle it and make something out of it.”

Rose, who worked as a registered nurse before her photography career, passed away in 2013. Fred, too, lost a battle with cancer, in 2015. But the couple made arrangements to ensure their fight continued long after their deaths.

In 2015, the Prouser Family Trust made a bequest to the Johnnie L. Cochran Jr. Brain Tumor Center at Cedars-Sinai with the desire to help other families avoid a similar fate.

“Their hope was that maybe someone in the future could have a different outcome and not have to face this brutal disease,” Bornman says. “They were pretty spectacular people.”

Bornman says Cedars-Sinai clinicians “gave us the gift of time to try to make things right, to heal our family, to take on adventures and challenges that we had been holding out on.”

Watching the way his parents coped in their final days with grace and courage is a life lesson Bornman carries with him, and one he would like to see others adopt. “If their journey taught me anything it would be: Don’t wait. Live,” he says. “You think you have time, but you don’t always.”



Fred and Rose Prouser enjoying a sunset on the beach after Rose’s treatment

## EVENTS

### Legacy Society Sees the Future

Members of Cedars-Sinai's Legacy Society gathered for the annual Legacy Society Luncheon at the Four Seasons Hotel this spring. Members have expressed a commitment to Cedars-Sinai through a deferred gift, in which the medical center has been named as a beneficiary.

They were treated to a special presentation by Raj Makkar, MD, associate director, Interventional Technologies, at the Cedars-Sinai Heart Institute, and director, Interventional Cardiology and Cardiac Catheterization Laboratory, on advances in catheterization, stents and stem cell technology. Makkar is also the Stephen R. Corday, MD, Chair in Interventional Cardiology.

- 1 Larry and Sue Hochberg, with Stephen Allen
- 2 Lynn and Jerry Linkin
- 3 Teri Barr, Dorothy Gourrich and Arthur J. Ochoa, Cedars-Sinai's senior vice president for Community Relations and Development
- 4 Cedars-Sinai's Vice President of Development Kenneth G. Massey, Sally Kurtzman and Debra Friedland
- 5 Robert Blumenfeld and Dr. Eduardo Marbán, director of the Cedars-Sinai Heart Institute
- 6 Dr. Raj Makkar; Vera Guerin, chair of the Cedars-Sinai Board of Directors; Dr. Eduardo Marbán; and Arthur J. Ochoa



### The Art of Partnership

Loretta and Victor Kaufman were honored for their support of Saibal Kar, MD, and his leadership as director of Interventional Cardiac Research at the Cedars-Sinai Heart Institute. While lauding the Kaufmans' philanthropy in the arts, Cedars-Sinai's Senior Vice President for Community Relations and Development Arthur J. Ochoa pointed out the appropriateness of their generosity toward Dr. Kar's research. "He has broken new ground [in] interventional cardiology, and there is a true art to his work," he said. The couple's previous support of Cedars-Sinai includes gifts to the Neonatal Intensive Care Unit.

- 7 Cedars-Sinai Board of Directors Chair Vera Guerin, Victor and Loretta Kaufman, and Dr. Saibal Kar







### HeartView Global Foundation Gala

The Cedars-Sinai-affiliated HeartView Global Foundation held an event honoring Troy Carter, philanthropist and Atom Factory founder, as well as supporter Debbie Ryan and Rose Tria, a Cedars-Sinai staff member and patient. Some 340 people attended the gala, including Mariah Carey and Beyoncé, management clients of HeartView Global Chair Jonathan Schwartz. Billy Harris hosted the evening and led an auction featuring Timothy White's 1991 portrait of Ray Charles that Carey and Beyoncé competed for, then agreed to purchase together. A silent auction featured items that included a guitar autographed by the members of Linkin Park. Beyoncé protégé Sophie Beem and Grammy-winner Gavin DeGraw provided the evening's entertainment. Photography was provided by The Good Photographer.

The HeartView Global Foundation supports research led by Cedars-Sinai's Daniel Berman, MD, chief of Cardiac Imaging and Nuclear Cardiology. The foundation's mission is to identify heart disease in its latent, "clinically silent" phase to save lives, and its work includes helping provide coronary CT angiograms to at-risk patients who cannot afford the procedure.

- ① Dr. Satinder J. Bhatia and his family
- ② Dr. Daniel Berman and his sister, Harriet Glaser
- ③ HeartView Global Chair Jonathan Schwartz with his wife, Meridith, and sons

### A Towering Achievement in Philanthropy

A private reception recognized the philanthropic impact of the Tower Cancer Research Foundation and the generosity of its chair, Nancy Mishkin. The foundation pledged \$1 million to establish the Jack Mishkin Discovery Fund in Mesothelioma Research — A Project of Tower Cancer Research Foundation at Cedars-Sinai. The event also showed appreciation for the foundation's creation of the \$500,000 Michele and Ted Kaplan Family Senior Investigator Grant, which was awarded to H. Phillip Koeffler, MD, the Mark Goodson Chair in Oncology Research, for his investigations aimed at combating triple negative breast cancer.

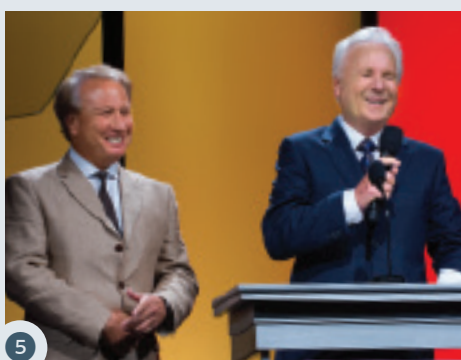
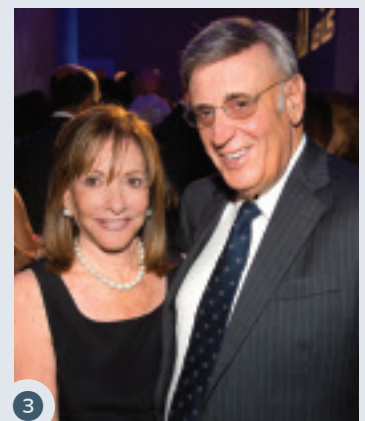
- ④ Cedars-Sinai Board of Directors Chair Vera Guerin, with Nancy Mishkin and Dr. Solomon Hamburg of Tower Hematology Oncology Medical Group

# Board of Governors

**What:** Cedars-Sinai Board of Governors 2015 Annual Gala

**Who:** More than 1,000 guests gathered to honor Thomas D. Gordon, who retired as CEO of Cedars-Sinai Medical Network Services after 21 years of exemplary leadership that oversaw significant expansion to serve communities throughout greater Los Angeles. Jay Leno hosted, and Emmy and Tony winner Kristin Chenoweth provided the musical entertainment. The event raised \$1.4 million for the Board of Governors Regenerative Medicine Institute and was co-chaired by Paul Guerin and John Bendheim. For the 11th consecutive year, Lexus sponsored the gala, donating a 2016 LX 570 luxury utility vehicle for the raffle. "This car has no radio. It's so big it has live acts performing in it," joked Leno, who also donated a tour of his own private garage that raised \$25,000 at the event.

**Where:** Beverly Hilton Hotel



- 1 Board of Governors Regenerative Medicine Institute campaign Co-chairs Greg Trattner and Dana Pachulski, with campaign Chairs Paul Guerin and Sally Magaram
- 2 Thomas M. Priselac, Cedars-Sinai president and CEO, with honoree Thomas D. Gordon
- 3 Janet and David Polak
- 4 Larry and Sandy Post, Board of Governors Chair Ruth Dunn, and Cookie and Ron Markowitz
- 5 Gala Co-chairs John Bendheim and Paul Guerin
- 6 Bobby Spivak and Leslie Spivak, incoming chair, Board of Governors



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- 7 Thomas M. Priselac, Cedars-Sinai president and CEO; Paul Guerin, chair, Board of Governors Regenerative Medicine Institute campaign, and co-chair, Board of Governors Gala 2015; Vera Guerin, chair, Cedars-Sinai Board of Directors; John Bendheim, co-chair, Board of Governors Gala 2015; and Arthur J. Ochoa, Cedars-Sinai senior vice president for Community Relations and Development
- 8 Dr. Clive Svendsen, director of the Board of Governors Regenerative Medicine Institute and the Kerry and Simone Vickar Family Foundation Chair in Regenerative Medicine
- 9 Steven Nichols, honoree Thomas D. Gordon and Board of Governors Vice Chair Harriet Nichols
- 10 Jay Leno
- 11 Kristin Chenoweth
- 12 Bernard and Judy Briskin
- 13 Ruth Dunn, chair, Board of Governors, and Hella Hershson, president, Women's Guild
- 14 Karen and Lawrence B. Platt

## About Us

Established by the Cedars-Sinai Board of Directors in 1971, the Board of Governors' mission is to support Cedars-Sinai's foremost clinical programs, biomedical research and community outreach. The Board of Governors' current campaign is raising \$30 million for the Board of Governors Regenerative Medicine Institute. Led by Clive Svendsen, PhD, the Kerry and Simone Vickar Family Foundation Distinguished Chair in Regenerative Medicine, physicians and scientists at the institute are pioneering new stem-cell-based treatments for skeletal disorders and diseases of the brain, eye, pancreas, liver, gut and blood.



# The Brain Trust

## Flipping the Script

As chair of The Brain Trust's Campaign for the Brain, movie producer Riza Aziz brings his passion for storytelling and acumen for deal-making to raise money for Keith L. Black, MD, and brain disease and disorder research.

BY WAYNE NIEMI



Riza Aziz's producing credits include *Daddy's Home*, *Dumb and Dumber To* and *The Wolf of Wall Street*.

Riza Aziz knows how to spot a winning story.

The producer and co-founder of Red Granite Pictures has made an array of hits, including *The Wolf of Wall Street*, *Dumb and Dumber To* and *Daddy's Home*, since coming to Hollywood in 2010. Now, he's joined The Brain Trust's fundraising team to achieve success beyond the box office by helping tackle Alzheimer's disease, Parkinson's disease, and other brain diseases and disorders.

In 2013, when Aziz met with The Brain Trust organizers and Keith L. Black, MD — chair of the Cedars-Sinai Department of Neurosurgery, director of the Maxine Dunitz Neurosurgical Institute, the Ruth and Lawrence Harvey Chair in Neuroscience, and director of the Johnnie L. Cochran Jr. Brain Tumor Center — he saw the extraordinary work being done in Cedars-Sinai research labs and decided to cast himself in a supporting role.

"I was immediately awestruck by the work and research that were being done to help prevent and treat a vast array of diseases related to the brain," Aziz says. "After witnessing firsthand the groundbreaking work his team had been working on, I had only one question for Dr. Black: 'How best can I get involved with what you're doing here?'"

Aziz soon became chair of The Brain Trust's Campaign for the Brain to lead the group's fundraising efforts for Black's work. "Fortunately, there are times where our investor base on the film side cross-pollinates with the philanthropic side," he says.

Here, the filmmaker and London School of Economics graduate shares his thoughts on curing brain diseases, his faith in Black, and how drama and comedy intertwine in the story of his life.

**What most excites you about Black's research?**

**RA:** One initiative that has really grabbed my attention is the work he is doing on developing a vaccination for brain cancer. As a result of my work with The Brain Trust, I've learned a little bit about brain cancer. Specifically, I've learned about the high risks associated with traditional methods of fighting it and the fact that a patient suffering from [the disease] currently has little chance of surviving it. So, when Dr. Black explained to me how he planned to develop a vaccine, it struck me as an extremely exciting project to be involved in. Imagine a scenario where one day a patient diagnosed with brain cancer can simply pop into a local pharmacy and get an injection and their immune system does the rest in fighting the cancer naturally, all without the need for chemotherapy. Of course, we're still a long way off from this, but it's definitely an outcome worth striving toward.

**How does your experience as a producer help in your fundraising efforts with The Brain Trust?**

**RA:** At Red Granite Pictures, we work as a team to identify film projects and evaluate their economics. ... We then present our evaluation to our investors and the fundraising begins from there. The same process applies to fundraising for The Brain Trust. In collaboration with Dr. Black and his team, we identify which initiative is to be the focus in a given timeframe. Then we evaluate the corresponding budgetary needs and organize fundraising events for potential donors.

**How did you make the transition from a student of politics at the London School of Economics to Hollywood producer?**

**RA:** Film has always been my passion. Growing up in Malaysia, my family planned whole weekends around going to the cinema. It was a visual window into someone else's world, and it represented a means to study our characteristics, our dreams, our fears, our behavior, our flaws and everything else in between. When I was 15, I

left Malaysia for the U.K. There, I was exposed to different types of cinema and grew to appreciate the works of Scorsese, Kurosawa, Fellini, Renoir, Hitchcock, Eisenstein and other legendary directors. By the time I left my banking career in 2009, I was lucky enough to have met a few people in the film industry. Really, my producing career took off from that point.

**How do you transition back and forth between comedies and dramas?**

**RA:** Our mindset revolves around the quality of the story and the characters within that story: Is this story good enough that someone will buy a ticket to watch it? And will that someone care enough about the characters to spend two hours or so with them? Bearing all that in mind, we tend to be genre-agnostic. This allows us to straddle different types of film genres and gives us flexibility in pursuing the stories that we truly feel passionate about.

**What do you find funny?**

**RA:** My wiring is such that I tend to laugh easily and try to find humor in most situations — even those that are serious ones. Having grown up and lived in Malaysia, the U.K. and the U.S., I was exposed to wildly different types of humor. British humor tends to be of a drier variety, while the U.S. seems to enjoy a mix of that and slapstick humor. I laugh as much during a Monty Python movie as during a movie from Will Ferrell or Jim Carrey.

**What moves you?**

**RA:** Like most people, I'm always moved and inspired by an individual overcoming adversity through a combination of sheer will, hard work, ingenuity and a little dose of fortune. Another theme that moves me is the ability of two individuals to make a spontaneous connection with each other in very unlikely circumstances. The people of my generation and the ones that follow are being raised on smartphones and social media, meaning we have less and less opportunity to make a meaningful connection

with someone in a way that's not manufactured by looking at a screen. While this is the wave of the future and we all have to adapt to it, I still have a soft spot for spontaneous meetings with interesting people.

**When the movie is eventually made about the cure for Alzheimer's and other brain diseases, who would you like to play you?**

**RA:** Since my role in this story would amount to that of a tiny cameo — and as a producer — we'd have to find someone who's willing to do two to three days' work with little pay.

## About Us

Formed in 1998, The Brain Trust is a dynamic group comprising executive members — Carol Bennett, MD, Angelia Bibbs-Sanders, Dale Cochran, Bettye Dixon, Debra Lee, Gloria Mitchell, Marva Smalls and Pauletta Washington — and advisory members Riza Aziz, chair of Campaign for the Brain, Debra Johnson, Rickey Minor, Denzel Washington and Stevie Wonder. They volunteer their efforts to raise funds to support the work of Keith L. Black, MD — chair of the Department of Neurosurgery, director of the Maxine Dunitz Neurosurgical Institute, and the Ruth and Lawrence Harvey Chair in Neuroscience — and his team as they seek to treat and cure diseases of the brain and central nervous system. Among its many achievements, The Brain Trust spearheaded creation of the Johnnie L. Cochran Jr. Brain Tumor Center in 2007.

# The Fashion Industrie

The Fashion Industries Guild celebrates its 60th anniversary in 2016. Since its inception in 1956, the organization has raised more than \$23 million through its members, events and annual sample sale to support a variety of programs within the Cedars-Sinai Department of Pediatrics. *Catalyst* takes a look back at some of the guild's milestones, memorable events and funded projects over the past six decades.

## About Us

Since 1956, the Fashion Industries Guild has raised more than \$23 million to fund special pediatric programs and facilities at Cedars-Sinai, including the Fashion Industries Guild Congenital Heart Laboratory and the Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment. This support helps address the most common type of birth defects nationwide, affecting nearly 1 percent of U.S. births each year. Medical advances have dramatically prolonged survival for children with congenital heart defects, and the Cedars-Sinai Department of Pediatrics and the Cedars-Sinai Heart Institute are working to improve outcomes even further, into adulthood. Fashion Industries Guild support is helping advance the study of congenital heart disease and the development of more minimally invasive treatments for patients of all ages. Group members include manufacturers, designers, buyers, sales representatives, publicists, and other apparel and retail professionals.

### **Fashion Industries Guild Congenital Heart Laboratory**

#### **Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment**

The Fashion Industries Guild Congenital Heart Laboratory and the Hal Kaltman Fashion Industries Guild Congenital Heart Research Endowment support research to address congenital heart defects (the most common type of birth defect nationwide), which affect nearly 1 percent of U.S. births each year. The Guerin Family Congenital Heart Program, which includes the Fashion Industries Guild Congenital Heart Laboratory, is advancing lifesaving research into these conditions while developing additional minimally invasive treatments for patients from fetal to advanced age.

### **The Diana and Steve Marienhoff Fashion Industries Guild Endowed Fellowship in Pediatric Neuromuscular Diseases**

The fellowship directly advances the Department of Pediatrics' partnership with the Board of Governors Regenerative Medicine Institute at Cedars-Sinai. Their joint quest is to investigate and eventually develop new treatment protocols for a range of devastating neurological diseases affecting children, including but not limited to spinal muscular atrophy, cerebral palsy and epilepsy. Tyler Pierson, MD, PhD, a pediatric neurologist and expert in pediatric neuromuscular disease, currently holds the fellowship.

### **Kenneth Weinbaum Fashion Industries Guild Pediatric Acute Care Unit**

The Kenneth Weinbaum Fashion Industries Guild Pediatric Acute Care Unit serves children who do not need to be in intensive care but require closer observation than what is available on the general pediatric floor. This unit also allows physicians to work closely with parents to provide any special training that may be needed to care for their children when they return home.

### **Neonatal Intensive Care Unit at Cedars-Sinai's Maxine Dunitz Children's Health Center**

This state-of-the-art facility includes 45 beds in four areas, offering varying levels of care for critically ill babies and premature newborns. The Neonatal Intensive Care Unit's highly integrated team of specialists provides comprehensive diagnostic and therapeutic services, from minimally invasive procedures to complex surgical techniques.

### **Ruth Bregman/Fashion Industries Guild Children's Health Clinic**

This clinic provides free and discounted healthcare to some 4,000 low-income, high-risk children and their families. A skilled team of generalist pediatricians, specialist pediatricians, nurses and social workers conducts more than 7,500 outpatient visits per year. The clinic is also the major site for Cedars-Sinai's pediatric residency training program.

# s Guild — 60 Years of Giving



**2006**

Past honorees Larry Hansel, Michael Singer, Jay Kester, Bobby Margolis, Corky Newman and Steve Mainman



**2007**

Hal Kaltman, Dr. Charles Simmons Jr. — chair of the Cedars-Sinai Department of Pediatrics, director of the Division of Neonatology, and the Ruth and Harry Roman Chair of Neonatology in honor of Larry Baum — Hal Foonberg and Larry Baum



**2009**

Dr. Simmons (center) with honorees Sandy Richman and Tony Litman



A guitar signed by Paul McCartney was one of the auction items at the 54th Annual Gala.

**2010**



**2010**

Dr. Simmons; Vice President, Chief Nursing Officer and Director of Nursing Research Dr. Linda Burnes Bolton; and Fashion Industries Guild Past President Kenneth Weinbaum



**2011**

Kenneth Weinbaum (second from right) and Eileen Ellis (third from right) with past honorees Christopher Wicks, Sandy Richman, Barbara Fields and Tony Litman



**2011**

Diana and Steve Marienhoff



**2013**

The Café Wha? Band with Robby Krieger



**2013**

Steve Schoenholz, Vera Campbell and Fashion Industries Guild Past President Jessica Lewenzstain



**2014**

Guests trying their luck at blackjack at the Fashion Industries Guild's 58th Annual Gala



**2015**

Dr. Tyler Pierson and Dr. Simmons



**2015**

Board members Ann Davis and Maryann Alpert

# The Heart Foundation

**What:** 13th Annual Galpin Motors Golf Classic

**Who:** Galpin Motors and The Heart Foundation joined forces once again for the annual golf tournament. Funds support the work of cardiologist P.K. Shah, MD, director of the Oppenheimer Atherosclerosis Research Center and the Atherosclerosis Prevention and Treatment Center at the Cedars-Sinai Heart Institute, and the Shapell and Webb Family Chair in Clinical Cardiology. Golfers and dinner guests alike enjoyed a first-class experience with many exciting contests, including the opportunity to win automobiles courtesy of Galpin Motors. Galpin Motors Chairman and CEO Bert Boeckmann and his wife, Jane, as well as numerous other sponsors, golfers and donors, contributed to the event's tremendous success.

**Where:** Lakeside Golf Club, Toluca Lake

- 1 Councilman Mitchell Englander, Galpin Motors Chairman and CEO Bert Boeckmann, Jane Boeckmann, Kimberly and Dr. P.K. Shah, and The Heart Foundation Chairman Mark Litman
- 2 Frank Visco and a Heart Foundation ambassador
- 3 Terry Miller
- 4 Tournament Co-chairs Derek Layne and Eva Weingarten
- 5 Tom Rudnai, Henry Weingarten, Brian Rosenstein and Arnold Rosenstein
- 6 John Maroney and Steve McKee
- 7 Chris Gregoire Sr., Chris Gregoire Jr., Albert Nassi and Ken Tarlow





## About Us

Founded in loving memory of Steven S. Cohen, The Heart Foundation supports the groundbreaking research of world-renowned cardiologist P.K. Shah, MD, director of the Cedars-Sinai Heart Institute's Oppenheimer Atherosclerosis Research Center and Atherosclerosis Prevention and Treatment Center, and the Shapell and Webb Family Chair in Clinical Cardiology. He is also director of the Steven S. Cohen Endowed Fellowship in Atherosclerosis Research. Shah is best known for his work to develop a mutant-gene-based therapy for reversing arterial plaque and for his research on a possible vaccine against atherosclerosis. The Heart Foundation's mission is to save lives by educating the public about heart disease, promoting early detection and supporting research to find more effective ways to prevent and treat the No. 1 cause of death in the U.S.



8



9



10



11



12

8 Tom Eisenstadt, Chris Purkey, Barry Rudin, Dr. Marty Fishman, David Purkey and Vijay Lala

9 Mark Litman, Galpin Motors President and COO Beau Boeckmann and Bert Boeckmann

10 Si Paciorek, Joanne Ward, Marilyn Brand and Mark Davidson

11 Gregg and Glenn Cobarr

12 Dr. P.K. Shah and Kimberly Shah, with Fay and Frank Mancuso

# The Helping Hand of

**What:** The 87th Mother's Day Luncheon and Fashion Show

**Who:** The Helping Hand of Los Angeles honored actress, model and author Molly Sims, and philanthropist Stacy Valner, founder of the PHASE ONE Foundation, with the 2016 Mother of the Year awards. President Betty Jane Bruck said the organization seeks to honor women who share its enthusiasm for philanthropy. "We look for people who want to give back and people who are role models for other women," she said.

Sims said being a mother has been one of the biggest joys of her life. "To be recognized by these women and these other mothers is amazing," added Sims, a global ambassador for Operation Smile and for Population Services International's Five & Alive program.

Valner, too, expressed her love of motherhood. "I have four children and take great pride in them," she said, adding that the award had special meaning since the goals of Helping Hand intertwine with those of PHASE ONE. Since 1999, the foundation has raised more than \$16 million to support cancer clinical trials and treatments.

Highlights of the event included Bruck's \$350,000 check presentation to Arthur J. Ochoa, Cedars-Sinai's senior vice president for Community Relations and Development, and Sarah Kilpatrick, MD, PhD, and chair of the Department of Obstetrics and Gynecology, and a fashion show by award-winning designer Kevan Hall. Guests also had the opportunity to shop for food and fashions at pop-up boutiques. Ellen K emceed the event.

**Where:** Beverly Wilshire Hotel



1



2



3



4

1 Betty Jane Bruck presents a check of \$350,000 to Dr. Sarah Kilpatrick and Arthur J. Ochoa, Cedars-Sinai's senior vice president for Community Relations and Development

2 Luncheon Committee members Joyce Rudnick, Shirley Isaacson, Cindy Azziz, Sheila Burman, Doreen Safier, Jan Goldman, Helping Hand President Betty Jane Bruck, Ellen Brooks, Betty Persion and Nadine Glauberman

3 Molly Sims with her husband, Scott Stuber

4 Jackie Banchik with 2015 Mother of the Year honoree Joyce Powell

# Los Angeles



- 5 Fashion show models
- 6 Betty Jane Bruck, honorees Molly Sims and Stacy Valner, and Dr. Sarah Kilpatrick, Helping Hand of Los Angeles Chair in Obstetrics and Gynecology
- 7 Attendees shopping the luxury boutique
- 8 Debora Wright, Tamara Purnell, Dr. John Williams and Lynne Emma
- 9 Stacy Valner with her husband, Alberto Valner, and children
- 10 Emcee Ellen K

## About Us

The Helping Hand of Los Angeles is dedicated to supporting the Department of Obstetrics and Gynecology at Cedars-Sinai. Over the past 87 years, the Helping Hand has raised nearly \$24 million to further research and raise awareness for women's and babies' healthcare issues. Thousands of members have joined the group since its inception, including those volunteers who staff the Helping Hand Gift Shop. Funds generated through shop sales, membership dues, tributes, baby photos, and the annual Mother of the Year Luncheon and Fashion Show have been instrumental to the establishment of programs in family planning, oncology, fertility, and inflammatory bowel disease and pregnancy, just to name a few. The group endowed the Miriam Jacobs Chair in Maternal-Fetal Medicine (the 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, who chairs the Department of Obstetrics and Gynecology.

# Sports Spectacular —

For 30 years, the nation's top athletes have come together with community leaders to support Cedars-Sinai, thanks to Sports Spectacular. The organization has raised nearly \$1 million each year since 1986. Its latest campaign, launched in 2014, is for the Sports Spectacular Diabetes and Obesity Wellness and Research Center, with a pledge of \$10 million. Directed by Richard Bergman, PhD, the Alfred Jay Firestein Chair in Diabetes Research, the center operates at the forefront of research seeking ways to predict, prevent, treat and cure these separate but linked conditions that can lead to other serious illnesses and death.

The group's capstone fundraiser is the annual Sports Spectacular awards gala. In addition, Sports Spectacular athletes often visit Cedars-Sinai patients to cheer them on as they confront health challenges.



**2007**  
Honoree Elton Brand and Golden State Warriors guard Baron Davis take over the red carpet.



**2008**  
Honorary Co-chair Snoop Dogg with honorees Derek Fisher and Michael Strahan



**2010**  
Luncheon host Valerie Bertinelli



**2010**  
Women's Luncheon Executive Director Julie Harelson (second from left) with Women's Luncheon Co-chairs Tonya Winfield, Linda Rambis and Sharon Hernandez



**2012**  
Honoree David Beckham



**2012**  
Chris Talbott, Michael Strahan, Jack Sussman, Scott Elrod and Jerry Sawyer



**2014**  
Russell Wilson accepting the Team of the Year Award on behalf of the Seattle Seahawks



**2014**  
Sports Spectacular Executive Committee member Kevin Neustadt accepting the Leadership Award from actor and comedian Sean Hayes

# Three Decades of Support



Laird Hamilton and his wife, honoree Gabrielle Reece

2008



Joel and Benji Madden with honoree Ryan Sheckler

2009

Honoree Dwyane Wade with Kevin Neustadt and Snoop Dogg



2009



Honoree Apolo Anton Ohno

2010



Honoree Blake Griffin

2011



Inspirational Athlete of the Year Jason Collins

2013

Female Athlete of the Year Hope Solo



2013



John Salley taking a selfie with Russell Westbrook

2015

Fashion show featuring designs by Michael Kors



2015

## About Us

Sports Spectacular partners with top athletes and world-class health professionals to improve everyday lives through research, prevention and education. In May 2014, the group pledged \$10 million to establish the Sports Spectacular Diabetes and Obesity Wellness and Research Center at Cedars-Sinai. The initiative will fund new medical research and encourage healthy eating and exercise. The center is headed by Richard Bergman, PhD, the Alfred Jay Firestein Chair in Diabetes Research and an internationally renowned expert in diabetes and obesity research, with a world-class multidisciplinary team focused on finding ways to predict, prevent, treat and cure diabetes, obesity and associated conditions. Since its founding in 1986, revenue from Sports Spectacular's annual gala and the generosity of supporters have helped raise more than \$25 million for Cedars-Sinai, enabling groundbreaking research in genetics, creating a fellowship program for five young physician-scientists each year in a variety of medical specialties, and now fostering discoveries and health advocacy with the Sports Spectacular Diabetes and Obesity Wellness and Research Center.

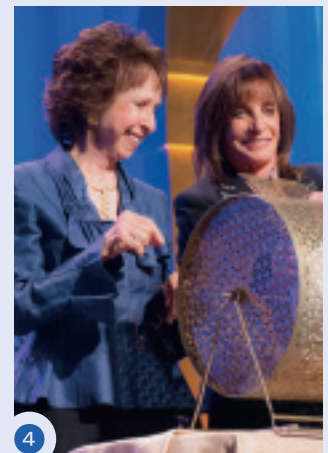
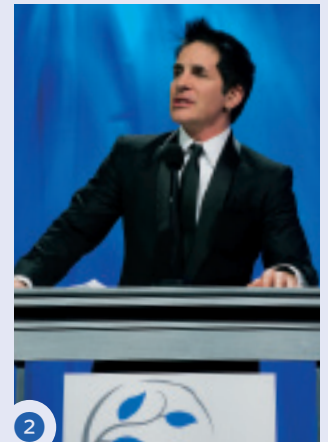
# Women's Guild

**What:** Women's Guild 58th Annual Fall Gala

**Who:** Event Chairs Gina Furth and Tina Gittelsohn transformed the ballroom into a lavish 1930s-style "Supper Club," which brought together more than 600 Women's Guild supporters. Women's Guild President Hella Hershson announced a milestone in the group's fundraising efforts for the Women's Guild Simulation Center for Advanced Clinical Skills at Cedars-Sinai, with more than half of its \$10 million pledge raised to date. Past Women's Guild President Judy Briskin and her husband, Bernard, received the group's Humanitarian Award. The Briskins' philanthropic legacy is closely linked to Cedars-Sinai, as Bernard's father chaired the institution's board of directors and his mother was a founding member of Women's Guild. Bernard also helped launch Sports Spectacular.

Songwriting power couple Barry Mann and Cynthia Weil were honored with the Music Icon Award. The Grammy-winning duo was inducted into the Rock and Roll Hall of Fame in 2010. A number of surprises highlighted the evening, including a visit from "Leon," a robotic patient in the simulation center, and a special video message from Dolly Parton, who joked about her career-changing song "Here You Come Again," written by Mann and Weil. Steve Tyrell, vocalist and music producer, provided the evening's entertainment, singing the duo's hits "On Broadway," "Don't Know Much" and "You've Lost that Lovin' Feeling." Mann himself took to the piano to perform "Somewhere Out There."

**Where:** Beverly Wilshire Hotel



- 1 Cedars-Sinai Board of Directors Chair Vera Guerin with Humanitarian Award recipients Bernard Briskin and Judy Briskin
- 2 Hal Sparks
- 3 Music Icon honorees Barry Mann and Cynthia Weil with Women's Guild President Hella Hershson (center)
- 4 Georgina Rothenberg and Caryl Golden pulling raffle tickets
- 5 Shelley and Dr. Martin Cooper
- 6 Gala Chairs Tina Gittelsohn, Jackie Robbins Smith, Julie Solnit and Gina Furth



*"Looking around this room, there must be at least one or two people at each table who've turned to Cedars-Sinai during a time of need. Cedars-Sinai protects us all like a shining beacon that guides us to safety. This is what tonight is all about for Bernie and me. Cedars-Sinai gives everything it has, and we want to give back."*

—HUMANITARIAN AWARD RECIPIENT AND FORMER WOMEN'S GUILD PRESIDENT JUDY BRISKIN



- 7 Andrea Fiuczynski, Sotheby's auctioneer
- 8 Steve Gordon
- 9 Steve Tyrell
- 10 Anna Sanders Eigler, winner of the Maserati lease
- 11 Arthur J. Ochoa, Cedars-Sinai senior vice president for Community Relations and Development, and Daniele Worth Ochoa
- 12 Ron and Cookie Markowitz with Sandy and Larry Post
- 13 Lynn Beyer with raffle prize
- 14 Dr. Paul Noble, Pary Mosenifar and Dr. Zab Mosenifar

## About Us

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 almost \$50 million in support of Cedars-Sinai's most critical work. In 2013, Women's Guild announced a \$10 million pledge to establish the Women's Guild Simulation Center for Advanced Clinical Skills at Cedars-Sinai. In this facility, high-tech human patient simulators animated by next-generation technology provide the ultimate training environment for health professionals from all specialties.

# TLC in the ED

**Volunteers bring calm and compassion to the unpredictable and stressful Emergency Department.**

BY JENNIFER CAROFANO



**Cedars-Sinai Emergency Department volunteer Victor Sedano was on his normal shift on a Sunday morning when a frantic man approached him.**

**“I think my father is having a stroke!” the man shouted.**

The moment was tense, but Sedano had been trained in what to do. “I immediately grabbed a nurse who was in triage and told her what the man had said,” recalls Sedano, a recent college graduate who is applying to nursing school. “In the main lobby of the Emergency Department, you have to be on your toes because we get all kinds of cases.”

Quick thinking and a calm demeanor are required for working in one of the most stressful environments at the medical center, the Cedars-Sinai Ruth and Harry Roman Emergency Department. “People are obviously not having the best of days when they are in the Emergency Department,” says Casey McGuire, associate director of Volunteer Services. “However anxious the patient is, the visitor accompanying the patient is usually even more so. And they are not necessarily easy on a volunteer.”



McGuire knows firsthand what it's like to be in the Emergency Department. The 11-year veteran of Cedars-Sinai was the department's volunteer coordinator, a position he held until he was promoted in 2014.

According to McGuire, volunteers need to be able to withstand physical and psychological stress. "We also look for maturity, dependability, reliability and, obviously, someone who is not squeamish around blood and trauma," he says.

While volunteers certainly see their fair share of crises, they're not allowed to provide any clinical care to patients. Rather, a volunteer's main responsibilities involve escorting patients and visitors to their assigned treatment areas and providing conversation, a friendly face and emotional support. "If they're allowed to eat, we bring food and drink to the patients, and we also offer the same to the visitors," McGuire says.

**T**he emphasis on excellent bedside manner inspired retiree Anne Koral to volunteer. "I was at the hospital a lot with my late husband, and I was so touched by the kindness and the professionalism of the staff and the volunteers," she says. "I had plenty of time to sit and observe what went on in the [Emergency Department] and I thought, 'This is the place I'd like to be.'"

Koral began volunteering in the department after her husband's death, and this year marks more than four years of service. "It's an exciting place to be, and I look forward to going to volunteer every Monday," she says, noting that the most rewarding part of volunteering is the opportunity to console patients. "The patients come in with medical problems and they are so distraught. It's up to the volunteers to make them feel cared for and say, 'You're not alone. I'll do anything I can while you're waiting here to be treated.' You have to be compassionate and nurturing. Every time I leave my shift, I always feel like I've made a difference in someone's life."

According to Barbara Leanse, director of Volunteer Services at Cedars-Sinai, volunteers have been an



**Victor Sedano, 26**

Volunteer hours: 78

**What do you like best about volunteering?**

I'm a people person and one thing I appreciate is that they allow us to really interact with the patients. Also, I am a volunteer at the end of the staff's 12-hour shift. So some of the nurses have had a long night. I get to see what they really go through, and you realize being a nurse is not for everybody. You really have to be committed to it.

**What's the most challenging aspect of the assignment?**

We get all kinds of cases and different age groups. Sometimes they are more difficult, but I really like helping children.

**What advice do you have for anyone who wants to volunteer?**

You have to really embrace the opportunity to get the most out of it. For me, working and being a volunteer at Cedars-Sinai is a privilege.



**Anne Koral, 66**

Volunteer hours: 890

**What do you like best about volunteering?**

I like hands-on volunteering. Recently, I had a patient, a young man, who had been in Afghanistan. He was detoxing from heroin and he was so distraught. He was ready to bolt, but my co-worker and I took turns sitting with him until our shift was over. He cried, we held his hand, but he stayed.

**What's the most challenging aspect of the assignment?**

It's a stressful place for everyone to work. When the waiting room fills to capacity and the wait gets longer, the tensions are high. Sometimes patients or visitors yell at you. You just learn that the louder they yell, the softer you speak.

**What advice do you have for anyone who wants to volunteer?**

Illness shows no discrimination. You have to learn to be a good listener and you have to treat everyone equally. If you do that, you'll come away and think, "Today I did the right thing."



**Rachel Jung, 28**  
Volunteer hours: 1,410

**What do you like best about volunteering?**

I heard about the fast pace of the [Emergency Department] compared to other areas of the hospital, and I grew up watching the TV show *ER*. When I'm volunteering, it's fun for me. It's interesting and you get to know the staff. Plus, I want to go to medical school.

**What's the most challenging aspect of the assignment?**

Most of the time, patients are very stressed. I've gotten better at greeting people and making them feel more comfortable.

**What advice do you have for anyone who wants to volunteer?**

Don't take anything too personally. Everyone is stressed out and sometimes people are not nice to you. It doesn't mean they are not nice people — it's just their current predicament.



**Steve Solton, 75**  
Volunteer hours: 1,399

**What do you like best about volunteering?**

The thing about the Emergency Department, and why I love it so much, is that my shift is a team effort. One person will make sure the rooms are clean and prepared, and someone else will bring the patient back. We work as one and we have the same goals.

**What's the most challenging aspect of the assignment?**

Staying busy. I find the busier we are, the better it is for me. I like being busy.

**What advice do you have for anyone who wants to volunteer?**

If you make the commitment, make sure you keep it. If someone doesn't show up for his or her shift, and the hospital can't find a replacement, it puts a lot of pressure on the volunteers left on that shift.

**ED**

**BY THE NUMBERS**

**4**

minimum number of miles walked by a volunteer on a four-hour shift

**51**

number of certified beds

**240**

average number of patients cared for in a single day

**24/7**

hours of the Emergency Department — it never closes

integral part of Emergency Department care for the past 31 years. "The program started with just five people and has grown to nearly 150 volunteers today," she says.

Among them is Emily Ranheim, a Cedars-Sinai employee in Volunteer Services, who decided to start volunteering after her regular work hours. "Typically, for patients, or even the visitors, coming to the Emergency Department is the scariest day of their lives," she says. "We're here to calm those anxieties and fears, and we are trying to make it a better experience for patients at Cedars-Sinai. The volunteers play a really big role in that."

**V**olunteer Rachel Jung, who plans to attend medical school, brings another skill that has proven invaluable. Born in Seoul, Jung is bilingual and able to give Korean patients and visitors an added sense of ease. "It feels good because I know how hard it is for them to not speak English," she says. "They feel comfortable talking to me."

Steve Solton often uses humor to help patients feel more relaxed during his volunteer shifts. He recalls the experience of bringing a pregnant woman in the throes of labor to the Labor and Delivery Unit. "I told her not to deliver in the elevator because you don't want to see a grown man pass out," he says. "I try to make it light."

A former entrepreneur and development executive at cancer hospital City of Hope, Solton began volunteering when he retired. "I was bored and a friend suggested I volunteer," he says, noting that the fast pace of the Emergency Department agrees with his type-A personality. "They call me 'the roadrunner' because I like to walk fast and move quickly," he says. "I feel like, when I leave my shift, I've done something for somebody. You get that feeling that you're giving back. And that's really important." ●

**More than 2,700 volunteers  
will donate over 200,000  
hours this year, giving our  
patients comfort and hope,  
and making Cedars-Sinai  
the special place that it is.**

**Thank you.**



**CEDARS-SINAI®**

# Shadow Group

## YED BY THE NUMBERS

**99%** of students, many from disadvantaged backgrounds, graduate high school.

**94%** attend college.

**77%** go on to degree programs in healthcare-related fields.

**32%** worked or are working at another healthcare setting.

**61%** of alumni have worked or are working at Cedars-Sinai.

**65%** pursue volunteer work, internships or become involved in healthcare in other ways.

**1:1** Each student pairs with a Cedars-Sinai staffer who provides mentorship and advice.

**59%** of participants are Latino.

**17%** of participants are African-American.

**72%** of participants are female.

**50** Fairfax High School students each year learn about healthcare careers by gaining experience — and paychecks — at Cedars-Sinai.

**23** years: Since 1993, the YED Health Academy has opened career horizons for hundreds of high schoolers.

Cedars-Sinai's Youth Employment Development (YED) program culminates each year with an event at which high school juniors and seniors offer poster presentations on job-shadowing experiences with Cedars-Sinai healthcare professionals. The program also offers part-time jobs, mentoring and classroom instruction over a two-year period in partnership with Fairfax High School, the Los Angeles Unified School District and the Regional Occupational Program.

For more than two decades, the program has helped some 400 students prepare for college and careers. The overwhelming majority of YED participants graduate from college, pursue professions in healthcare, and many find their career paths lead them back to jobs at Cedars-Sinai.



TANIA HARRIS



CARLA PULIDO

**“The YED program helps high school students develop important job skills before they graduate. They know how to write a résumé and [how to conduct themselves in] a job interview, and understand the importance of a firm handshake and eye contact. The program also helps keep teens focused on a life path. Their grades have to be good, they have a job to go to after school and they receive a lot of support.”**

**TANIA HARRIS**  
Imaging support service supervisor, Cedars-Sinai Department of Imaging, and a former YED student who now serves as a mentor

**“I have learned that, if I want to achieve something, I need to go out and look for it on my own with the help of networking. Not only has this benefited me today, but I know that in the future this is going to help me.”**

**CARLA PULIDO**  
YED student

**“Before joining YED, I was really uncertain about what I wanted to be. Now, I am planning to become an RN due to the many job shadows I’ve had. ... YED helped open my eyes to what life can give you with hard work.”**

**ZACHERY KIENER**  
YED student



PARIS LONDON  
ANDY CONTRERAS



MARSHIA CACERES, LCSW,  
AND SIGRY ORTIZ



“The job-shadow aspect of the program has helped me develop interest in careers I would have otherwise never known about and eliminate careers that don’t fit my passion. At such a young age, this opportunity has already made a tremendous impact on my future.”  
**ANDY CONTRERAS**  
YED student



“Our employees have a big and sometimes life-changing impact on students by mentoring them and introducing them to career paths. Job shadowing brings students as close as they can get to being in the shoes of a healthcare professional so they can decide what’s right for them and what’s not.”  
**ANDREA PERRY**  
YED administrator

“At the beginning of the program, I wouldn’t talk to anyone and was really shy. As the months passed, I started to ask more questions and would make eye contact. At school, I sound more confident when I speak to others. During presentations, I can deliver a speech and not stutter.”  
**SANDY SIERRA**  
YED student

“I’ve supervised a number of students who work in the Imaging Department, and they’re all absolutely wonderful. It’s exciting to see them show their potential and gain confidence as they develop skills and interact with professionals.”  
**DEBBIE KENNEYBREW**  
Academic program coordinator, Cedars-Sinai Department of Imaging

# True Blood



For 17 years, Fred Zaidman has been making bimonthly visits to Cedars-Sinai's Blood Donor Services to give lifesaving blood and other blood components. Zaidman began after his father received a transfusion in 1999, and he wanted to give back. "It wasn't a hard decision," he says. "Strangers saved his life and I wanted to help others."

To date, Zaidman has made four granulocyte, 15 whole blood, 80 plasma and 253 platelet donations, making him the top platelet donor in the institution's history. "We don't have to be doctors or EMTs or firemen to save someone's life," he says. "It can be as simple as coming into a blood donor center and donating. It's just one way of doing it, and it's a great feeling."

*For more information or to make an appointment to donate, call 310-423-5346, or visit [cedars-sinai.edu/donateblood](http://cedars-sinai.edu/donateblood)*

# HELP BY VISITING A DIFFERENT KIND OF BANK.

Make a different kind of donation by giving blood. All it takes is one hour to save up to two lives. Schedule an appointment now at [donatebloodcedars.org](http://donatebloodcedars.org) or call 310-423-5346.



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# Catalyst

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Twenty years after the passing of Steven S. Cohen, friends and family keep his memory alive through The Heart Foundation.



### 16 **Leaning In**

Generous donors are funding lupus awareness campaigns and groundbreaking research that could eventually end this devastating disease.



### 18 **Building Bridges**

When Michael Berns was diagnosed with prostate cancer, he did what made the most sense: He started living.

## EVENTS\*

**JULY 9** **Tom Collier Regatta for Hope**  
King Harbor Yacht Club  
Redondo Beach

**OCTOBER 20** **Board of Governors Gala**  
Beverly Hilton Hotel

**NOVEMBER 9** **Women's Guild 59th Gala**  
Beverly Hilton Hotel

**NOVEMBER 14** **Galpin Motors Golf Classic Benefiting The Heart Foundation**  
Sherwood Country Club

\* Dates are accurate as of press time but are subject to change.



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