

LHAS Gala

Saturday, August 23, 2014
Fairmont Pittsburgh

Orchids
in the
Moonlight

Proceeds to benefit the
LHAS Orchid Fund



LHAS

Ladies Hospital Aid Society
compassion with purpose

WE HONOR THE PEOPLE WHO INSPIRE US EVERY DAY.

UPMC is proud to support the LHAS and the 2014 Gala honorees.

LHAS Compassion Award

Deborah A. Mancuso

LHAS Innovation Award

Lanie Francis, MD

LHAS Doctors of Distinction Award

Stanley Marks, MD

Vonda J. Wright, MD

LHAS Doctors of Distinction

Donald S. Burke, MD

Michael W. Collins, PhD

Freddie H. Fu, MD, DSc (HON)

Joseph Losee, MD

Mark R. Lovell, PhD. ABPN

Joseph C. Maroon, MD

Alan Russell, PhD

Terence W. Starz, MD

Thomas E. Starzl, MD

Adele L. Towers, MD

Marshall W. Webster, MD

David C. Whitcomb, MD, PhD



Gala Co-chairs Welcome

Past LHAS Presidents



Laura Penrod Kronk, Mary Novick, Marcia Weiss and June Yonas

It is our great pleasure and honor to welcome you this evening to “Orchids in the Moonlight” benefitting the LHAS Orchid Fund.

Your support provides financial assistance towards hair replacement options to restore confidence and enhance a positive image to individuals suffering hair loss due to chemotherapy, radiation treatments and other causes.

We are thrilled that Dr. Stanley Marks, is our Honorary Chair. His guidance, support and friendship are cherished by the LHAS membership and the community.

This evening we recognize Deborah Mancuso with the LHAS Compassion Award. Her foresight and dedication to the LHAS Positive Image Salon located in the Hillman Cancer Center has touched the hearts of many patients and their families.

Tonight we are proud to present the 2014 LHAS Innovation Award to Dr. Lanie Francis, Program Director of the Integrative Oncology Program at the Hillman Cancer Center.

Also, we congratulate our 2014 Doctors of Distinction, Dr. Stanley Marks and Dr. Vonda Wright. Dr. Marks is Chairman of the UPMC CancerCenter, the largest network of outpatient cancer centers in the tri-state area. Dr. Wright is an academic orthopaedic surgeon and internationally recognized authority on active aging and mobility. She is the Medical Director of the UPMC Lemieux Sports Complex.

This magnificent evening is made possible by our corporate sponsors, table sponsors, advertisers, gala committee, and patrons! Special thanks to our President Carole Kamin and Executive Director Dee Dee Troutman for their vision, experience and leadership.

Thank you for celebrating with us and have a wonderful evening!

Gala Co-Chairs



UPMC Health Plan is proud to support
the **Ladies Hospital Aid Society** and
the **LHAS Orchid Fund**.

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LHAS

Greetings from the President



Carole L. Kamin

It brings me great happiness to extend a warm welcome to the Ladies Hospital Aid Society (LHAS) of Western Pennsylvania's "Orchids in the Moonlight" Gala. We are gathered tonight in the sophisticated ambiance of the Fairmont Pittsburgh for an evening of good food and entertainment. But we know it is much more than this.

As we acknowledge our 116th year of service to the community, I am proud to say that in a world where the only constant is change, LHAS has never wavered from our tradition of caring. By participating in tonight's event, you become part of our tradition - without you, there is no "moonlight." Through joint efforts, proceeds will help individuals with hair loss by providing financial assistance towards hair replacement options. Because of you, your contribution enables LHAS to sustain our mission and purpose to provide educational, financial, and health needs to enhance the lives of others.

I would like to recognize and thank our distinguished Honorary Chair, Dr. Stanley Marks, as well the LHAS Awardees — Debbie Mancuso, Dr. Lanie Francis and Dr. Vonda Wright, for their compassion and caring for the cause. I know you will join me in thanking our Co-chairs, Laura Penrod Kronk, Mary Novick, Marcia Weiss, and June Yonas, for this beautiful gala — it would not be possible without their dedication and commitment. Special thanks to our Executive Director Dee Dee Troutman for her continued leadership and guidance. I would be remiss if I did not thank Ethel Gelman and Stephanie Scott for their help at moment's notice. With the help and support of the Gala Committee, this evening will prove to be a grand success.

Enjoy the festivities of this wonderful evening and my thanks to all of you.

Carole L. Kamin
LHAS President

congratulations,
HONOREES!

DEBORAH A. MANCUSO
LHAS COMPASSION AWARD

LANIE FRANCIS, MD
LHAS INNOVATION AWARD

**STANLEY MARKS, MD AND
VONDA J. WRIGHT, MD**
LHAS DOCTORS OF DISTINCTION AWARD

*OUR THANKS TO YOU AND THE LHAS
ORCHID FUND FOR HELPING PRESERVE
THE DIGNITY OF PATIENTS.*

Ina & Larry Gumberg



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LHAS

Welcome From Honorary Chair Dr. Stanley Marks



Welcome to the 2014 LHAS Gala, Orchids in the Moonlight. I am honored and pleased to serve as the Honorary Chair of this very special fundraising event. Ladies Hospital Aid Society deserves many accolades for all of their hard work and many accomplishments over the years. Since 1898, they have been dedicated to helping patients and have raised millions of dollars to support programs throughout Western Pennsylvania.

As an oncologist, I know that for a patient one of the most devastating aspects of a cancer diagnosis and treatment can be the loss of hair. It is a visible reminder of their illness, and the effects can extend well beyond the physical. LHAS is dedicated to helping patients restore their confidence and enhance a positive image by providing financial assistance towards hair replacement. Hair replacements are often very expensive and can be cost prohibitive in patients using their financial resources to cover the wide variety of costs associated with cancer care including travel expenses, drug co-pays, and time off of work. Thanks to Hair Enhancements of Pittsburgh and the LHAS Orchid Fund, any patient who suffers hair loss due to chemotherapy or radiation treatments can receive an Orchid Voucher that can be used for any hair replacement option including a wig. Although it may seem like a small accomplishment, providing a wig for a patient helps them regain self-confidence which is a critical factor in preparing them for the challenging times ahead. Your support of this program can truly make a difference in a patient's life.

Your participation in this evening's event goes a long way towards supporting the LHAS Orchid Fund. Thank you to each one of you for being here and for your support and compassion. Enjoy the evening!

Stanley Marks, MD

LHAS

2014 Doctor of Distinction Dr. Stanley Marks

Born at Mercy Hospital and raised in Pittsburgh, Stanley M. Marks, MD was educated through high school at Hillel Academy, and received his bachelor's degree in biology and his medical degree from the University of Pittsburgh. After an internship and residency at UPMC Presbyterian, he served a hematology-oncology fellowship at the Peter Bent Brigham Hospital and the Dana Farber Cancer Center. Before joining the staff at Shadyside Hospital, Dr. Marks was director of the division of hematology and medical oncology at Allegheny General Hospital.

Dr. Marks founded Oncology Hematology Association (OHA) in 1978. Under his leadership, OHA has grown to become one of the largest hematology-oncology practices in the country with 45 physicians practicing in 23 locations. OHA sees more than 15,000 new cancer patients each year. With the merger of OHA and the University of Pittsburgh Cancer Institute (UPCI) in 2000, Dr. Marks assumed the title of Director for Clinical Services and Chief Medical Officer of UPMC CancerCenter. In addition, he is Chief, Division of Hematology/Oncology, UPMC Shadyside Hospital and Clinical Professor of Medicine for the University of Pittsburgh School of Medicine. He was instrumental in the development of the Hillman Cancer Center including the recent opening of the Mario Lemieux Center for Blood Cancers.

In 2010 Dr. Marks was appointed Chairman of UPMC CancerCenter, the largest network of outpatient cancer centers in the tri-state area of Pennsylvania, Ohio and West Virginia. UPMC CancerCenter is an integrated network with 38 free-standing outpatient oncology facilities serving the tri-state area and associations with six Commission on Cancer Accredited hospitals.

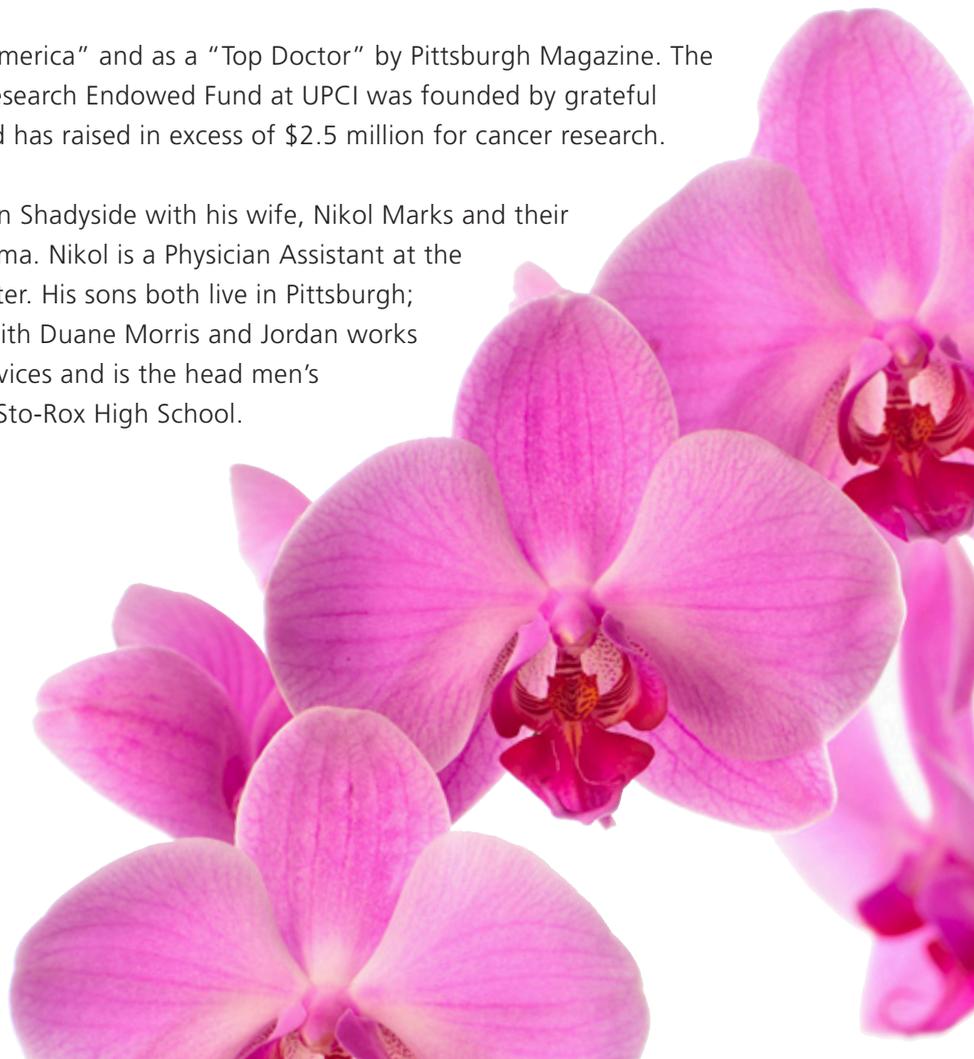
He has also served as President of The Leukemia & Lymphoma Society and President of the Allegheny County Medical Society. Dr. Marks is chairman of the board of Via Oncology, a nationally recognized leader in oncology pathways. He is also the chair of Cancer Treatment Services International, a company that facilitates the provision of world-class healthcare in underserved areas, especially in India. In addition, he served as chair of the National Policy Board of US Oncology. Dr. Marks is active in local non-profit health care organizations, having served on the board of directors of the American Cancer Society, Pittsburgh Research Institute, Pittsburgh Pain

Society, Protech Compliance, Cancer Caring Center, Jewish Healthcare Foundation and Juvenile Diabetes Research Foundation. He is a co-founder of the Western Pennsylvania Juvenile Diabetes Foundation chapter, the founding medical director of Allegheny/Forbes Hospice and a co-founder of the Cancer Caring Center.

Dr. Marks has authored numerous publications and is the recipient of several awards, including the National Research Service Award from the United States Public Health Service. Dr. Marks is known as a national thought leader in hematology/oncology, but he is better known for the personal attention and care he gives his patients. His clinical expertise, compassion for his patients, and enthusiasm for teaching is evidenced by his receiving the Golden Apple for Excellence in Teaching, and the Pittsburgh Business Times Health Care Hero Award. He has consistently been named on the list of “Best

Cancer Doctors in America” and as a “Top Doctor” by Pittsburgh Magazine. The Dr. Stanley Marks Research Endowed Fund at UPCI was founded by grateful patients in 2006 and has raised in excess of \$2.5 million for cancer research.

Stanley Marks lives in Shadyside with his wife, Nikol Marks and their rescued pit bull, Karma. Nikol is a Physician Assistant at the Hillman Cancer Center. His sons both live in Pittsburgh; Joshua is a lawyer with Duane Morris and Jordan works with SystemOne Services and is the head men’s basketball coach at Sto-Rox High School.



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LHAS

Message from our Executive Director



Diane M. Troutman

One only needs to walk down the hallway on the main floor of UPMC Montefiore to understand the impact LHAS has had on the community. There you will find a tribute in words, photos, and relics to the inspiring work that addresses issues that individuals and families face today. LHAS volunteers have a commitment and compassion to create, support and fundraise for programs that are currently needed by looking to the Past, Present and Future.

As part of our history, we applaud the support and direction of Dr. Stanley Marks. With his guidance and knowledge of LHAS, our partnership can only enhance the experience one will have with great compassion.

Today, we could not do what we do without our partner, Debbie Mancuso and her fabulous team at Hair Enhancements. Looking in the mirror may be one less worry for some to think about. That is why we established the LHAS Orchid Fund.

The next generation will reap the benefits of our experts, Dr. Lanie Francis and Dr. Vonda Wright. With their expertise and approach to medicine, we will certainly appreciate a more satisfying balance in our life.

LHAS provides the support needed when the feeling of hope seems distant. Many go through life without thinking about a child who needs a wig to attend the first day of school - or the teenager that needs that certain hairstyle to go to the prom – or that person who encountered such stress in life that she pulled the hair right out of her head. We must always think about the person less financially fortunate who deserves to experience dignity, as well as a positive image. With your contribution tonight, you are paying it forward by supporting the Orchid Fund's mission.

Today, LHAS volunteers are as committed as the pioneering spirit and contributions of their 17 foremothers. As evidenced in the selection of tonight's Co-chairs, awardees, Doctors of Distinction, partners, and contributors in this room, may we all continue to support the solid foundations on which brilliant futures will surely be built!

LHAS

Compassion Award



Deborah A. Mancuso

Debbie Mancuso is the owner of Hair Enhancements of Pittsburgh and has been active in the hair industry for over 30 years. For the last 15 years, Debbie has specialized in non-surgical hair replacement and currently manages the Ladies Hospital Aid's "Positive Image Salon" at the Hillman Cancer Center.

A native of Pittsburgh, Debbie has committed her personal and professional life to caring for girls and women both inside and out.

Passionate about her work and eager to help people, Debbie began volunteering. From 2000 to 2010 Debbie volunteered at the American Cancer Society as a facilitator and trainer for the Look Good... Feel Better program. A program that helps boost the self-confidence of women in cancer treatment. In 2005, the Pennsylvania Division of the American Cancer Society awarded Debbie its Sunrise Award for her dedication. Eight years ago, Debbie partnered with LHAS in providing children and women with hair loss, financial and emotional support. Inspired by a young patient suffering from trichotillomania (a hair pulling disease), Debbie and LHAS together initiated a Children with Hair Loss, program. This program made it possible to provide beautiful human hair wigs to children under the age of 21 at no cost. This program was also the genesis of the LHAS's "Petal Program" a component of the Orchid Fund that provides assistance for anyone experiencing hair loss from chemotherapy and alopecia.

Since 2010, Debbie has worked with Recover with Confidence as representative for Western Pennsylvania. Recover with Confidence is a professional organization that connects oncology programs with caring, supportive professionals in the beauty industry and focuses on helping women with medical hair loss. Balancing her roles as a mother, wife and community volunteer, Debbie is recognized locally and nationally for her compassion in working with those suffering with hair loss.

In 2012, Debbie received the Women of Integrity award from Pittsburgh Professional Women. She is an active member of The National Hair Society, the American Hair Loss Council, Our Clubhouse (formerly known as Gilda's Club of Western Pennsylvania), LHAS and a former board member of The Pink Pamper.

LHAS

Innovation Award



Lanie Francis, MD

Clinical Assistant Professor of Medicine,
Program Director Integrative Oncology, and
Associate Medical Director, Medical Oncology, UPMC International

Dr. Lanie Francis is a medical oncologist and hematologist at the Hillman Cancer Center. She is a lifelong Pittsburgher. She received her undergraduate degree from Brown University and her medical degree from the University of Pittsburgh School of Medicine. She completed her residency in Internal Medicine at George Washington University in Washington, DC where she met her husband, Dr. Elie Francis. They returned to Pittsburgh in 2004 where she completed her fellowship in hematology/oncology at UPMC. She has been in practice since 2007.

Much of her recent work has focused on the creation of an Integrative Oncology program at the Hillman Cancer Center. She defines Integrative Oncology as management of the mind, body and spirit in the context of conventional cancer care using movement, touch, nutrition, and mindfulness to address symptoms and quality of life. With her team, they work to create a comprehensive care plan and implementation support system throughout the cancer journey. Knowing how difficult this journey is, Dr. Francis believes this program creates a sense of control in patients and caregivers, ultimately fueling resiliency.

The Integrative Cancer Wellness Fair in October 2013 brought together over 150 providers and patients at the UPCI Cancer Pavilion. The Integrative Oncology Lecture Series explored the topics of caregiver stress, anxiety/depression, fatigue, and nausea this past winter. Presently, an Integrative Oncology consult service allows Dr. Francis to design care plans for patients referred by other cancer specialists. Ongoing priorities include an evidence based symptom management database, interactive web site, and web-based patient portal. The second annual Integrative Cancer Wellness Fair will be on October 23, 2014.

Dr. Francis lives in Shadyside with her husband Elie and their three sons, Oliver, Julian and Alexander.

Orchid Fund

Established to help individuals with hair loss by providing financial assistance towards hair replacement options and to restore confidence and enhance a positive image



LHAS Orchid Fund

Given the importance of hair to our identity and feelings of security, its loss can be quite traumatic and even lead to devastating depression.

Kristina's Wish

Kristina was a 14 year-old cancer patient with life experiences that placed her well beyond her years. She was only days away from facing death, when she communicated her wish to have beautiful hair. Kristina's family did not have the means to acquire a wig, but through the LHAS Orchid Fund, Kristina's wish was granted. Within 48 hours Hair Enhancements of Pittsburgh was able to make Kristina feel beautiful and give her peace.

The LHAS Orchid Fund was established as a patient assistance fund in 2005. Its goal is to provide hair replacement assistance for individuals suffering from hair loss.

The loss may have multiple causes:

- Alopecia and trichotillomania.
- Physical or emotional trauma from things such as burns or stress.
- Chemotherapy or radiation treatments.

The options do not include surgical replacement options. The goal is to help each individual find his or her best option to realize a restored sense of confidence through enhanced self image.

The LHAS Orchid Fund offers financial support to qualified individuals.

Make a Difference

Experts at Hair Enhancements of Pittsburgh provide non-surgical hair replacement. They are trained in the latest techniques of customizing, fitting, blending and attachment methods. They offer ready-to-wear wigs and custom designed and fitted cranial prostheses.



Debbie and her dedicated staff provide the hair replacement options at the LHAS Positive Image Salon in the Hillman Cancer Center. They also serve through the Hair Enhancements of Pittsburgh Salon. High quality wigs and hairpieces – as well as related accessories and products – are available. Expert styling services are provided.

Our Programs

Orchid Voucher

Through Hair Enhancements of Pittsburgh and the LHAS Orchid Fund a voucher valued at \$75 is available to all individuals suffering hair loss due to chemotherapy or radiation treatments. This Orchid Voucher may be used for any hair replacement option including a wig. A medical professional's documentation is necessary.

Petal Program

The goal of this program is to address hair loss in children and young adults. The loss to these individuals under 21 years old is particularly onerous. The Petal Program provides services

including consultations, cuts, and styling, as well as periodic new wigs. Each such service is valued up to \$1,000 per year.

It is only through generous donations and LHAS fund raising events that allow this program to continue.

Buy a Petal

You may help. Your purchase of a Petal will not only enhance the quality of life for a young person, but may also be done to honor, remember, and pay tribute to one you love. Such legacies live on forever. You may preview Petals on display at the LHAS Positive Image Salon in the Hillman Cancer Center and at Hair Enhancements of Pittsburgh Salon.

Orchid Wish

Purchasing a Wish allows individuals, families and organizations to honor, remember or pay tribute to loved ones recognizing that love and legacies live forever. Wishes will be on display at the salons at LHAS Positive Image in the Hillman Cancer Center and at Hair Enhancements of Pittsburgh salon.

Orchid Assistance Fund

The Orchid Assistance Fund helps those individuals financially in need of hair replacement assistance due to hair loss from alopecia and trichotillomania.

Donate Your Hair

The donation of your own hair can greatly benefit a hair loss sufferer. Barbers and cosmetologists may also donate to support the LHAS Orchid Fund.

Testimonials

from Orchid Fund recipients

Dear Ladies Hospital Aid Society,

I am a recently diagnosed breast cancer patient who is currently undergoing chemotherapy with hair loss.

Words cannot express the gratitude I have for the voucher I was given towards the purchase of a wig.

As you can imagine, the co-pays for the office visits, bloodwork, scans and chemotherapy all play a toll on your finances.

I found out about your generous Orchid Fund from a wonderful woman at Hair Enhancements named Debbie Mancuso. She and her excellently trained staff made selecting a wig a pleasant, stress free event for me.

Again, many thanks for your support!

Dear LHAS members,

Thank you for your generous assistance to me as I continue my chemotherapy at the Hillman Cancer Center. I was diagnosed with pancreatic cancer last December and the surgery has been followed by treatment at the Hillman Center.

As I began to lose my hair, I began to search for a wig. I had worked with my own stylist with no success in finding something that was affordable and suitable for me.

When I discovered the Hair Enhancements at Hillman, I stopped in and found something there that was lovely. Your financial assistance made it possible for me to be able to have it! I am deeply grateful for all that you do for cancer patients. May you be blessed for your kindness.

Dear L.H.A.S.

I want to thank you for providing me with \$75 towards my wig. The donation was greatly appreciated.

The girls were very knowledgeable in helping me select my wig.

Thank you for all your good work your organization does.

LHAS,

My name is Karen. I recently found out that I have a very aggressive cancer. I will be starting chemo on March 26th. I went to the Hair Enhancements at Hillman on March 14th and Cindee was absolutely wonderful and gave me all the time I needed to find a wig that helped make me less afraid of losing all my hair.

I want to thank you for helping me out financially to make this wig become a reality.

Hillman is a wonderful place. I only wish I didn't need it.

I am a deaf woman, and calling to thank you is kind of difficult. This thank-you note will let you know how much I appreciate your gift.

Dear Ladies,

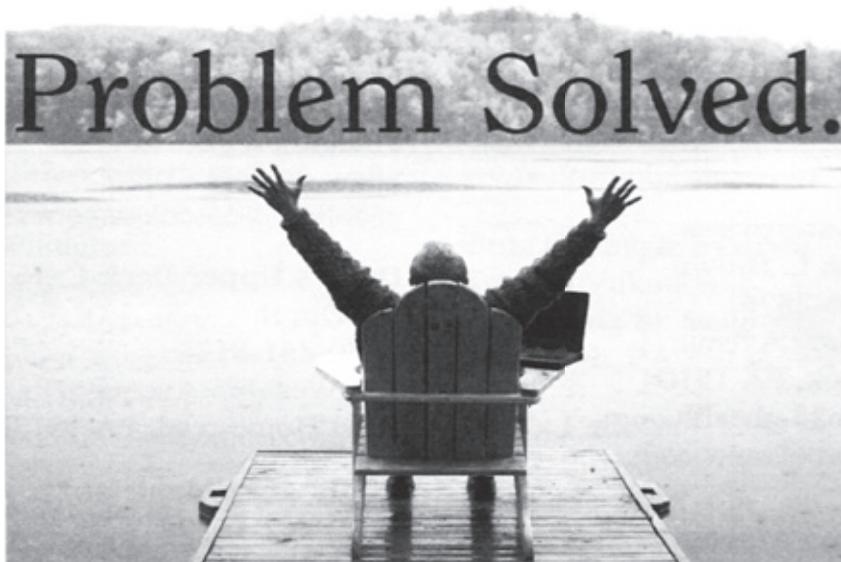
When I developed cancer and underwent chemotherapy treatment I thought that hair loss was really what other people experienced. Of course, I was wrong, and was devastated when the aggressive chemo I was given resulted in my losing my hair plus eyebrows and eyelashes.

Physiologically, it affected me terribly and my only way to return to "normal" was to obtain a "cranial prosthesis" which I did with the excellent help and expertise of DEBBIE MANCUSO in Dormont. The "wig" I now have is perfect with an added bonus of making me look 20 years younger!!

I would like to sincerely thank the LHAS ORCHID FUND for their contribution which helped me purchase my "new look" which has not only allowed me to re-establish my self-esteem but also now I look "middle-aged".

MANY, MANY THANKS!

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LHAS

2014 Doctor of Distinction



Vonda J. Wright, MD, MS

Dr. Vonda Wright is an academic orthopedic surgeon and internationally recognized authority on active aging and mobility. She specializes in sports medicine and is one of only a few female Orthopaedic surgeons in the United States. She was recently appointed as the inaugural Medical Director of the UPMC Lemieux Sports Complex.

Dr. Wright is the founding director of the Performance and Research Initiative for Masters Athletes (PRIMA) a first of its kind clinical and research program focused on maximizing performance and minimizing injury in mature athletes. Her pioneering research in mobility and musculoskeletal aging is changing the way we view and treat musculoskeletal aging and has been rewarded with multiple grants and presented internationally.

Dr. Wright currently practices at the UPMC Center for Sports Medicine and Shadyside Hospitals where she performs more than 300 hip, shoulder and knee arthroscopies per year and serves as the team doc for 5 of the University of Pittsburgh Olympic Sports Teams, the Pittsburgh Ballet Theatre and multiple Pittsburgh area high schools. Dr. Wright has worked extensively developing cross training programs for the Pittsburgh Marathon and runners nationally.

In addition to her surgical practice, Dr. Wright regularly appears on national TV shows including "Dr. Oz" and "The Doctors." She is frequently quoted in the Wall Street Journal, New York Times, USA Today and U.S. News & World Report, in magazines such as Maxim, Prevention, Fitness, MORE, Runner's World, Best Life and Arthritis Today, and in numerous online publications. Dr. Wright speaks worldwide and has





authored two mainstream books, “Fitness After 40: How to Stay Strong at Any Age” and “Guide to THRIVE: 4 steps to Body, Brains & Bliss.”

In 2013 Dr Wright ignited a national conversation on Women’s Health with her inaugural “Women’s Health Conversations” conference where she brings together top medical authorities to educate and empower women to make the 80% of health decisions they make for themselves and everyone they touch.

Dr. Wright earned her first Bachelors degree in Biology from Wheaton College and her second Bachelors and Master’s of Science in Oncology Nursing at Rush University. She earned her medical degree from the University of Chicago, completed her residency in orthopaedic surgery at the University of Pittsburgh and completed her fellowship in sports and shoulder surgery at the Hospital for Special Surgery in New York.

Dr. Wright lives with her husband, Peter Taglianetti and their blended family of 6 children in Pittsburgh.

Events of the Evening

Cocktail Reception

Silent Auction,
Mystery Bag Raffle
and Portraits by
Josh Franzos Photography

Mistress of Ceremonies

Sally Wiggin
WTAE TV

Welcome

Carole L. Kamin
President, LHAS

Dee Dee Troutman
Executive Director, LHAS

Stanley M. Marks, MD,
Honorary Chair

Presentation of Awards

LHAS Compassion Award
Deborah A. Mancuso
presented by June Yonas

LHAS Innovation Award
Lanie Francis, MD
presented by Marcia Weiss

LHAS Doctors of Distinction
Stanley M. Marks, MD
presented by Mary Novick

Vonda J. Wright, MD, MS
presented by Laura Penrod Kronk

Invocation

Judge Robert C. Gallo

Dinner, Dessert and Dancing

Menu

First Course

Baby Beet and Frisee Salad, Goat Cheese,
Pomegranate Vinaigrette

Assorted Breads and Fairmont Butter

Entrée

Petite Filet & Macadamia Crusted Halibut with
Grilled Asparagus, Sundried Tomato and Scallion
Polenta, Creamy Wild Mushroom Ragout

Wine Selection:
2012 Chardonnay,
Cardiff Cellars, California

2010 Cabernet Sauvignon,
Cardiff Cellars, California

Dessert

Salted Caramel Tart *or* Baked Alaska

Freshly Brewed Regular and Decaffeinated Coffee
and Selection of Tea

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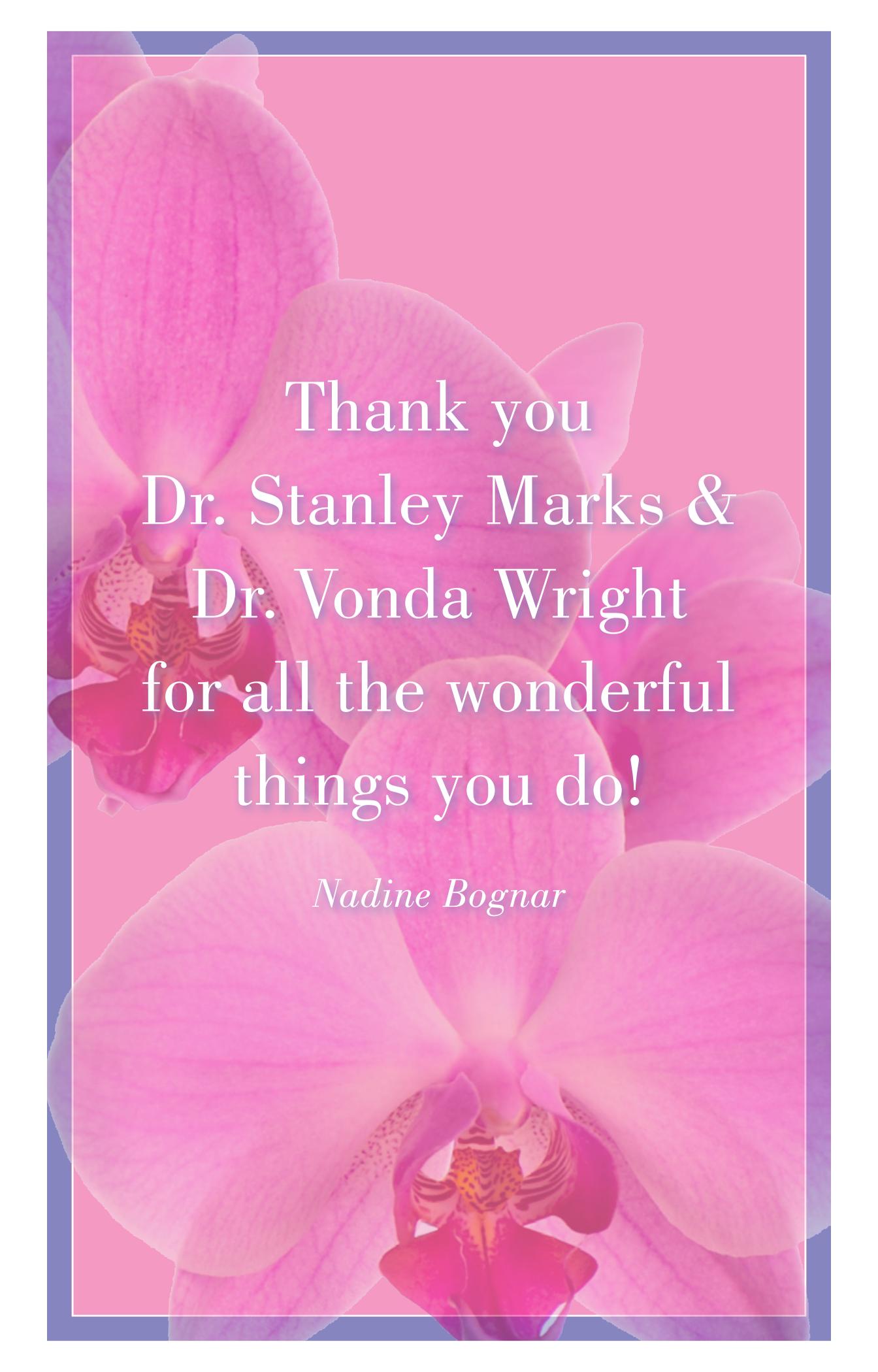


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A close-up photograph of several light pink orchid flowers with darker pink and yellow centers, set against a soft pink background. The flowers are arranged in a cluster, with some in the foreground and others slightly behind. The overall tone is gentle and celebratory.

Thank you
Dr. Stanley Marks &
Dr. Vonda Wright
for all the wonderful
things you do!

Nadine Bognar

LHAS

Doctors of Distinction



Donald S. Burke, MD

UPMC-Jonas Salk Chair in Global Health
Dean of the University of Pittsburgh Graduate
School of Public Health



Michael W. Collins, PhD

Director, UPMC Sports Concussion Program,
Neuropsychology



Freddie H. Fu, MD D.Sci. [Hon]

Chairman, Department of
Orthopaedic Surgery



Joseph Losee, MD, FACS, FAAP

Professor and Executive Vice-Chair
Department of Plastic Surgery



Mark R. Lovell, PhD Abpn

Chairman & Chief Executive Officer
ImPACT Applications, Inc.



Stanley M. Marks, MD

Chairman, UPMC CancerCenter

LHAS

Doctors of Distinction



Joseph C. Maroon, MD
Professor and Heindl Scholar in
Neurosurgery, UPMC



Alan Russell, PhD
Highmark Distinguished Career Professor
Carnegie Mellon University



Adele L. Towers, MD, MPH
Medical Director, UPMC Health
Information Management
Medical Director, UPMC Home Health

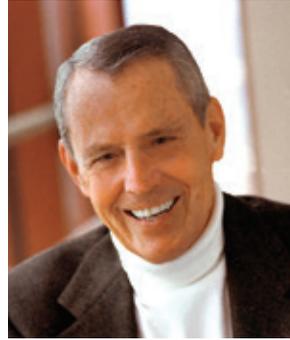


Marshall W. Webster, MD
Executive Vice President, UPMC
President, University of Pittsburgh Physicians
President, Physician Services Division, UPMC



Terence W. Starz, MD

Clinical Professor of Medicine
Division of Rheumatology
University of Pittsburgh School of Medicine



Thomas E. Starzl, MD, PhD



David C. Whitcomb, MD, Ph.D.

Medical Director, Comprehensive Pancreas
Program, Liver-Pancreas Institute



Vonda J. Wright, MD, MS

Orthopaedic Surgeon and
Medical Director of Lemieux Sports Complex

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Gala Committee

Honorary Chair

Dr. Stanley Marks

Gala Co-chairs

Laura Penrod Kronk

Mary Novick

Marcia Weiss

June Yonas

LHAS President

Carole L. Kamin

LHAS Executive Director

Dee Dee Troutman

Gala Committee

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Tribute to Dr. Stanley Marks by Gala Co-chairs



It is through our friendship with Stanley that LHAS has enjoyed major accomplishments that support and advance the mission to fight cancer. These efforts have and continue to provide financial assistance to those most in need.

Mary Novick, *President 1999-2001*

- Created the LHAS Center for Prevention and Early Detection at the Hillman Center

Marcia Weiss, *President 2001-2003*

- The Hillman Cancer Center and LHAS Positive Image Salon opened
- The LHAS Center for Prevention and Early Detection at the Hillman Center was dedicated

June Yonas, *President 2003-2008*

- LHAS Positive Image Salon was relocated
- Hired Debbie Mancuso the current manager of the LHAS Positive Image Salon
- Contribution to UPCI Ovarian Cancer research
- Support for the Ovarian Cancer Symposium

Laura Penrod Kronk, *President 2008-2013*

- Developed the LHAS Orchid Fund to provide hair replacement assistance
- Launched the Wild Orchid Party fundraiser
- Established the Orchid Voucher
- Established the Petal Program

Children's Hospital of Pittsburgh
of UPMC *and its* Foundation

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Established to help individuals with hair loss by providing financial assistance towards hair replacement options to restore confidence and enhance a positive image.

Orchid Voucher – Through Hair Enhancements Of Pittsburgh and the LHAS Orchid Fund, a \$75 voucher is available to individuals with hair loss due to chemotherapy and radiation treatments for assistance with wigs and other hair replacement options. The Orchid Voucher is valid for any purchase of a wig or hair or hair replacement option through Hair Enhancements Of Pittsburgh with signed documentation by a medical professional.

Petal Program – The Petal Program is a special component of the LHAS Orchid Fund that defrays hair replacement costs for qualified children and young adults (under age twenty-one) experiencing hair loss. Through generous donations and ongoing support from LHAS fundraising events, the Petal Program is able to provide a new wig and services that include a consultation, cut, and style for these children valued up to \$1,000 per year.

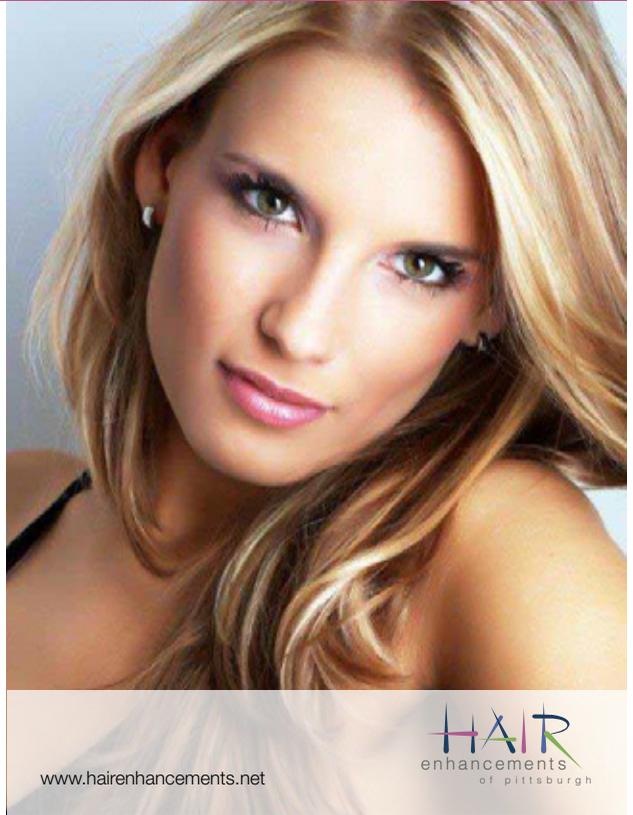


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Ruby Kang
LHAS Executive Member
CCFA Woman of Distinction 2014

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Vasso Paliouras
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Petal Recognition

The following individuals made contributions in honor, memory and recognition of loved ones. LHAS thanks those contributors for their generous gifts.

In Recognition of Jeannine Blyth
Alida and Fred DeRubertis

In Honor of Deborah Mancuso
Mary Novick

In Memory of Max McNeel
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In Honor of Lanie Francis, MD
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In Memory of Irene Louik
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In Honor of Stanley Marks, MD
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In Honor of Dee Dee Troutman
Ethel Gelman and Stephanie Scott

In Honor of Vonda J. Wright, MD, MS
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In Honor of Carole L. Kamin
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In Honor of Laura Penrod Kronk
Dorothy Pollon

In Memory of Geri Mihailoff
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In Recognition of Margaret Burroughs
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In Honor of Nadine Bogнар
Rose Kustsenkow

In Recognition of Marcia Weiss
Mary Ellen Wampler

In Honor of Stanley Marks, MD
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In Recognition of June Yonas
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In Honor of Vonda J. Wright, MD, MS
Rose Kustsenkow

In Memory of Lois Jean Zacharia
Gayle and Carl Zacharia

In Memory of Violet Gallo
Rose Kustsenkow

In Memory of Scott Rittman
Heather Ziccarelli

In Honor of Lisa Gaydos
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In Honor of Carole L. Kamin
Barbara L. Myers

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A dense background of succulent plants, likely Sedum, with green and pinkish-red leaves.

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Teen Dating Violence Awareness and Prevention Program



Demi Brae Cuccia
August 14, 1991 - August 15, 2007

Twenty percent or one in five teenagers in our country are physically or sexually abused by their partner. In 2007 Demi Brae Cuccia lost her life at the hands of her dating partner. Who could imagine such innocence could result in such tragedy?

Later that year Demi's father, Dr. Gary Cuccia, founded the Demi Brae Cuccia Awareness Organization. The mission of the organization is to do all that is possible to keep another such tragedy from occurring. Dr. Cuccia firmly believes that had he and Demi been aware of the signs and symptoms of an abusive relationship her death would have been prevented.

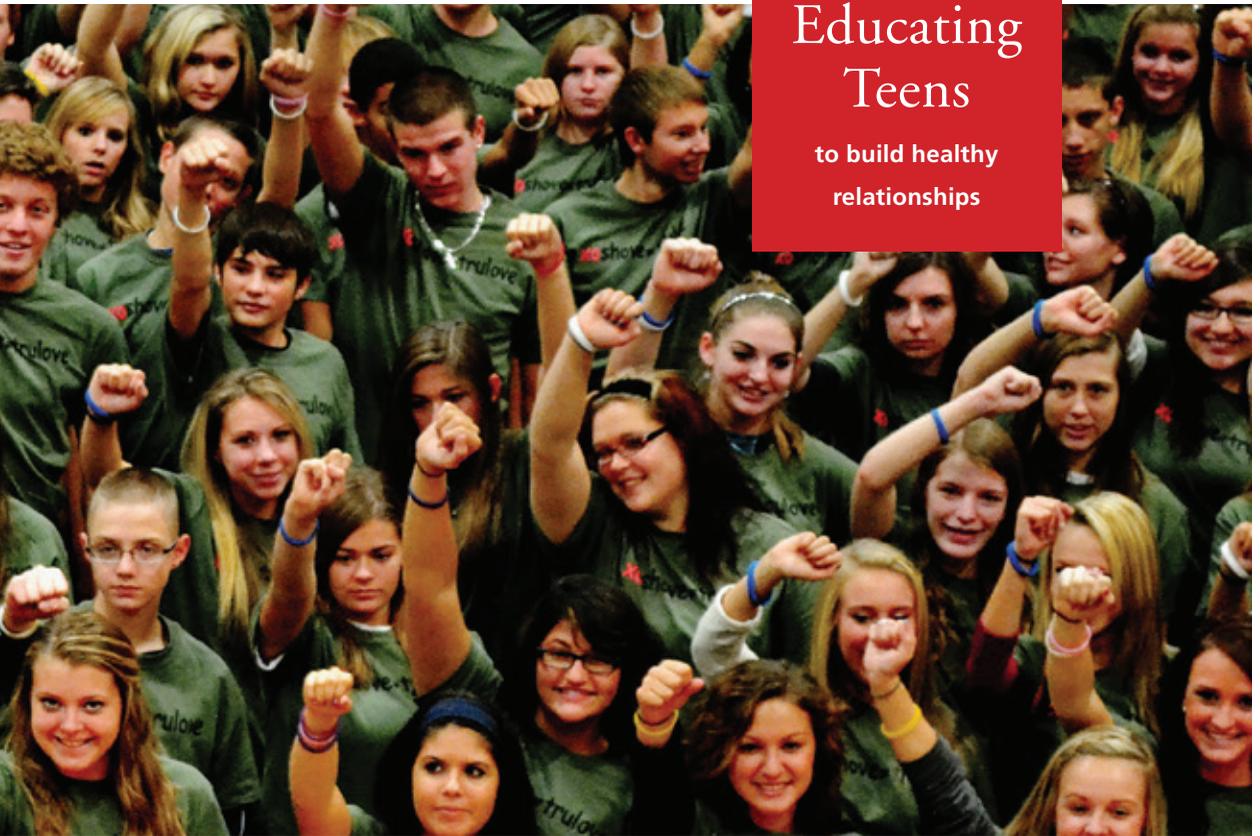
In 2012 Ladies Hospital Aid Society (LHAS) joined forces as a full partner with the Demi Brae Cuccia Awareness Organization to engage in outreach to make both students and adults aware of, and sensitive to, the great risks involved with teen dating abuse and violence.



By the end of the 2015-2016 school year, the outreach program of two 501(c)(3) organizations will have reached over 150,000 students in the schools of Western Pennsylvania. This includes presentations in over 160 middle schools, high schools, and universities. The partnership also engages in extensive outreach to adults, especially parents and teachers, to make them aware of the problem and the resources available to address it. School administrators have opened their doors to this outreach program recognizing the value to all concerned.

Together we are
**Educating
Teens**

to build healthy
relationships



Outreach Program

Students

The Demi Brae Cuccia Awareness Organization and LHAS have recognized the great difficulties involved in capturing the attention of young minds and trying to communicate to them the very serious risk of a problem they would simply rather not consider.

To address these difficulties the partnership has developed key components to the school outreach presentations.

After introductions and a video about Demi the students hear the compelling and powerful message of Demi's murder through the eyes and heart of her father.

Demi's life ended two weeks after breaking up with her first boyfriend who she determined was becoming overly jealous and possessive. She was brutally stabbed 16 times one day after her 16th birthday. Dr. Cuccia is convinced her death would have been prevented had he and Demi known of the advance warning signs. Thus his goal – **never let it happen again.**

Although Dr. Cuccia's outreach presentation seldom allows for a dry eye in his young audience, the story is not enough to capture and hold into the future the attention of the teenagers. Like Demi they are often engaging in their very first romance. Items are necessary to serve as a constant reminder to the students that relationships may bring emotions other than joy and happiness.



To this end the partnership at great expense provides each student with a T-shirt with the logo **xoshove≠trulove**®. The students quickly recognize that **kiss hug shove does not** equal true love. The shirts serve

as a constant reminder to those often afraid to speak up and say anything bad about a partner. These printed shirts form a crucial element of the message.

The most dangerous time for those involved in abusive relationships is when they try to **END** it.

Another item to serve as a pathway to open discussion is a silicone stretch wristband in many colors. The bands are distributed to each student at the outreach. Each band is also marked with the logo and Demi's website. Many stories have surfaced of the wristband serving as the opening for discussions from students at risk.



Of course, fact based educational pamphlets are printed and distributed to each student. The pamphlets alert the students to the extensive problem with violence and how likely they are to encounter it personally. One in three teens experience some form of dating abuse. The pamphlet also includes common warning signs of dangers in the relationship. Examples here include excessive text messaging, name calling, insults, false accusations, threats of violence, and threats of suicide. The list goes on and on and needs to be known by all teenagers.

A final part of the education of students is making them aware of resources in their school and in the community. The tragic results of teen dating violence can no longer be dealt with under the table. This discussion must be open and designed to allow any student to question and talk openly about each such experience.

The in-school outreach presentations have resulted time after time in tearful students coming forth for the first time to tell their stories to one of the outreach presenters in private. These programs work!

To keep these students actively involved in the awareness of teen dating violence the partnership offers volunteer opportunities. These opportunities enable them to fulfill what is sometimes 40+ hours of community service for graduation.

Scholarships are available to encourage student involvement.

Adults

Parents, teachers, school administrators, and the community at large need to be educated and informed of all the same components as the students. Adults need guidance on how to approach this topic with teens who do not wish to believe that they may become the victim of dating abuse.

LHAS and the Demi Brae Cuccia Awareness Organization also provide information and resources designed for adults who are likely to encounter the need to provide guidance in these circumstances.

Teen Dating Violence Awareness and Prevention Program

Demi Brae Cuccia
AWARENESS ORGANIZATION
Dedicated to educate, prevent, and heal.

Demi's Story
Demi was a beautiful girl with a contagious smile, charming personality, and a compassionate, spiritual soul. In August 2007, just one day after celebrating her 16th birthday, Demi Brae Cuccia was brutally stabbed to death by her former boyfriend, the first boy she ever dated. If Demi, her parents, her friends, or others around her knew how to recognize the signs of an unhealthy relationship, the night still be alive today. — Dr. Gary Cuccia

"As a father of a murdered daughter, I want to ensure that every middle and high school student receives information on how to prevent dating violence and abuse. I believe that had my daughter, Demi, and I been educated about recognizing the signs of teen dating violence, she may be alive today." — Dr. Gary Cuccia

Everything is more important than "I love you too."
Text message Demi received hours before she was murdered.

Percentage of DATING IS LINKED TO STOP VIOLENCE FROM BEING A BATTERER
1 in 3 teens say they've text messaged 10, 20 or 30 times or more by a partner keeping tabs on them.

1 in 3 of parents whose teens were text messaged 10 times or more have never raised the issue.

What is Dating Violence?
Dating violence is a pattern of actual or threatened acts of digital, emotional, physical, sexual, and/or verbal abuse committed by a person against a current or former dating partner. Abuse may include insults, coercion, social sabotage, sexual harassment, threats and/or acts of physical or sexual abuse.

Signs One is Abused

- Likely to engage in risky behaviors such as drinking, drugs, or sexual activity
- Isolation from family, friends, or activities once enjoyed
- Changes in study patterns or change in attendance at school
- Visible physical alterations, such as bruises or excessive makeup
- Change in appetite
- Digestive disorder
- Constantly receiving texts or phone calls

1 in 5 teens are physically or sexually abused by their partners.

1 in 3 teens experience some form of dating abuse.

Women between the ages of **16 to 24** experience the highest rate of dating violence.

Domestic Violence is the leading cause of injury to women ages **15 to 44** more than car accidents, rapes and muggings combined.

A research of domestic violence related deaths has revealed that in **83%** cases the victim was either pregnant or about to end the relationship.

1 in 3 teens have been in a relationship (30%) say they find text messages to be 20 or 30 times an hour (1% find out where they are, what they're doing, or who they're with).

Need to talk or chat?
Demi Abuse Helpline - 866-331-9474
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Teen Dating Violence
Awareness and
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Demi Brae Cuccia
August 14, 1991 -
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LAST APPOINTMENT AT 6:00 PM
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FRIDAY 9:00 AM
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SATURDAY 9:00 AM
LAST APPOINTMENT AT 2:00 PM

LHAS Café on Seventh

UPMC Montefiore
3459 Fifth Avenue, 7 Main
Pittsburgh, PA 15213
412-802-8644

Hours of Operation
MONDAY TO FRIDAY
10:30 AM TO 7:00 PM

LHAS Café on Seventh focuses on what is important to the guest. Utilizing the finest ingredients and providing service in a friendly, comfortable atmosphere, it promises to strive to exceed regular dining expectations.

Timothy Rummel, *Manager*

LHAS Café Express

UPMC Montefiore Lobby, 7 Main

Hours of Operation
MONDAY TO FRIDAY
6:00 AM TO 5:00 PM
SATURDAY 6:30 AM TO 2:00 PM

LHAS Café Express offers specialty coffees, drinks, pastries and call-ahead lunch orders.

LHAS Windows on Seventh Gift Shop

UPMC Montefiore
3459 Fifth Avenue, 7 Main
Pittsburgh, PA 15213
412-648-6107 Main
412-647-6473 Fax

Hours of Operation
Monday to Friday
9:00 AM - 6:00 PM

Saturday
10:00 AM - 2:00 PM

The LHAS gift shops are committed to excellence in retailing by offering a wide selection of merchandise at fair market prices for the highest level of customer service and satisfaction.

LHAS Presby Floral and Gifts

UPMC Presbyterian
200 Lothrop Street
Pittsburgh, PA 15213
412-647-3181 Main
412-605-0462 Fax

Hours of Operation
Monday to Friday
9:00 AM - 6:00 PM

Saturday
10:00 AM - 2:00 PM

Sergio's too Paul Mitchell Focus Salon

UPMC Montefiore
3459 Fifth Avenue, 7 Main
Pittsburgh, PA 15213
412-692-2969

Hours of Operation
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Making A Difference
In 2014

LHAS delivers support
with compassion for the
educational, financial,
and health needs of
our diverse communities.

- 2013** An Evening of Enchantment Gala raised **\$97,000** to benefit the LHAS Enchanted Forest at UPMC Mercy Trauma and Burn Center
- 2012** Rooted in Compassion Gala raised **\$100,000** to benefit the LHAS Teen Dating Violence Awareness and Prevention Program
- 2011** Here's Looking at You, Kid Gala raised **\$150,000** to benefit the *LHAS Patient Support and Operations Fund for Pediatric Plastic Surgery* at Children's Hospital of Pittsburgh of UPMC
- 2010** The BEST is yet to come! Gala raised **\$100,000** to benefit the University of Pittsburgh Graduate School of Public Health for research on Aging and Longevity
- 2009** Come Fly With Us...Gala raised **\$50,000** to benefit the *University of Pittsburgh School of Medicine Digestive Disorders Center (DDC)* for research on Pancreatic Cancer, Colon Cancer and other Digestive Diseases
- 2008** Head Over Heels Gala raised **\$100,000** to benefit the *University of Pittsburgh Department of Orthopaedic Surgery and concussion research*
- 2007** Music, Magic, and Moonlight Gala raised **\$65,000** to benefit the *McGowan Institute for Regenerative Medicine*
- 2006** A Night With The Stars raised **\$35,000** to benefit *LHAS Community and Social Service Projects*
- 2005** In Full Bloom Gala "Heaven on Earth" raised **\$50,000** to benefit *LHAS Community and Social Service Projects*
- 2004** In Full Bloom Gala, over **\$1 million** was presented to the following organizations for programs and projects: *LHAS Arbor* at Weinberg Village in Squirrel Hill; *LHAS Breakfast Club* at the Jewish Community Center; *Jewish Family & Children's Services*; *LHAS/Ratner Tower* at Riverview; *University of Pittsburgh Cancer Institute*; *UPMC Palliative Care*; and *UPMC* for social services for the indigent patients
- 2003** Remember When: An Evening with LHAS and Neil Sedaka raised **\$94,000** to benefit the *Thomas E. Starzl Transplantation Institute* at the University of Pittsburgh Medical Center
- 2002** An Evening of Laughter featuring Jerry Seinfeld raised **\$85,000** for *Working Hearts* at The Jewish Healthcare Foundation
- 2001** Fiesta Latina featuring Arturo Sandoval raised **\$25,000** for *LHAS Women's Health Projects*
- 2000** Giggles and Glamour featuring Phyllis Diller raised **\$100,000** for the *LHAS Center for Prevention and Early Detection* in the Hillman Cancer Center



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*A Very Special
Thank You
From the Gala Co-Chairs...*

UPMC and UPMC Health Plan for our enduring and fruitful partnership

Our Fabulous and Distinguished Doctors of Distinction for your continued support

Our LHAS Awardees

Nikol Marks, thank you, thank, thank you

Dee Dee Troutman for your multitude of talents

Ethel Gelman and Stephanie Scott for your help and support

Robert Meyers for your creativity and flexibility

Sarris Candies for being so "sweet"

Hens & Chicks for the beautiful florals

Tim Komen for your creative vision

Antoinette Ferraro and the staff of the Fairmont Pittsburgh

Kim and Gary Racan at studio-e Band for making the evening so much fun

Adina Schiffman for the special sparkles!

The entire Gala Committee for a great team effort and fabulous energy

Sally Wiggin for your dedication and support

The staff of the LHAS Gift shop and Beauty Salon for your day-to-day support

This evening's volunteers

And the countless others who contributed to making this event a success!

The staff of Hair Enhancements for your commitment to the cause

And the countless others who contributed to making this event a success!

History of LHAS

In 1898, Ladies Hospital Aid Society (LHAS) began its long history of community service when 17 women met to address the pressing needs of the sick and the poor living in their neighborhoods. These women also were concerned with the troubles facing the immigrant population, which suffered from indigence, homelessness and lack of adequate medical care. Referring to themselves as the Hebrew Ladies Hospital Aid Society, this group set membership dues at 10 cents a week and made arrangements with existing hospitals to pay ward rates for patients admitted under their auspices.

LHAS continued to prosper and among its many accomplishments was the opening of the original Montefiore Hospital in 1908, and the construction of the current site in 1929. LHAS raised more than \$5 million for Montefiore Hospital and initiated and funded the Follow-Me-Home program and the LHAS Ambulatory Surgical Center. In 1990, Montefiore Hospital was sold to Presbyterian Hospital, and subsequently became part of the University of Pittsburgh Medical Center.

LHAS in turn expanded its mission and has remained responsive to changing health care needs of the entire Western Pennsylvania community. LHAS has implemented programs for the elderly and women's health care, including the LHAS Arbor at Weinberg Village, LHAS Prevention and Early Detection Center at the Hillman Cancer Center and the LHAS Women's Heart Center. Fulfilling our commitment to education, LHAS has allocated thousands of dollars for college scholarship grants to future health care professionals and nursing students.

Through a variety of fundraisers, LHAS is able to sustain its mission and purpose by providing educational, financial, medical and social services to the community.





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