

*beacon of*

*Hope*

**beHeadStrong**

**auction and dinner**

**Saturday, October 6th, 2007**

**Ritz Charles**

**Overland Park, Kansas**



# Schedule of Events

Dear Guests,

On behalf of the beHeadStrong Board, welcome to our Third Annual Auction and Dinner. Our theme for this evening is a “Beacon of Hope”. I know we all share the strength and the hope for the opportunities ahead.

In 2006, beHeadStrong established a Community Service Line to support brain tumor patients and caregivers in our community. We developed a partnership with St. Luke's Brain Tumor Center for the distribution of bookmarks and related material promoting our services which include financial assistance for pharmaceutical expenses, food, therapeutic services and home cleaning. All were made possible from our 2006 Auction proceeds.

We continue our relationship with the Tug McGraw Foundation in support of their wonderful efforts to improve the quality of life for brain tumor patients. Jennifer Brusstar and the Foundation continue to touch the lives of local families affected by brain tumors. The Tug McGraw Foundation has tremendous “heart” and we are grateful for this alliance.

Thanks to the wonderful people attending tonight, our sponsors and donors, and our many volunteers. We are grateful for your support and enthusiasm. This evening would not be possible without you.

Thank you, also, to our 2007 Auction Chairpersons—Jennifer Waisner, Nancy Simonds and Ann Pacheco, and to all who have worked so tirelessly to organize this event.

Brain tumors and our fight to find a cure have brought us together on this journey. Your contributions are getting us another step closer to a cure. Let's all remember that there is a “Beacon of Hope” and it is shining here tonight.

Mark Newsome  
Founder  
Deuteronomy 31:6 “Be strong and courageous”

- 5:30 p.m. Registration and Silent Auction begin
- 6:45 p.m. Red tables close
- 6:55 p.m. Blue tables close
- 7:05 p.m. Green tables close
- 7:15 p.m. Purple tables close
- 7:30 p.m. Program begins
  - Speaker - Pete Gaumer, Board Member and brain tumor survivor
  - Guest Speaker - Jennifer Brusstar, The Tug McGraw Foundation
- 8:00 “Hannah's Hope”
- 8:30 p.m. Live Auction
- 9:15 p.m. Presentation of awards - Gail Mullin, Jennifer Waisner
- 9:30 p.m. Closing remarks

## Dinner Menu

*Soup Selection* ~ Tomato Basil

*Main Course* ~ Chicken Piccata  
sauteed boneless breast of chicken  
with white wine and lemon sauce,  
topped with capers

*Salad* ~ Mixed Greens with  
Julienne carrots, tomatoes and  
toasted croutons, served with  
Ranch or Raspberry Vinaigrette  
dressings

*Dessert* ~ Chocolate cake with  
Butter Cream icing

# Guests of Honor

## **Tug McGraw Foundation**

Jennifer Brusstar  
*President and CEO*

Jeff McMahon  
*Board Member*

## **Reston Robert Tisch Brain Tumor Center at Duke University**

Dr. Lee Jones, *Assistant Research Professor*

## **ABC<sup>2</sup>**

Kate Carr, *President and CEO*

## **Schering-Plough Oncology**

Ron Taylor, *Senior District Sales Manager, Oncology*

Mary Lou Brust, *Oncology Representative*

Keith Brown, *Senior Oncology Specialist*

## **2007 Auction Chairpersons**

Ann Pacheco

Nancy Simonds

Jennifer Waisner

## **Board of Directors**

Brian Brewer

Pete Gaumer

Michael Maybee

Rob Mullin

Mark Newsome, *Founder*

Nancy Simonds

Amy Vander Lippe

Jennifer Waisner

## **Emcees**

Brett Anthony

Meredith Hoenes

*of KSHB Channel 41*

## **Auctioneer**

Charles Losh

# Our Heroes

## *In celebration of:*

Mike Alford

Michael Arter

Blaine Barry

Lisa Barth

Kris Campbell

Bethany Carnes

Cathy Cheek

Robert Corlew

Becky Davis

Stephen Eltringham

Pete Gaumer

Chad Hunter

Jay Korf

Rob Mullin

Mark Newsome

Debbie Oestmann

Mary Packard

David Rule

Vicki Sabaugh

Debbie Wagner

Lee Yarbrough



## *In loving memory of:*

Chris Anthony

Michael Blomquist

Mary Lou Brust

Ben Cote

Nathan Gaines

Brian Gangloff

John George

Pete Gilmore

Ken Grabowski

Gilbert Hageman

Alice Hawver

Andrew Keenan

Tommy Lester

Dr. Ted Lockwood

Keith McFadden

Tug McGraw

Scott Morse

Gene O'Kelly

Will Reno

Suzy Ross

Tom Schiwetz

Dale Steddum

Hannah Uhrmacher

J.R. Waisner

Alvin E. Waits

# Auction Beneficiaries

**beHeadStrong's Mission** is to support brain tumor patients and caregivers in our community through public awareness, education and services, and to aid organizations working to cure brain tumors. A Community Service Line is established to connect newly diagnosed patients to the organization.

**Tug McGraw Foundation**, to enhance the quality of life of brain tumor patients and their families by stimulating and facilitating research. Funding will be directed to the Tug McGraw Center for Neuro-Oncology Quality of Life Research at Duke University and to other research institutions through a competitive grant program.

**ABC<sup>2</sup>** (Accelerate Brain Cancer Cure), to hasten the discovery of a cure for brain cancer. To date, ABC<sup>2</sup> has awarded multiple grants to world-renowned brain cancer researchers and created partnerships and collaborations with medical, academia, industry and government.

## Hannah's Hope Beneficiary

### The Preston Robert Tisch Brain Tumor Center at Duke University

The Center's mission is:

- To cure brain and spinal tumors
- To translate scientific advances in research laboratories to state-of-the-art treatments for the patient
- To provide the resources and support necessary for patients and their families to meet the challenges of living with a brain tumor

Currently, Center staff monitors the treatment of more than 2,000 patients from around the world.

# Hannah's Hope

Hannah's Hope is dedicated in memory of Hannah Uhrmacher. In 2004, at age 4, Hannah was diagnosed with germ cell yolk sac brain and spinal cord cancer. She blessed this world with her presence until "Hannah's Heavenly Day" on September 3, 2006.

Hannah provided incredible inspiration through her work for The Community Blood Center, beHeadStrong and the Tug McGraw Foundation. Her courage, grace and sense of humor were remarkable. She was always concerned for the welfare of others and grateful to everyone who helped with her care. She touched so many people during the course of her life and still continues to inspire us to live each day fully and carry on the fight of this disease.



## Hannah's Hope

Hannah's Hope will provide you with the opportunity to directly support essential brain tumor research at Duke University. Simply raise your bid number at the level you desire. Your contribution is greatly appreciated and is 100 percent tax deductible. Thank you for helping make our wish for a cure come closer.

## Why Give?

Private philanthropy makes all the difference in our work. In short, private donations allow us to perform research and develop new treatments that otherwise simply would never happen.

Public research funds are distributed based on the incidence of a given disease. Because brain cancer causes just two percent of all cancer deaths each year, it is officially classified as an "orphan disease"—a term that sums up its place in the eyes of federal funding agents.

The National Institutes of Health (NIH) has awarded our program numerous research grants. Still, funding from public agencies covers only a portion of our costs. To be eligible for NIH grants, we must first collect as much as one-third of a project's research data—crucial start-up work that must be sponsored by private funds.

Corporate sources are limited. There are more than 120 identified types of brain malignancies, each with different chemical profiles and behaviors. Developing an effective new drug comes at a very high price. The market for such narrowly targeted drugs is simply too small for pharmaceutical companies to make big investments in clinical investigation.

— The Preston Robert Tisch Brain Tumor Center

*Your gift is critical to find a cure for brain tumors. Thank you for your contribution.*

# Live Auction

**Hot Air Balloon Package**—*Up, Up and Away!* You and your loved one will be treated to a breathtaking trip, complete with champagne and photographer to commemorate this once-in-a-lifetime ride. *Ahh, romance is in the air!*

**KU Basketball Package**—*Rock Chalk, Jayhawk, GO KU!* Jayhawk fans won't need an assist with this package. Two prime seats to watch the top-ranked KU men's basketball team take on Florida Atlantic are what you'll win with this prize. Game day is November 28, 2007 at 7:00 p.m. *Beat the defender* for two chairback seats at the free throw line!

**Black Hills Vacation Cabin in Lead South Dakota**—If you enjoy motorcycles, traveling, or just looking at beautiful scenery, this trip is for you! Spend a week near Sturgis, South Dakota, in a cozy cabin built for six of your closest family or friends. No blackout dates make this trip a must-have!

**Duke Basketball Package**—*Fore!* North Carolina is known for two things—basketball and golf! Visit beautiful Raleigh-Durham, North Carolina, compliments of *Southwest Airlines* where you and a guest will watch a Duke men's basketball game of your choice (as approved by Coach K's assistant, Gerry Brown). Stay at the five-star *Washington Duke Inn and Country Club* for a weekend. If you like golf or basketball—you'll be in heaven with this package!

**Tug McGraw Foundation Gala Package and Guitar autographed by Tim McGraw and Faith Hill**—*Live Like You Were Dying!* This year's Tug McGraw Gala is just a short trip away in St. Louis, Missouri. On November 2, 2007, you and a guest will be part of an intimate production to see country legend, Tim McGraw, perform in honor of this father, Tug McGraw. Jennifer Brusstar of the *Tug McGraw Foundation*, has offered this fabulous package that includes a sterling silver *YGB45* bracelet to show your support in style. Top it all off with a signed guitar compliments of Tim McGraw and Faith Hill!

**Wii Game System**—Think the hard-to-find *Wii System* is out of your reach for the holidays? Don't have a *Wiimote failure*. We have the ultimate gaming system complete with a controller and the 5-game CD that allows you to play games like bowling, tennis and baseball. Bid now and your child will thank you—no matter what the "child's" age.

**KC Chiefs Package**—*Lets' Get Ready to Rumble!* After a rough start, the *Chiefs* are turning their season around. You and three guests will go to a regular season game of your choice (excluding KC vs Green Bay Packers) for the 2007-2008 season. The package includes a "primo" gold-level parking pass. That's worth a bid alone. Wear red and enjoy!

**Pamper Package**—Do you know a special lady in your life who deserves to be pampered? Look no further! This package includes a one-hour massage, one-hour facial, and baskets of wonderful soaps and other goodies. The cherry on the top is the very popular "journey" necklace from *Helzberg Diamonds*. Hey, everyone deserves some *bling!*


# Live Auction

## Auction Rules and Guidelines

- All guests are to check in at the registration desk. You will be assigned a bid number to use during the evening.
- To bid on an item in the silent auction, simply write your bid number, last name, and the amount you would like to bid. The next bidder must bid a higher amount by at least the minimum bid increment to be successful. Please write legibly.
- You may bid on any item in the silent auction area until the area is closed. An announcement will be made when each section is about close.
- To bid on a live auction item, hold your program with your bidder number toward the auctioneer. The auctioneer will acknowledge your winning bid by announcing your number.
- The auctioneer reserves the right to reject any bid that is merely a fractional advance over the prior bid.
- Top bidders must pay for their item(s) at the conclusion of the auction before claiming the item or certificate. Check, cash, MasterCard and Visa will be accepted. Checks should be made payable to "beHeadStrong". The cashier will be able to provide you with your total due when you are ready to check-out for the evening.
- All purchases are FINAL and there will be no exchanges or refunds on items unless otherwise noted.
- beHeadStrong reserves the right to add or withdraw, without notice, items to or from the auction.
- The purchaser assumes the responsibility to ensure that he or she has received all items and certificates purchased prior to departing the event. Volunteers will assist the purchaser with collection after payment has been made.
- beHeadStrong has attempted to describe and catalog all items correctly, but all items are offered "as is, where is". beHeadStrong neither warrants nor represents, and in no event, shall be responsible for the correctness of description, authenticity, authorship or condition of the items. The values listed are estimates only.
- Each person issued a bid number assumes all risks and hazards related to the auction and items obtained at the auction. Each bidder agrees to hold harmless from any liability arising there from beHeadStrong, its elected and appointed officials, members, staff, volunteers, and the auctioneer.

# Sponsor Recognition

beHeadStrong would like to thank the following sponsors for their generous support.

Platinum Sponsor	—	Schering-Plough Oncology  Schering-Plough
Silver Sponsors	—	Ameriprise Financial Services Mike Hall Scoular Foundation
Corporate Table Sponsors	—	Commerce Bank Douglas R. Peete & Associates Edward Jones Grant Thornton, LLP Jones Development Company, LLC KPMG, LLP Kansas City Cancer Center Labconco Corporation OCM Financial Group Power Sales & Advertising Saint Luke's Brain & Stroke Institute

# Donor Recognition

beHeadStrong would like to recognize the following businesses and individuals for their generous contributions to our lives and silent auction.

A Belle Vous	Bob Jones / Endurance	Computer Express - Rob Gray
Advanced Laser Tag	Bonefish Grill	CROCS
All Star Awards	Boston Market	Dale Carnegie Training - Ron Cox
All Your Own Events - Ann Pacheco	Bridge Creek Backcountry Kitchen & Wine Bar	Dash Cleaners
Amanda Keener	Brodies Backyard BBQ	Debbie Wagner
America's Computers	B's Bags West	Debi Roberson
Amy Sportsman	Bushnell	Demdaco
Andrews McMeel Publishing	Carrabas	Dick and Sue Hudson
Arthur Kent Donley	Certified Carpet Systems	Donald B. Wilcoxon, DDS
Balls Foods	Charly & Rebecca Phillips	Dr. Nancy Addy
BD's Mongolian Grill	Chick-fil-A - Overland Park	Duke Men's Basketball
Beauty Brands	Chipotle - Kansas City	Electrical Corporation of America
Best Buy - Lenexa	Clad Menswear	Elephant Bar
Best Buy - Overland Park	Commerce Trust Company	Elisa Autry
Bichelmeyers Steak House		Entertainment Properties Trust

# Donor Recognition

beHeadStrong would like to recognize the following businesses and individuals for their generous contributions to our lives and the silent auction.

Etc. Concierge Services - Kate Jones	Marilyn Swenson	Southwest Airlines
First Watch - Lawrence	Mark Newsome	Stephanie Colwell
First Watch - Overland Park	Mark Thill, CPA	Steve Specker
Gail & Rob Mullin	Matt Leonard Products	Super Target - Olathe
Garmin International	Me & Ma Gift Baskets	Super Target - Overland Park
Glass Artist Society - Rebecca Hite	Melody Atkins	Suzy's Treasures
Granite City Brewery	Melting Pot	Terry & Cindy Waits
Great Western Lodging	Michael D. Hall	The Hair Room
Greenies Company	Michael Higdon	The Scrapbook Page
Greg & Marilou Krech	Michael Maybee	Toys 'R Us
Gunter Pest Management	Mike Bochinski	Trumm Photo & Imaging
Gwen Weate	John & Nancy Simonds	Tug McGraw Foundation
Hector Aponte	OCM Financial Group	U.N.C. Men's Basketball
Helen Simkins	Old World Ballooney	Vitamin Pro Shop
Helzberg Diamonds	Oxford Animal Clinic	Waldo Pizza
Holyfield Winery	Pace Sound	Washington Duke Inn
It's Clementine Darling	Par Exsalonce	Waxman Candles
Jason's Deli	Patricia & Dick Newsome	Your Basket Kase
Jazzercise	Paul Landes, Domestic Engineer	Your Other Kitchen
Jenny Matthews	Pei Wei	Your Personal Technology Mentor - Patricia Costello
Jewels & Beyond	Perlman Fine Jewelry	Your Wellness Connection
Jim Kreps	Pete & Terry Gaumer	
Joe Nash	Peter A. Jouras, Jr.	
Kansas City T-Bones	Pirtle Winery	
Kansas Speedway	Pizza Shoppe	
Kate Spade	Premier Designs - Amee Pacheco	
Kansas City Chiefs	Premiere Diamonds	
KC Hopps, LTD.	Prince of Pleasure Gifts	
Kansas City Royals	Principial Financial Group - Mike Pezza	
Kansas City Wizards	ProFlowers and Gifts	
Keddy Corbin	Professor & Mrs. Raymond Perlman	
Keith & Christy Paden	Rainforest Café	
Kris & Harry Campbell	Rebecca Schuler	
K.U. Men's Basketball	Red Lodge Pizza	
La Prairie Cosmetics - Kelly Eltringham	Reflections of Radiance	
Larry & Leslie Stevenson	Rick Lawson	
Laura Bechtel	Rockwell's Flooring	
Leslie Schaitberger	Sheridan's Frozen Custard	
Lorna Goddard	Smoky Hill Winery	
Margaret Folley	Solaris Massage	

**[www.beHeadStrong.org](http://www.beHeadStrong.org)**

a 501(c)(3) organization — Tax ID #71-0899918

P.O. Box 25525, Overland Park, KS 66225