

# Call to Action: Step Toward the Circle of Excellence

**L**ifeScan, creators of OneTouch brand products, has expanded its support of JDRF by making its largest commitment to any one non-profit organization. For the next three years, LifeScan will be the official JDRF National Family Walk Team Sponsor and will contribute more than \$1 million to help accelerate the pace of diabetes research.



In collaboration with LifeScan, JDRF has developed the "Circle of Excellence" program. The Circle of Excellence is a family team rewards and appreciation program designed to help Family Walk Teams move to the next level of fundraising. The program gives JDRF the opportunity to recognize all high performing Family Walk Teams across the country who raise \$10,000 or more.

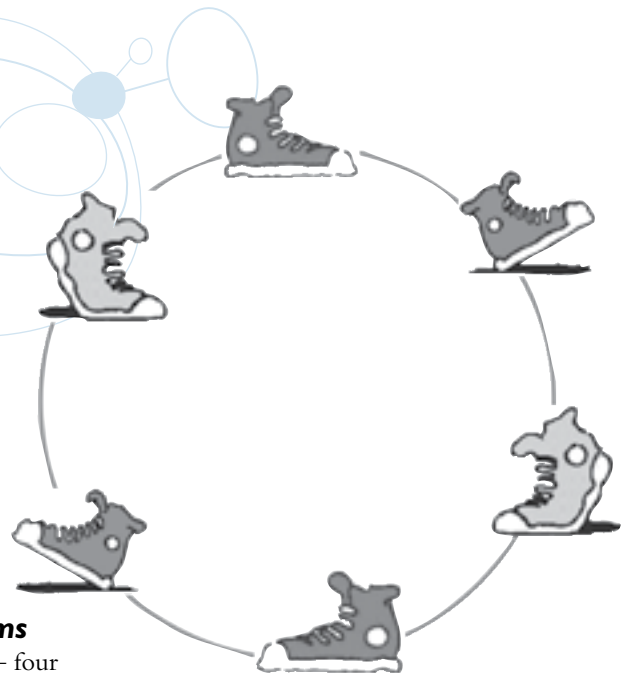
## What It Is

A Family Walk Team reward and recognition program designed especially for Family Walk Teams offering challenges that:

- Help raise the bar for successful fundraising
- Engage and energize other Family Walk Teams
- Recognize achievements of high performance Walk Teams

## How It Rewards Family Teams

- Annual jewelry pin recognition – four tiers of contribution; diamond, ruby, emerald and sapphire
- Annual Conference Recognition and "Circle of Champions"VIP reception for diamond level achievers



For more information about LifeScan and its partnership with JDRF, please visit [www.jdrf.org/lifescan](http://www.jdrf.org/lifescan). ●

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*dedicated to finding a cure*

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# discoveries

## Southern Arizona Tee Up to Cure Diabetes

**O**n June 8, 2007, the Southern Arizona Branch held the 2nd Annual Tee Up to Cure Diabetes Golf Tournament at the beautiful Westin La Paloma, with Sonora Quest Laboratories as Title Sponsor. Co-Chairs Carolyn and Mick Rusing helped

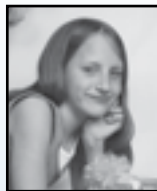


**Families at the Tee Up to Cure Diabetes**

to ensure the event was sold out, with 144 golfers packing the clubhouse for lunch and a pre-silent auction before heading out to the links. Mayor Walkup joined the golfers for a greeting and a sendoff

*(continued on page 4)*

## Chapter Spotlight on ... Netanya Godwin



**Netanya Godwin**

Age: 11  
Diagnosed Age: 11  
Favorite Movie: "Bring It On: All or Nothing"  
Favorite Subject in School: Writing  
When I grow up I want to be a ... Doctor  
Person I admire most: My mom

## JDRF Family Zoo Day and Research Update

**Special Walk Insert Inside!**

**O**n May 12, 2007, more than 250 people representing 64 families and 32 volunteers joined together at the Phoenix Zoo for the 2nd Annual Family Zoo Day and Research Update. Keynote Speaker, Dr. Lois Jovanovic, CEO and Chief Scientific Officer of Sansum Diabetes Research Institute, enlightened the group with an update on research she is currently undertaking regarding the artificial pancreas. Dr. Jovanovic has received numerous grants from JDRF in the past and recently received a JDRF grant for her work on the creation of an artificial pancreatic beta cell.

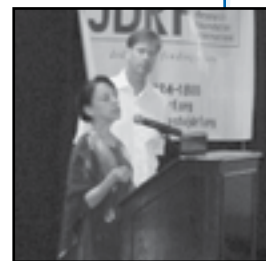
Following Dr. Jovanovic's presentation, a panel of diabetes healthcare providers including Deborah Lang, Inpatient Diabetes Educator at St. Joseph's Hospital, Erin Luchsinger, Certified Diabetes Educator at Banner Children's Hospital and Marilyn Starrett, school nurse at Desert Mountain Elementary School in Paradise Valley, spoke and answered questions from parents in regards to their child and diabetes. While parents were taking in the information, children and teens spent the morning enjoying arts and crafts and a scavenger hunt throughout the zoo.

JDRF Family Zoo Day was generously sponsored by Bayer Healthcare, Medtronic, LifeScan, Abbott, Cozmore and Animas. After the presentations, families were able to visit with the sponsors to learn more about their current and future products.

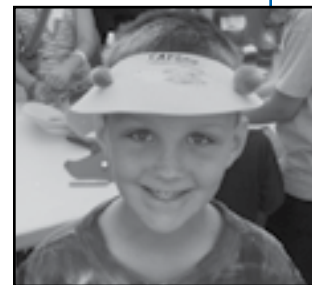
For information on upcoming family events, please contact Sara Sparman, Outreach Manager, at (602) 224-1823 or by e-mail at [ssparman@jdrf.org](mailto:ssparman@jdrf.org).



**Volunteer Kelly Hayes gathers her group to head out on the Zoo Day scavenger hunt.**



**Dr. Jovanovic and Michael White answer questions from families about the Artificial Pancreas Project.**



**Carson Greer takes a moment after returning from the scavenger hunt to cool down.**



# The Pederson Legacy

Outgoing Board President Gary Pederson truly leaves his legacy with the Desert Southwest Chapter (DSW) – through not only financial growth and increased event participation but also through expansion of outreach to newly diagnosed families and government relations throughout



Gary Pederson

Arizona. Gary, Vice President of The Pederson Group, has always believed his JDRF legacy lies with the Walk to Cure Diabetes. Credited with growing the Walk from \$350,000 to \$1.9 million and increasing

participants from 3,000 to 23,400 is only the tip of his achievements within the Chapter.

During Gary's term as Board President from fiscal year 2005 to 2007, his leadership has financially grown the Chapter 50 percent to nearly \$6 million achieved last year in revenue. Monetary success was seen within the \$1.9 million

Phoenix Walk, and The Promise Ball's \$2.2 million, and also within the Desert Southwest Chapter branches, which have grown 54 percent during Gary's term to raise more than \$1 million in revenue. In addition to hosting solid Walk to Cure Diabetes programs, the New Mexico Branch and the Southern Arizona Branch successfully launched Tee Up to Cure Diabetes golf tournaments, which raised \$300,000. Revenue increases are also seen through Major Gifts and Planned Giving, both of which Gary personally supports.

While financial growth will propel JDRF toward its mission – a cure for diabetes, Gary has always believed that increasing JDRF's manpower will cure diabetes and allow the Chapter to achieve its aggressive goals. Having a family living with diabetes, Gary has invested time and guidance to develop a formal Outreach Program, serving the needs of families in Arizona and New Mexico living with the disease. To date, 1,100 families are connected with JDRF in Southern Arizona, Albuquerque, N.M. and Phoenix year-round. Type One Families United Network (T.O.F.U.N.) family events are hosted and offer support and education

for newly diagnosed and veteran families living with diabetes.

Gary is also applauded for increasing government relations throughout the Chapter. In his first term of presidency, Gary launched the Annual Advocacy Day at the Arizona State Capitol. In its second year, more than 30 legislative appointments were held by JDRF families to educate Arizona's leaders about the importance of diabetes research. Gary also launched the Inaugural Diabetes Research Symposium. Arizona Governor Janet Napolitano served as the keynote speaker for the event, which brought top diabetes researchers together in Arizona to collaborate research findings.

Gary is a humble man who would not recognize the above achievements as personal credit to himself. Instead, he would tell you he is just one person that holds the passion and belief that JDRF will find a cure for diabetes and he is just one parent that made a promise to his child that there will be a cure. Gary now serves on the Advisory Board; he is committed to leading the Chapter until a cure is found. ●

## Corporate Spotlight

# Markham Contracting Co., Inc.

Experience, pride and performance since 1977 – that sums up Markham Contracting Co., Inc. As a company, Markham Contracting, celebrating their 30th year, outshines the competition by focusing on quality and delivery. However, their business ethics drive their commitment in aiding the community. Every year Markham Contracting participates in the Walk to Cure Diabetes and the Promise Ball, raising more than \$160,000 for the Chapter to date.

The Markham Contracting Walk team creatively raises money each year to exceed their fundraising goals. The group goes beyond fundraising among employees and sells team sponsorships to their vendors and other companies. Corporate sponsors of the Markham Walk team receive their company's logo

on the Markham Walk team shirts, worn by the team on Walk Day. For the 2006 Walk, they created and sold a JDRF cookbook to raise money. The Markham Contracting Walk team continues to grow and bring more energy and new ideas each year.

Markham Contracting is also an integral supporter of The Promise Ball. Each year they sponsor a Topaz table or higher and participate in Fund A Cure, where 100 percent of their donation goes directly to diabetes research. Markham guests enjoy the night with fellow attendees of the Valley's premiere black-tie event.

Mike Markham Sr., Arizona native and Owner and President of Markham Contracting, joined the Desert Southwest Chapter Board of Directors in 2002.

Finding a cure for type 1 diabetes is a priority for him and his family.

At the young ages of four and nine his daughters, Jennifer and Heather, were respectively diagnosed with type 1 diabetes and introduced to the JDRF family. Though both of his daughters are now grown and in their 20s, Mike continues to be a passionate member of the Board of Directors.

Markham Contracting Co., Inc. was founded in Phoenix in 1977. Since then, it has become one of Arizona's largest full service grading, paving and general engineering contractors. ●



# Desert Southwest Chapter Annual Meeting

The Desert Southwest Chapter Annual Meeting was held on Thursday, June 7, at The Pointe Hilton Squaw Peak Resort. The Annual Meeting recognized and honored the Desert Southwest Chapter's Board of Directors, corporate partners, volunteers and families.

All JDRF volunteers were saluted, and individual awards were given for distinguished contributions of time and talent.

- **Philanthropist of the Year Award** –

Sandy Hecomovich: Sandy chaired The Promise Ball, which raised more than \$2.1 million and increased the level of social table host participation by more than 30 percent.

- **Volunteer of the Year Award** – Beth Douthitt: Beth is a JDRF volunteer who has contributed to almost every event for the 2007 year. She is also a kindergarten teacher and mother of 10-year old Meghan, diagnosed with type 1 diabetes almost two years ago.

- **Desert Southwest Chapter MVP Award** – Albertsons: As Presenting Sponsor for the Walk to Cure Diabetes, the grocer raised more than \$200,000 and fed 28,000 walkers.

- **Tom Crawford Power of One Award** – Chris Volk: A JDRF Advisory Board member, Chris passionately serves JDRF leading by example and funds raised.

- **Youth Volunteers of the Year Award** – Danielle Duncan and Cassie Weinman: Cassie wrote *Gabrielle's Journal*, a collection of short stories in memory of Danielle's aunt and her struggle with diabetes. All proceeds were donated to JDRF, totaling more than \$6,500 to date.

- **Top Fundraiser of the Year Award** – Starwood Hotels and Resorts: A creative Walk team, they raised donations totaling more than \$200,000 for the 2007 Walk.

- **John Dwyer Every Day Hero Award** – Linda Van Sande: Lisa is a school nurse and volunteer who exemplifies positive action needed to succeed in the fight against diabetes.



**Philanthropist of the Year, Sandy Hecomovich, with Executive Director, Marci Zimmerman.**



**Gary and Lorna Pederson accept a plaque for their generous grant, named on behalf of their daughter, Alexa.**



**Volunteer of the Year Beth Douthitt with Hope Casteel**



**34 companies received Corporate Partner Awards for their generous commitment of time, talent, resources and financial contributions.**

## Volunteer Spotlight Sandi Martin

Sandi Martin, a real estate agent at Russ Lyon, was diagnosed with type 1 diabetes as an adult and made the choice to be involved. Sandi has committed to making a difference in the search for a cure and is always ready to take on any type of project. From labeling numerous mailings, folding and stuffing thank you letters, assembling Walk packets and T-shirts



**Sandi Martin**

to completing data entry and corporate profile research, she is now taking on home projects! Finding a cure for type 1 diabetes is a dream of Sandi's not only for herself, but also for her mother, Pat Wallace, who was diagnosed with the disease in 1996. When asked why she enjoys volunteering her time at the JDRF office, Sandi said, "I feel that I am making a contribution to the cure for the children who are affected and I like the friendly atmosphere here at the office."

When Sandi is not volunteering at the JDRF, she participates in the American Diabetes Association Walk and gives back to the community by painting a hospice building and volunteering for work-related projects.

*"I feel that I am making a contribution to the cure for the children who are affected and I like the friendly atmosphere here at the office."*

In her free time Sandi enjoys working out, going to movies and spending time with friends and her dog, Conan, a Norwegian Elk Hound. ●

# Lee Ducat – Keeping the Promise

One of the highlights of the Annual Promise Ball is the presentation of the Promise Light, an award that recognizes an individual or family living with diabetes and graciously awaiting the cure.



**Kristin Alber, left, mother of 2007 Promise Light Anna Alber, and Ms. Lee Ducat.**

The Desert Southwest Chapter is honored to announce that Ms. Lee Ducat, Promise Light Honoree 2008, will be recognized for her tenacious will, innovative proposals in diabetes research and intrepid spirit as she continues to pursue all avenues along the path to a cure.

A founding member of JDRF, Lee serves on the Board of Chancellors and is a lifetime member of the Illinois Board of Directors. In 1970, Lee, along with other parents whose children were diagnosed with type 1 diabetes formed Research Action for Diabetes. Soon after learning about the newly formed JDRF, the group established the New York Chapter. During its first year of existence, the chapter raised \$10,000 toward diabetes research. Over the last 37 years, with Lee's help, parents in other states and countries developed chapters and affiliates and JDRF became a global enterprise.

Lee was honored by the Joslin Diabetes Center in 2001 and received the Greater Delaware Valley Chapter's Lifetime Achievement Award in 2002. She is the Founder, President and CEO of the Human Biological Data Interchange, Director of Universal Health Services, Inc. and Founder and President of the National Disease Research Interchange (NDRI). She received her bachelor's degree from the University of Pennsylvania and has three children.

Robin S. Harding, Executive Vice President and COO of JDRF shared that, "Lee has been a mentor to me over the years without her knowing it." Robin, former Executive Director of the Greater Illinois Chapter, conveyed that when she first met Lee at the Chapter, she realized that Lee never looked at notes when speaking. She captured the audience with her knowledge and expertise of diabetes and diabetes research, as well as her manner of speaking with truth and honesty. "Lee told me to 'speak from the heart and you will always reach your audience.' To this day I carry those words with me and find them to be true."

The theme for the evening is "keeping the promise," as Lee represents the hopeful spirit of The Promise Ball and the passionate focus required to keep her promise. ●

## Southern Arizona Tee Up to Cure Diabetes

*(continued from page 1)*

prior to the 1 p.m. shotgun start. Joining the golfers this year were several coaches from the University of Arizona's Athletic Department.

After a beautiful day on the course, golfers returned to the clubhouse with their guests for a fiesta-themed dinner and a live and silent auction. The live auction featured a three-night stay in San Carlos, use of a private jet and an all day fishing trip. The silent auction included breathtaking artwork from various Tucson



**Golfers enjoy dinner at the Westin La Paloma.**

artists, several pieces of handcrafted jewelry, fine dining and spa packages. The emcees for the evening were Boyd Drachman and Rom Dryden, later joined by special guest speaker Kevin O'Neil, Assistant Head Coach of the University of Arizona Men's Basketball Team.

More than \$23,000 was raised from the live and silent auction and Fund A Cure. Overall, the event raised more than \$115,000 for diabetes research. ●

## The Promise Ball 2008

*Donald Meyers, Ball Director*

*Steffani Meyers, Ball Committee Chair*

**P**lanning is underway to produce another spectacular and memorable Promise

Ball event. The

Promise Ball

2008 will be

held at The

Phoenician

Resort on

Jan. 28th.

Featuring

Kenny

Loggins as

the headliner,

guests,

sponsors,

auction donors

and volunteers

will be left speechless with the

event's elegance and passion.

An organizing kick-off for the event was held at the home of Steffani Meyers, The Promise Ball 2008 Committee Chair. Excitement centered on the

theme, keeping the promise, with

a special homage to 1970 in honor

of Lee Ducat, one of JDRF's

founding mothers. Committee

members began strategizing plans

for social table sales, auction item

procurement, underwriting and

hosting pre-Gala events.

Steffani will be working closely

with her husband, Donald Meyers,

a Desert Southwest Chapter Board

Member and Director of the

Ball, concentrating on corporate

sponsorships and wrap-around events.

The Promise Ball 2008 hopes

to host 1,000 guests and hopes to

surpass last year's \$2.2 million for

research that will find a cure for

type 1 diabetes. Early indications

are that the event will be sold out.

For information about hosting a

table, individual tickets or donating

an auction item, please call the JDRF

Phoenix office at (602) 224-1800.



**Marci Zimmerman, Don and Steffani Meyers**