

DTC GALA COMMITTEE MEETING REVIEW
THURSDAY, FEBRUARY 7, 2008
157 CHURCH STREET, NEW HAVEN

In attendance: Nancy Anderson-Smith, Richard Bortolot, Maureen David, Jacques Dickinson, Stephanie Ercegovic, Sue Frankenbach, Marie Green, Michelle Mills, Maureen Moreau, Elena Ratner, Arlene Schwartz, Peter Schwartz

We welcomed Elena Ratner, a fellow in the DTC research lab. Elena had been invited by Dr. Schwarz to give us an overview of her current work concerning micro RNA and the genetic basis of cancer.

Sue reported on her meeting with Catherine Stebinger, senior caterer at Commons. Catherine will prepare additional estimates and menus based on the suggestion of surf and turf, as well as salmon. There was lively discussion about the appeal (or lack thereof) of salmon. In this high season of events, everyone should ask around and find out what is being served, as well as what people like.

With regards to guests responding with their choice of meal with their ticket purchase, Commons will charge \$3.50 more per person to manage this and accommodate the inevitable change of mind. We also need to consider the extra layer of organization that will be required with table assignments – there was no consensus on this matter at this time.

Catherine thoughtfully mentioned we should include questions regarding dietary restrictions on the response cards. Commons can respond to these with notice, including providing kosher meals.

In light of the concerns that the Presidents Room and surrounding foyer will not be adequate room for cocktails and the silent auction, Catherine suggested eliminating the stationary hor d'oeuvres tables, and only passing hor d'oeuvres. In addition, she suggested using round tables for the silent auction items to encourage people to rotate and flow around the offerings. Also, she proposes four bars – two in the foyer and two inside the Presidents Room.

Sue mentioned that on Saturday March 1st Commons will be decorated for the New Haven Mayor's inaugural ball – Andy Rubenoff invited anyone interested to come see what he has done with some ideas he has for our Gala. Sue will send a reminder email.

Maureen David reported on her success so far in her pursuit of Silent Auction items. She has been calling committee members to get everyone to commit to finding wonderful things! She has a \$300 gift certificate from Peter Coppola Spa and Salon and most likely a fabulous Waterford vase. Stephanie mentioned that she was certain Galerie Je Reviens would be happy to do something for the auction. Wendy Long has indicated that she will be able to procure some Apple computer products again.

Sue had hoped to have the mailing of the new Discovery to Cure brochure completed, but we were unable to get approval to use the patient list for this. The main objective was to inform our logical audience about DTC and the volunteer opportunities available to plan the Gala. Jacques suggested that we sent out a "test" mailing to 50 patients, 50 previous Gala attendees and 50 donors to see what kind of response we receive before sending out the brochure in a large mailing. All agreed and Sue will implement this asap.

Nancy Smith mentioned that her women's leadership group (her company is Cartus based in Danbury) was very interested in sponsoring an informational program – of the 1500 employees, there are 900 women. Scheduling a physician to speak will be done through Sue and Renee.

Stephanie reported that a friend (who is on the board of CancerCare) is organizing a golf outing at one of the golf clubs in Fairfield, and has promised to make three of the twenty foursomes available to us (each are \$5,000) with these proceeds all going directly to DTC – the outing will most likely donate at least \$10,000 more to DTC as well. It is called Hedge Against Cancer. This will be held on May 12. Anyone who may be interested in purchasing one of the foursomes should contact Stephanie. One of the DTC physicians will be scheduled to attend – not necessarily play golf!

Jacques has been speaking with a client of his who wants to help DTC (this client's family has been touched by cancer). He is a major wine distributor. Jacques is hoping to coordinate a wine tasting event with another client who is a sales director for a hotel in NYC. These events could be used as promotional possibilities for DTC or the wine tasting could be a possible Silent Auction item. Everyone agreed this has a lot of potential.

There was some brief discussion about the invitation for the Gala – most present like the idea of a formal invitation without images – Michelle pointed out that the Yale images used in the past three Galas have made the printed material very special.

Jacques has been working hard on the DTC website, and reported that it will be set up as a blog, so visitors to the site can leave questions and comments. Jacques, Sue and Renee will probably be editors for content. He hopes to have it up in a few weeks.

There was some discussion about providing referring physicians with the new DTC brochure as well as engaging the partner hospitals. Dr. Schwartz listed eight hospitals in CT where he and his staff see patients on a regular basis:

Norwalk
Danbury
Bridgeport
St. Vincents
St. Raphaels
Manchester
Mid-State
Bristol

Each of these publishes newsletters – the idea is to provide them with info about the DTC program to include in one of their issues.

The next meeting was set for Thursday, March 6, 2008. A reminder will be sent.