



Murals at Rady Children's Hospital
By
Wendy Watson Diedrick

Chairman's Report

Marleen Shook

Love, love, love is kind...

The kindness and love for Rady Children's Hospital are evident with the generosity of our La Playa members. We are off to a roaring start for the 19th Celebration of Champions. Thank you to the leadership of Marilyn Cornwell, Marjo Dyer and Linda Hervey. Thank you to Nancy Peckham for her continued support as a Title Sponsor and to Vanya and Jerry Hilbert for their Gold Sponsorship. The Del Mar Kiwanis have already donated \$2,100.00. Our unit continues to support as a Silver Sponsor. The goal for the 19th Celebration of Champions is \$425,000. With all La Playa members participating, we will attain our goal.

We are looking forward to an exciting year filled with visits from families from the Peckham Center, staff members and supporters of the hospitals. Stay tuned for announcements of our progress.

Thank you for your kindness!

Thank you for volunteering.

Happy Valentine's Day!

Love,
Marleen

Next Meeting Date: February 21st

Cindy Edson's Home
3120 Owen Street
San Diego, CA 92106
Social at 9:30
Meeting at 10:00

CELEBRATION OF CHAMPIONS®
May 10, 2014

Ways and Means Report - February 2014

We had a great kick off meeting in January – we are all excited to be nearing our 20th anniversary, but first, we need to produce our 19th! As of February 1, our 19th Annual Celebration of Champions is little more than 3 months away. Sounds like plenty of time...HA....it will be here before we know it. To help us all remain on track, we are including a list of tasks that should be accomplished by the end of February. We know many of you are already ahead of the game, but keeping everyone on schedule helps us avoid last minute frenzied calls and emails enabling all of us to meet deadlines with a minimum of panic:

- **Account Managers:** meet with Event Sponsor Co-Chair for assignments and begin follow-up contacts.
- **Awards Chair:** prepare preliminary order for plaques.
- **Medals and Pennants Chair:** order medals and coordinate color of the ribbon with Logo Wear Chairs
- **Carnival/Celebrity/Entertainment Chairs:** send solicitation packets and make/send phone calls/emails to start confirming participation.
- **Food/Snack Chairs:** make contact with suppliers and solicit new donors where possible to reduce costs.
- **Harbor Police/Marine Corps Band Chairs:** make contact and confirm participation.
- **Logo Wear Chairs:** select colors/styles. Sample shirts/hats/caps should be made available to Program Chair for the hospital photo shoot at the beginning of March. Samples will be displayed at our February meeting, so don't miss this.
- **Photography Chairs** solicit volunteers, confirm participation of Nelson Photo for processing of photos, order certificate folders, and coordinate printing of certificates with Frances Meda at the Aux. office.
- **Program Chair** coordinates HEMOC to set up March photo-shoot and with Neyenesch Printers and advises committee chairs of program deadline.
- **Publicity Chair** prepares first round of press releases to be sent in March.
- **Thank You Chairs:** get note cards and envelopes from Sponsor Co-Chair, purchase displayed at our February meeting so don't miss this.



Vice Chair Report
Karen Robertson

A big thank you to Lori White for hosting our meeting in her newly remodeled, beautiful home! Thank you to Ollie Nouskajian for bringing the delicious pastries and to Mari Fink for donating the fruit. I truly appreciate Leigh Burdine transporting the chairs to our meeting. Our next meeting will be on Feb. 21 at Cindy Edson's home. Her address is 3120 Owen Street, 92106. The hostesses for our next meeting will be Nicole Wickstrand and Erica Morton. Marleen Shook will transport the chairs.

We are still in need of a home for our April 18th meeting. If you're interested, please let me know! Karen Robertson (619)607-1368 or km.robertson@cox.net.

You miss 100% of the shots you don't take.

–Wayne Gretzky

CoC continued

- **Photography Chairs:** solicit volunteers, confirm participation of Nelson Photo for processing of photos, order certificate folders, and coordinate printing of certificates with Frances Meda at the Aux. office.
- **Program Chair:** coordinates HEMOC to set up March photo-shoot and with Neyenesch Printers and advises committee chairs of program deadline.
- **Publicity Chair:** prepares first round of press stamps and turn in receipt for reimbursement to CoC Treasurer.
- **Volunteer Chair:** assists Committee Chairs with staffing for their committees. Committee Chairs need to start filling their teams with volunteers!
- **All Committee Chairs:** as soon as possible confirm equipment needs with Equipment Chair and forward Volunteer T-shirt orders to Logo Wear Chairs.
- **La Playa Members:** volunteer for committees and work parties, solicit new sponsors...relentlessly!

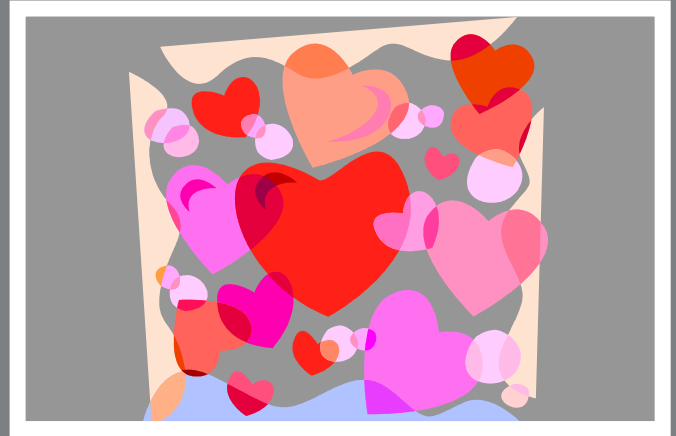
GO TEAM, GO!

Don't miss our February 21st meeting where we will be hearing from JoAnne Auger RN about the End of Life Chest we donated to the Peckham Center and also about how critical the funds raised are for Champions and their families in treatment.

Marjo has sponsorship packets available for you to use in soliciting new sponsors and donors (miller.marjo@gmail.com). Our 2014 Sponsorship Brochure is also available electronically, if needed.

Please return your yellow New Sponsor Suggestion Cards with new sponsorship leads to Marjo as soon as possible. And don't forget that both our Celebration of Champions websites have been updated and you can now start to build your very own fund raising team at

www.celebrationofchampions.com.



We thank the following **new** 2014 Sponsors:

Vanya and Jerry Hilbert	Gold
Del Mar Kiwanis	Bronze
Ellis Contracting, Inc.	Bronze

See accompanying article about filling Celebration of Champion positions for our 2015 event. We need some new chairmen for key positions. More information will be discussed at our March meeting.

If you have any suggestions for our 20th Annual Celebration of Champions in May 2015 please communicate them to us so we can fold these into our preparations.

Marilyn, Linda, Marjo

2014 Celebration of Champions	Committee Chairs
Event Co-Chairs Account Managers	Marjo Miller, Marilyn Cornwell, Linda Hervey Heather Wolff, Linda Johnson, April Purcell, Katie Carruthers, Chris Pickering Carol Sands, Ceci White, Julie MacDonald
Sponsorship Dev. Rep. Administrative Support Administrative Task Force	Karen Robertson Patti Horan, Julie Connolly Nancy Peckham, Lisa Vieira
Awards	Barbara Arrieta
Carnival	Kathleen Caffo, Lori White, Ollie Nouskajian
Celebrities	Cindy Edson
Champion Coordinator	Lisa Peckham
Decorations	Erica Morton, Nicole Wickstrand
Entertainment	Candice Lyford/Debra Cota
Environmental Compliance	Laura Kyle
Equipment	Wendy Hoke
Food	Tammy Miller, Maggie Silva
LogoWear	Lisa Stevenson, June Olcott, Kathee Weisenberg
Marine Corps Band/Color Guard	Jean Federici
Medals and Pennants	Diane Raines
Parking	Jet Heintz, Cinda Caruso, Marilyn Cornwell
Photography	Terri Boyea
Program	Sharon Dennison
Public Relations	Megan Rebelo
SD Harbor Police/SDPD	Betty Hamlin, Mari Fink
Signage	Jinny McRoberts
Snack Bar	Annie Jessop, Jet Heintz
Thank You Secretary	Cinda Caruso, Linda Baker
Treasurer	Sam Przywitowski
Volunteers	Mary Kay Bates, Chris Stehly, Cheryl Haas
Hospital Liaisons	Gloria Rucobo, Josefina Martin del Campo JoAnne Auger, Karla Escalante
Event Consultant	Rick Kozlowski

La Playa Unit
January 17, 2014
Minutes

Welcome: Meeting was started at 10:00 a.m. by Marleen Shook, Chairman.

Marleen thanked hostesses Lori White, Mari Fink, Ollie Nouskajian and Karen Robertson.

Inspiration/Historian: Dulie Ahlering reported about the history of the Celebration of Champions and the inception of the run over 20 years ago. La Playa members Nancy Peckham and Michael McGrevy had family members with cancer. Lisa Peckham heard about the fundraiser in Long Beach with the proceeds to the hospital. In 1994, a bus was chartered to take 40 La Playa members to observe the idea of the Run. On the way back to San Diego, Marilyn Cornwell and Nikki St. Germain along with Mary Kelley decided to chair the first Celebration of Champion. Our unit is the only unit that works directly with cancer patients, families, doctors and staff. We are celebrating the 19th Celebration of Champions this year. The rest is history, as we celebrate our 19th year.

Secretary: Lori White asked if there were any corrections to the November minutes. No correction. Minutes were approved.

Treasure: Tammy Miller reported that the Auction brought in \$5435.00. A record this year. The bar and dinner brought in \$345.00 and Santa's Letters totaled \$790.00. With a grand total of \$6570.00. A fabulous job by all! We will be able to continue with the Silver Sponsorships for the Celebration again this year. Please send your receipts to Tammy.

Membership: Marleen asked April when the timeline is for new members. April reported that letters can be submitted any time. Dues are due by June 1st.

Education: Heather Wolff reported on the Children's Hospital Adolescent and Child Psychiatry Services for uninsured patients partnered with UCSD. The 24 bed unit at the hospital is used for emergencies to be evaluated in a 72 hour hold. Dr. rich runs the program. The goal is to keep patients in their normal routine and to get resources they need.

Ways and Means (in Unit): Marleen thanked Erica Morton, Lori White, Ollie Noskajian and Karen Robertson for the fabulous event. A wonderful time was had by all! Ollie reported that one item did not make the table. A one night at the W Hotel in Chicago, Lakeshore. Ollie will email all members the details and have an on line bidding. Lisa Vieira will send out to all members. Thank you to Carol and John Landis for opening their home for the Christmas Party. Santa's Letters produced \$790.00.

Celebration of Champions: Marilyn Cornwell and Marjo Dyer "Kicked Off" the 19th year of the Celebration. Marilyn reported that none of this would have taken place with out our members. We feel a sense of pride as we ask for underwriting for the hospital. May 10th is the date for the celebration. May 9th for set-up. Please have all good and services underwritten. Ann Jessop get all her supplies underwritten, so can we. Deadline for program is March 28th. April 16 champion information, deadline and May 5 for Logowear. Marilyn will arrange to have an End of Life Chest presentation. As will as staff member of the Peckham Center and a family.

Marjo Dyer presented the 2014 brochure. Julianna Comero is our cover champion. Julianna tells her story in side the brochure. Marjo explained the parts of the brochure in order that members can describe the process to new sponsor.

Marjo announced that Nancy Peckham will come in at \$25,000 for the Tital sponsor. Vanya and Jerry Hilbert have donated \$10,000 for a Gold Sponsor. Thank you so much.

The Del Mar Kiwanis will donate \$2,100.00. Our goal this year is \$425,000. \$389,000 last years total. \$15,000 Bronze sponsor from Ellis Contractors.

Marjo announced that we see a number of key jobs becoming vacant that need to be filled for 2015. We want to allow enough planning time to identify what we are going to do and provide some time for new members to train. This is the time to identify new chairman and to train. Please ask Marilyn, Marjo and Linda for information about the positions.

All Active members are required to donate \$100.00 each year.

Nominating: Marleen reported for Linda Hervey. Formation of committee will take place next month. If you are interested in any position, please ask the current officer about the position. Sam Przywitowski volunteered to be on the Nominating Committee.

Auxiliary Positions are available as well.

Fantasy on Ice: *Kathleen Caffo reported great year. \$100,000 net profit this year. 45,000 people attended. Many days sold out. Family day was one of the best.*

La Playa Flya: *Thank you to Wendy for the perfect Flya every month.*

Hospital Liaison: *Leigh Burdine reported on the hospital decorating and thank all who helped. 50 Brown Bags will be stuffed. Items included in bags are snack, bars etc. Jean Federici made a motion for \$200.00 to go to bag ingredients. Motion was seconded and passed. We have lots of toiletries. Need toothpaste and tooth brushes. Hope to have 200-300 bags. May need a packaging party. Stay tuned!*

Publicity: *June Olcott asked for photos for Chalk Talk.*

Honoring and Remembering: *Candice Lyford mentioned Diane Raines' mother Fran Podhradsky's services will be January 29 at Ft. Rosecrans. Fran was one of the original "Plant Ladies" of LaPlaya. Please let me know of any life celebrations. Graduations, weddings, babies!*

Bernardy Center: *Jet reported that she and Flip took some kids to the Zoo. Purchased massage pillow and clothing for our child.*

RCHA Liaison: *Kathee Weisenberg announced the Presidio Unit's Luncheon and Fashion Show will take place on February 22, 2014. 11:30- 2:30, Coronado Golf Course. \$65.00 per person. Mable Jessop Financial Women's Symposium will take place on March 5th at the Hyatt La Jolla. Lunch and speaker at no cost. Maybe we can get a group together. Dana Garden Walk in April.*

Yearbook: *Julie Connolly suggested that we may put roster electronically to save \$700.00 per year. (printing cost)*

New Business: *Marleen reported that Kids' NewsDay will have a planning meeting in March. Plan to explore Education, Underwriting and Volunteers (community) 105th Charity Ball will take place on February 8th at the Hotel del Coronado. Proceeds to benefit the Cardiovascular Intensive Care Unit at Rady Children's Hospital.*

Entertainment for Champions Run, need free ponies.

Mona Morbello reported Leigh Burdine, Debra Cota and Mary Kay Bates were part of a project to research the streets of Loma Portal. "Reading Between the Lamppost"

Next meeting: *February 21st*

Thank you for volunteering.

Meet adjourned

Respectfully submitted,

Lori White and Julie Connolly

SDCCC & KIWANIS 19TH ANNUAL UGLY DOG CONTEST

Sunday, March 9, 2014 from 10:00 AM to 3:00 PM (PDT)

BATES NUT FARM

15954 Woods Valley Rd.
Valley Center, CA 92082

JOIN THE DEL MAR KIWANIS CLUB & THE SAN DIEGO COASTAL CHAMBER OF COMMERCE FOR THE 19TH ANNUAL UGLY DOG CONTEST.

When: Sunday March 9th, 2014 Time: 10:00 A.M. -3:30 P.M.

Where: Bates Nut Farm
FREE Parking

The majority of the proceeds will be going to the Rady Children's Hospital

