

Volunteers begin work on 2010 Honor Ball event

Proceeds from annual black-tie gale benefit Scottsdale Healthcare

By **Bret McKeand**
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Plans are under way for Scottsdale Healthcare Foundation's annual Honor Ball and volunteer organizers are counting on the community's support to make the 2010 program the most successful in event's 34-year history.

The Honor Ball has become one of the Valley's most elegant and exciting black-tie events. The 34th annual Honor Ball is scheduled for Feb. 6, 2010 at the Phoenician Resort.

The event has raised more than \$8 million to benefit Scottsdale Healthcare and support its leadership role in bringing quality medical care to residents of Scottsdale. Proceeds from the 2010 event will benefit cancer research at the Virginia C. Piper Cancer Center at Scottsdale Healthcare.

"Few causes unite us as much as the prevention of cancer," said Sandy Trznadel, chairman of the 2010 Honor Ball. "Few of us have not been touched by the disease in one way or another."

During a kick-off meeting of the Honor Ball 2010 Committee held last week at Para-



Volunteers for the 2010 Scottsdale Healthcare Honor Ball met for the first time last week to begin planning next fundraising event. Proceeds will benefit the Virginia C. Piper Cancer Center at Scottsdale Healthcare. On hand for the meeting were Sandy Trznadel, left, chairman of this year's Honor Ball, and Laura Grafman, executive vice president of the Scottsdale Healthcare Foundation.

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dise Valley Country Club, Ms. Trznadel announced the change in beneficiaries. For the past 19 years, proceeds from the Honor Ball had been earmarked for Scottsdale Healthcare community outreach programs.

"Cancer research has raised Scottsdale Healthcare's profile locally, nationally and internationally," said Scottsdale Healthcare President and CEO Tom Sadvary.

"It sets us apart from what is currently available in the Valley and enhances our

ability to provide personalized care for our patients."

Proceeds not only benefit cancer research, but Mr. Sadvary the tremendous effort that goes into planning the event also inspires those who work for Scottsdale Healthcare. Despite a struggling economy, the 2009 Honor Ball raised nearly \$700,000.

"The impact in terms of dollars is significant. The money is one thing, but the message it sends to our employees really means

a lot to me," he added.

Several studies conducted at Scottsdale Healthcare have yielded promising results to advance the battle against cancer. Skin, lung and pancreatic cancer clinical trials conducted at the Virginia C. Piper Cancer Center, Scottsdale Healthcare have been the subject of scientific papers and presentations at recent international cancer conferences.

The first Honor Ball was established in 1977 by the late Virginia C. Piper and honored her late husband, Kenneth M. Piper.

Laura Grafman, executive vice president for the Scottsdale Healthcare Foundation, is one of two committee volunteers who has participated in all 34 events. She continues this year in the role of committee advisor.

"The first Honor Ball cost us \$10,000 for an orchestra and another \$10,000 for dinner. It was held at the Camelback Inn and attracted 475 guests," recalled Ms. Grafman.

Net proceeds from the first ball were \$90,000, an unprecedented amount at that time for an event in the Valley.

"Those of us who have been involved with the ball since the very beginning cannot help but be very proud of how far we have come in those years," said Ms. Grafman.

"The real tribute goes to all the wonderful chairmen and equally wonderful committees who made this all possible."

For tickets or sponsorship information, call 480-882-4510.