

Ball recognizes cancer fighter, benefits ongoing effort

Thirty-three years ago, philanthropist Virginia G. Piper came up with the idea for the Honor Ball.



SANDY TRZNADEL

She envisioned a successful event that brought the community and physicians together for an evening of fine dining, dancing and socializing while raising funds for Scottsdale

Healthcare (known at that time as Scottsdale Memorial.)

The first Honor Ball was held on Jan. 15, 1977, and was in honor of Virginia's husband, Kenneth M. Piper. Close to 500 people attended that inaugural ball, and it has been a hit ever since.

The original planning committee decided that the Honor Ball was a fitting name and set

MY TURN



SCOTTSDALE HEALTHCARE

The Honor Ball recognizes cancer researcher Daniel Von Hoff.

a standard that is still followed today. Mrs. Piper's inspiration, creativity and generosity led to one of the most fun and presti-

gious black-tie events in the Valley. That first Honor Ball in 1977 raised \$90,000, an unprecedented amount locally.

Some 33 years later, net proceeds from the Honor Ball have contributed more than \$8.5 million to Scottsdale Healthcare. It's a remarkable record of achievement and support for our locally based, non-profit health provider.

This year, we celebrate the 34th Scottsdale Healthcare Foundation Honor Ball on Saturday. I have the privilege of chairing the event.

Each year the committee selects an honoree, either an individual or organization, who has played an important role in the success of Scottsdale Healthcare and the health of our community. Past honorees include Drew Brown, Herb Drinkwater, Heather and Michael Greenbaum, and Diane

and Bruce Halle.

This year, our distinguished honoree will be Dr. Daniel Von Hoff, an oncologist and chief scientific officer of Scottsdale Healthcare. In his dual roles at Scottsdale Healthcare and as physician-in-chief at Translational Genomics Research Institute (TGen), Von Hoff leads a team of world-class cancer researchers in the Virginia G. Piper Cancer Center at Scottsdale Healthcare.

Proceeds from the 2010 Honor Ball will benefit the Virginia G. Piper Cancer Center at Scottsdale Healthcare. All funds raised from this year's Honor Ball will go directly to support research and patient services at the center. As a community-based non-profit cancer center, those dollars will directly benefit our friends, families and neighbors. Since its dedication in 2001

as the Valley's first center to offer comprehensive cancer research, diagnosis, treatment and support services in a single location, thousands of patients have sought hope and healing within its walls. In the battle to defeat cancer, we take our patients' fight personally and do everything in our power to win the war against this disease.

My husband, Frank, and I are longtime supporters of Scottsdale Healthcare. Because of my work on the Scottsdale Healthcare Foundation's Community Cancer Advisory Council, this year's recipient has special meaning to me. It's rewarding knowing that we are helping patients and their families with their cancer journey.

Sandy Trznadel chairs the Scottsdale Healthcare Foundation Honor Ball.