

Making History SEPTEMBER 18TH, 2013

PREVENTION IS THE CURE

Helping the public reduce the risk of getting sick from cancer & other chronic diseases by practicing prevention and early detection.



EVENT CHAIR

Michael D. Drexler

DINNER COMMITTEE

David Bell, Mary Berner, Bill Cella, Michael Donovan, Steve Fajen, Jim Farrell, Wright Ferguson, Gina Grillo, Phil Guarascio, Neil Klar, Bill Koenigsberg, Wenda Harris Millard, Jack Myers, Mike Perlis, Linda Kaplan Thaler, David Verklin

Wednesday, September 18th, 2013 The Boathouse in Central Park

SELF CHEC®

Take a hands-on approach to your health www.selfchec.org

CHAIRPERSON Mike Drexler

When I decided to join the board of *Self chec* 14 years ago, I was aware of how many of my friends, relatives and business associates were being affected by cancer, heart disease and other chronic illnesses. What startled me, however, was that the statistics were showing how slowly it was taking to find a cure for many of these terrible diseases. Millions of dollars are being spent on the important research necessary to discover better treatments and eventually a cure, but in the meantime millions of us are suffering from these chronic diseases and many of us are dying.

Self chec is a unique non-profit organization with a mission to help all of us prevent cancer, heart disease and other chronic diseases that are often preventable, treatable and curable. Self chec encourages us to check regularly for early warning signs that something may be wrong, and when necessary, to see a doctor... and signing up for a Self chec free e-health reminder will help to make this happen, too.

I'm proud to be Chairman of our Inaugural Fundraising Gala honoring Steve Farella, Louis Jones and Jacki Kelley. They are extraordinary people who are not only prominent executives in the media agency world, but selfless contributors to causes that can make a difference in peoples' lives. I thank them and thank all of you for attending this event and donating to our important mission. Let's galvanize the entire advertising and media community behind a *PreventionNation*.





Founder/Director Joan Peckolick

Self chec is an extension of Joan's advocacy for children and the family. Early on in her life she personally experienced the power of prevention and early detection and later championed the idea for Self chec in helping to save lives. Prior to creating Self chec she developed the concept and prototype of a new magazine, endorsed by Dr. Benjamin Spock, Dr. Lee Salk and Dr. David Elkin called Single Parent Family, based on positive role modeling and family interaction for single parents. She has worked with Dr. Salk on his successful newsletter, Ask Dr. Salk, and designed the identity and materials for The Center for Preventive Psychiatry, a preventive treatment center for families in crisis in Westchester, New York.

Several years ago, she created a newsletter/guide for parents called *Tuning IN* (The Family Guide to Grown-up Films on Video) which was published by AOL Time Warner's *Entertainment Weekly* magazine as an ongoing editorial feature, produced as a two-page special guide in *Woman's Day* magazine and featured on Fox. She is also a blogger for *The Huffington Post*.

Joan attended Queens College as a psychology major. Prior to creating Self chec she was an award-winning graphic designer, art director and conceptualist who worked under the company name Joan of Art. She has lectured around the country, been an adjunct professor at Pratt Institute and was the first woman to judge the Kansas City Art Director's Club awards show.





Honoree Steve Farella

Steve is CEO of Maxxcom Global Media, spearheading MDC Partners' efforts to build a more innovative media offering. Maxxcom manages five separate media agencies and several companies within MDC. It bills over \$3.5 billion and operates in all paid, earned and owned media. Steve also co-founded TargetCast, a Maxxcom agency, to build an environment where strong independent brands can find the resources, senior level talent and hands-on approach required to understand the increasingly complex media habits and mindsets of consumers.

Steve previously served as the founding CEO of Havas Media's MPG in the US. He was also the chief media officer at Jordan McGrath Case & Partners; Young & Rubicam; Wells Rich Greene and Ammirati & Puris. He began his career at Benton & Bowles.

Steve is a member of the Media Leadership Council and the Eastern Regional Board at the 4A's. He is a past President of the Advertising Club of New York and also chairs the Advisory Committee of St. John's University's School of Professional Studies. For 20 years, Steve has been involved with the Muscular Dystrophy Association, and today he continues his work with the organization as a member of the Board. Steve and his wife Ellen live in Westchester, NY with their four children, Christina, David, Stevie and Patrick.





Honoree Louis Jones

Louis joined Maxus in the fall of 2009 to create a new data-focused, addressability enabled agency model that puts digital at the center of communications planning. Charged with creating the integrated media agency of the future, Louis shifted Maxus into the spotlight at GroupM.

Previously, Louis was responsible for Havas Digital's global services, including product development across the various digital agency networks—this included digital, direct response, mobile, systems integration, and creativity.

Much of his time in this role was spent working in Paris and Madrid to allow him to be closer to the network's European and APAC operations. Prior to that, Louis led three years of double-digit growth for Media Contacts' US operations, as EVP, Managing Director USA. Louis had been a part of the Havas Media family since May 2001.

Before joining MPG in 2001, Louis was Executive Director of Organic Online in San Francisco where he led all online marketing activities through the height of the dotcom boom. Louis also served as Managing Director of Diamond Media—the dedicated Clorox media unit housed at Young & Rubicam, San Francisco. His first ten years in advertising were spent at J. Walter Thompson in New York, where he rose to Deputy Media Director before heading to the West Coast.







Having risen through the executive ranks as a media owner and agency lead, Jacki understands how time, transparency and innovation lead to breakthrough partnerships for our clients. In her role as CEO, IPG Mediabrands North America, Jacki oversees and integrates all tools, technologies and services that surround all clients based in North America, across the IPG Mediabrands agencies — UM, Initiative and bpn. Additionally, she is responsible for all global brands headquartered in North America.

A constant in her over 20 years of experience in advertising is forging relationships that deliver results for clients and constantly refining how we, as a network, service their business objectives. Jacki develops business models that drive excellence and growth. Prior to this role, Jacki served as both President, North America and Global CEO at UM. There, she bolstered the agency's proposition — and reputation — as a strategic company, guided by both ideas and analytics, centered on business outcomes. This has resulted in a number of changes, including how the agency is compensated for its work.

This year, Jacki was named a Matrix Award Honoree by New York Women in Communications. Jacki has been named Advertising Woman of the Year by the Advertising Women of New York and by the Young Audiences New York Arts for Learning organization. She has also been named Woman to Watch and inducted into the American Advertising Federation Hall of Achievement.



THE SELF CHEC LIFESAVER AWARD & Dr. Paul Calabresi

In 1971, President Nixon declared a war on cancer, but not until the 1990's under Presidents Bush and Clinton was any action taken. In 1994, Dr. Paul Calabresi, the renowned oncologist and Chairman of the National Cancer Program published Cancer at a Crossroads: A Report to Congress for the Nation about Cancer. In 2004, Self chec's Director Joan Peckolick was lucky enough to meet Dr. Calabresi, who shared the report with her and excitedly pointed to the center of a chart on the back-page that showed the individual to be the most important component of any cancer program. Self chec's emphasis on empowering the individual resonated for Dr. Calabresi and he became our champion, introducing us to the Directors of the National Cancer Institute, CDC, and heads of several cancer centers in the U.S. He felt that Self chec's messages were very different from what the public was receiving. He loved that Self chec's messages would inspire the individual to take a proactive role in their own healthcare. He even told Joan that their meeting helped remind him how important it was for him to go for a check-up, too.

In 2005, one year after they met, Dr. Calabresi died of the disease he tried so hard to find a cure for. Having Dr. Calabresi's support was a much needed catalyst for *Self chec* to keep going forward.

Dr. Calabresi truly loved and cared about people. Our *Self chec* Lifesaver Award was created in Dr. Calabresi's memory.





Self chec

Self chec was created in 1998 to reach a larger segment of the population with a more personal and sensitive, one-to-one approach to keeping healthy~ mother to son, daughter to father, partner to partner, employer to employee, friend to friend, etc., because evidenced-based information points to the fact that this kind of interaction is a critically important aspect of asking someone to take better care of themselves, as it is often only for others we love and care about, that we will do something for ourselves.

Self chec's tools promise to help create an attitudinal shift from fear, embarrassment, inaction and reaction, to awareness, and proaction ~ so no one will ever again make another excuse for not calling the doctor.

Educating the public about the importance of early detection and practicing prevention and wellness habits would not only save this country billions of dollars, but help stop the sociological and psychological devastation that is caused within the family and society.

Prevention
Lies in
Empowerment,
Awareness,
Screenings,
Early detection.



Menu and Entertainment September 18th, 2013



ABOUT JEANETTE VECCHIONE

Jeanette Vecchione, a young and gifted coloratura soprano, will be singing 100 Years by the group Five for Fighting. This song reflects Self chec's wishes for you to live a long and healthy life. Please listen to the words...

Vecchione's performance... "It was exactly like watching an amazing sports feat in the Olympics..audience went out of its mind, shrieking its approval then and at the curtain call."

~The Palm Beach Arts Paper



CONTRIBUTORS AND SUPPORTERS Thanks for believing in Self chec

Advocate Lifesaver ESPN

AOL Lincoln Financial Advisors

Horizon Media L'Oreal USA

Myers Media Business Network

Supporter Lifesaver MPA-The Association of

AMC Networks Magazine Media

David Bell and Family Publicis Kaplan Thaler

CNN Sharecare
Donovan Foundation & MediaOcean Simulmedia

Steve Farella and Family Telmar Information Services

Fox Broadcasting Company Tremor Video

GroupM

IPG MediaBrands Empowerment Lifesaver

Martha Stewart Living Omnimedia American Media
Maxus Global Susan and John Baer

Maxxcom Global Media Catalyst Search Marketing

MDC Partners The Cheyenne Group

MediaLink LLC Cosmopolitan

NBC Universal enVu
RocketFuel Inc. Dr. Mark Levy

SQAD Muscular Dystrophy Association

TargetCast tcm 1-800-Flowers

Time Warner Parade Publications

Turner Broadcasting Alan Peckolick and Jessica Weber

Yahoo Beverly and Dr. Norman Reich

Joe Shain and Family

Prevention Lifesaver

Sklaver Media Advisors

Prevention Lifesaver Sklaver Media Advisor

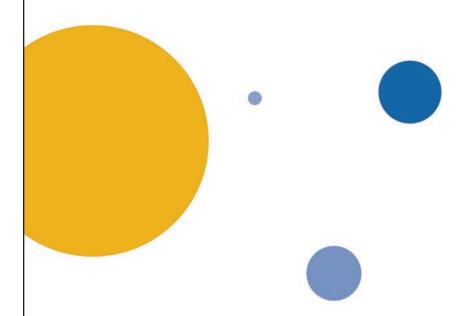
Advertising Club of New York Titan Outdoor

Boston Properties TV Guide
Cozen O'Connor David Verklin

Drexler/Fajen & Partners WFAN/CBS Radio







TargetCast congratulates Steve on receiving Self chec's Lifesaver Award.

We applaud and acknowledge Steve's commitment to Self Chec's efforts to save a million lives a year through early detection in the fight against cancer, heart disease and other chronic illnesses.







We salute Self chec and the honorees:

Our own Louis Jones, Jacki Kelley & Steve Farella.

Maxus is proud to support Self chec and its Inaugural Fundraising Gala.

Taking the right steps to prevent chronic illness rewards us all.



www.maxusglobal.com

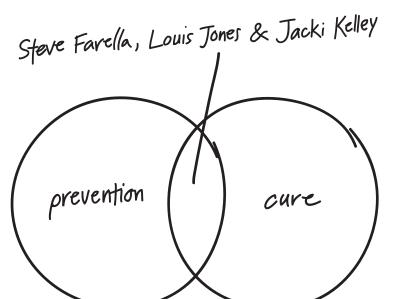


Jacki Kelley

a Pioneer of Health, Wellness & Empowerment







CONGRATULATIONS TO THIS YEAR'S SELF CHEC LIFESAVER AWARD WINNERS

Your commitment to our cause – and to the health of future generations – has touched us deeply.





"An ounce of prevention is better than a pound of cure."

— Benjamin Franklin

Thank you to Self chec and tonight's honorees for leading an active approach to health and wellness.

Steve Farella Chairman and CEO, TargetCast tcm
Louis Jones North America CEO, Maxus Global
Jacki Kelley North America CEO & President of Global
Clients, IPG Mediabrands

From all of your friends at Horizon Media





AMC CONGRATULATES

STEVE FARELLA

Chairman & CEO TargetCast tcm

ON BEING HONORED BY SELF CHEC FOR HIS DEDICATION TO THE FIGHT AGAINST CHRONIC DISEASES



"Self chec is amazing!
What a great story of vision, drive,
perseverance and collaboration."

Congratulations

David Bell and Family



GOOD HEALTH IS TOO IMPORTANT TO THINK ABOUT ONLY WHEN WE GET SICK.

Thank you, **Self chec**, for your dedication to health self-empowerment.

CONGRATULATIONS

to this year's honorees,

Steve Farella Louis Jones Jacki Kelley

From your friends at



Steve Farella Louis Jones and Jacki Kelley

Congratulations on your Self chec Lifesaver Awards!

Your friends at FOX
Broadcasting, FOX Sports
and FOX Cable Networks



CONGRATS JACKI, STEVE & LOUIS.



Your commitment to preventative medicine and lifelong health inspires us all.

L'ORÉAL USA

congratulates

JACKI KELLEY

and all the honorees

on receiving the Self chec Lifesaver Award

We are proud to support the ongoing work of Self chec in their efforts to teach the importance of education and prevention of chronic diseases.



CONGRATULATIONS TO THE 2013 Lifesaver Award Honorees

who help millions live the good long life.



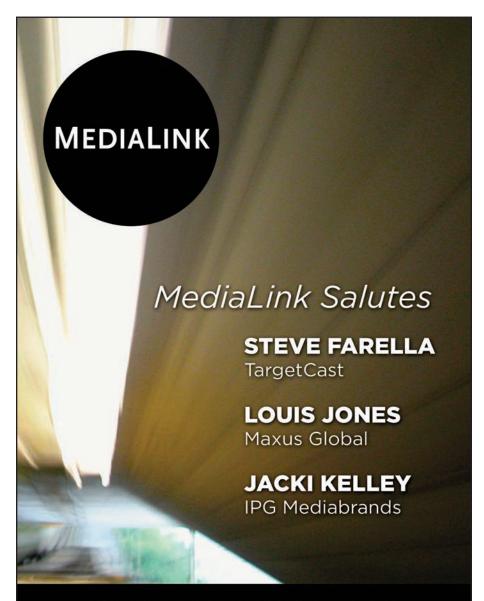




Congratulate Steve Farella for receiving Self chec's first Lifesaver Award!

Thank you, Steve, for your tireless efforts in support of early detection, and your commitment to ensuring that everyone has the chance to lead a full and healthy life.





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Congratulations

to the Harvest Gala Honorees

Steve Farella | Louis Jones | Jacki Kelley

Three outstanding leaders using the power of media to create a healthier world.





Congratulations to tonight's **honorees**. You are part of the cure.

Steve Farella Louis Jones Jacki Kelley

Your friends at NBCUniversal applaud your work and commitment.

Proud to support the Self chec Harvest Gala

COMCAST NBCUNIVERSAL

HERE'S TO A HEALTHY AND BOUNTIFUL HARVEST GALA.

We trust the melons have been checked thoroughly.



PKT congratulates the honorees and everyone at Self chec for their work on prevention and early detection in the fight against cancer and chronic illness.





ARTIFICIAL INTELLIGENCE IS POWERFUL STUFF

If AI can drive robots on the surface of Mars, maneuver cars through the streets of San Francisco, and win at chess and Jeopardy!®, can it also drive better results for advertisers?

It can. Our company, Rocket Fuel, combines artificial intelligence with big data to programmatically place and optimize digital advertising, and deliver 1-to-1 marketing at unprecedented scale.

BIG DATA DELIVERS REAL RESULTS

The result is advertising that gets better and smarter in real time, not next time. Whether that means reaching 16 million more runners for Brooks Sports, boosting brand consideration lift 450% for Buick, or reducing online acquisition costs by 50% for Lufthansa.

BE THE NEXT TO LEARN

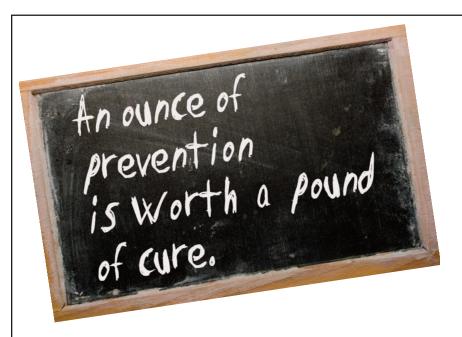
If you're serious about the future of advertising, now is the time to work with Rocket Fuel. Give us a call at 888-717-8873 or email hbr@rocketfuel.com.



Artificial intelligence. Real results.

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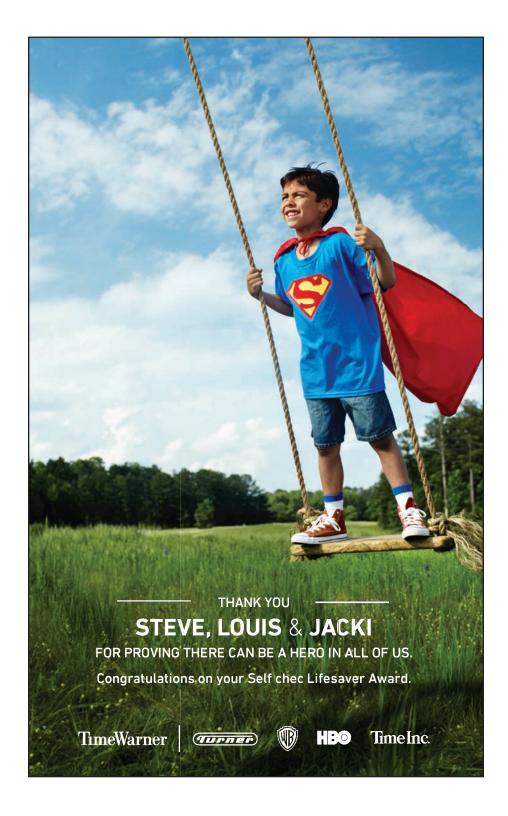
Amsterdam · Atlanta · Boston · Chicago · Dallas · Detroit · Hamburg · London · Los Angeles · Madrid · Milan · New York Paris · Philadelphia · Raleigh-Durham · Seattle · Redwood City · San Francisco · Toronto · Washington DC

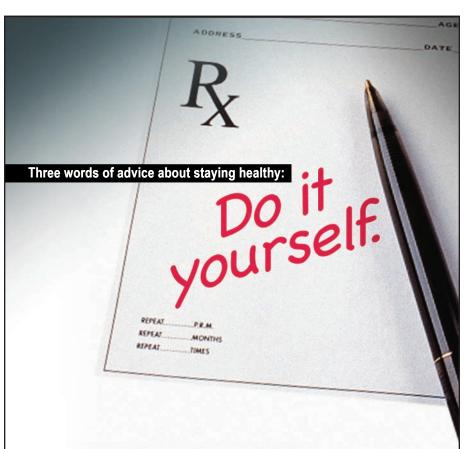


THANKS, STEVE, JACKI AND LOUIS, FOR PROMOTING THE POWER OF PREVENTION.

SQAD is proud to join with *Self chec* to honor Steve Farella, Chairman & CEO, Targetcast tcm, Jacki Kelley, North America CEO and President of Global Clients, IPG, Mediabrands and Louis Jones, North American CEO, Maxus Global. These media leaders are being honored in tonight's inaugural celebration for their leadership in engaging the power of media to promote the goals of *Self chec*, an organization dedicated to helping people prevent chronic diseases. All of us at **SQAD** are happy to join in wishing them "to your health."







Thank you, Self chec, for encouraging us to be proactive when it comes to good health.

Congratulations to this year's honorees:

Steve Farella Louis Jones Jacki Kelley

And thanks to **Mike Drexler** and the Dinner Committee for all their hard work on tonight's event.

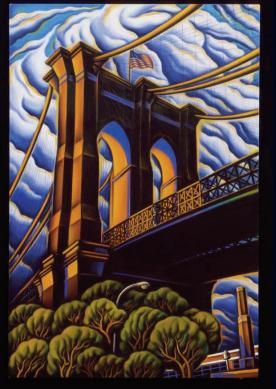
From your friends at



Only connect ...

~E. M. Forster

It's been an honor to be involved with *Self chec* since it's beginning. With gratitude, we raise a glass to your dedication to inform and protect our families and friends.



Brooklyn Bridge IV, Bascove © 2007

STONE & STEEL

Paintings & Writings Celebrating the Bridges of New York City

BASCOVE



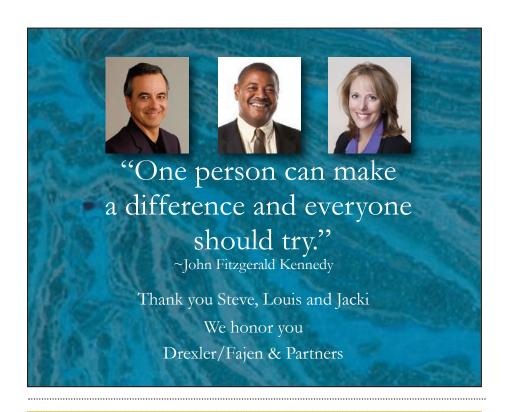
It was a pleasure to do my old friend Joanie Peckolick a favor and design well i. am, the ostrich mascot for Self chec, but I had a vested interest as well. I've lost too many people in my life to cancer, including both my parents and my sister, so the idea of helping a cause that promotes the idea of health prevention before things go wrong, was an easy thing for me to get behind. It's not an enormous contribution, but every little bit helps.

~Peter de Séve

WHATS YOUR EXCUSE?

Do you self-check, or still keep your head in the sand?









Best Farm to Fork Restaurant in Wilton, Ct., Fairfield County

We ultimately believe that a really good meal and a table full of friends and family will bring out the best of us.

991 DANBURY RD, WILTON CT 06897 Phone: 203-587-1287 Mention Self chec and get 10% off the whole check!



In support of the Self chec mission, wouldn't it be great if we sent flowers to keep wellness top of mind.

10% off "wellness"bouquets and baskets.Just mention Self chec.

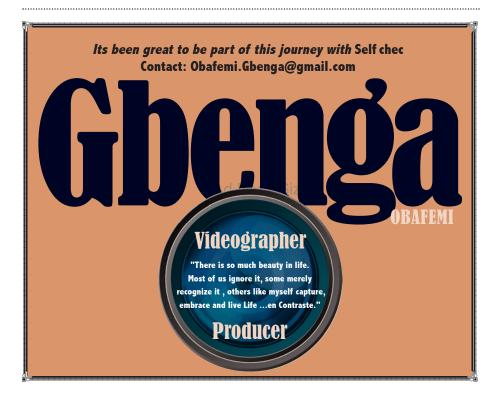
If you want an accounting of your worth, count your friends. Merry Brown

We're proud to watch our friends at Self chec celebrating 14 years of making friends and doing good.

BABAIAN CPA ASSOCIATES PLLC

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(212) 685-2770



A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has.

-Margaret Mead

We have tried our best to remember everyone who has helped us over the years, but we're sure the list is not complete.

It's been a long journey, please forgive our memory if we've left anyone out.

Looking forward to a healthy and successful future together...



GIVING THANKS... September 18th, 2013

Mike Akke Arturo Aranda Raffaela Arcamone Bob Babaian

Bascove and Avramides

David Bell
Debra Belton
Cheryl Benton
Pamela Byrd Berard
Susan Berger
Mary Berner

Joey Blumenfeld Faith Botica Kevin Brady Bruce E. Brauer Keith Braun Dr. Paul Browde Julie Davis Canter

Russell Bishop

Jamie Canton Barbara Carmichael Dr. Bruce Chabner

Blair Cobb Jeff Cole

Dr. Pat Colucci-Coritt

Harry Cutting
Julie Davis
Peter de Séve
Josefina Diaz
Jason Dignelli
Mary DiPalermo
Tony DiSpigna
Barbara Domanick
Michael Donovan
Ginny Doyle

Michael D. Drexler Kris Earley

Dr. Paul Engstrom

Dr. Vincent DeVita, Jr.

Lori Erdos
Alison Fahey
Jennifer Fairman
Justin Falcone
Diane Farrell
Jim Farrell

Pete Favat Wright Ferguson

Chris Gismondi Doug Goodman Gina Grillo

Gina Grillo Heidi Guzman Debbie Haber Dana Hall Robert Hall

Min Jiang David Karr Rez Khan

Paula Krasny

Jack Hoge

Gary Kreps Dr. Bernard Levin

Dr. Mark Levy Liz Loden Madhu Malhan James Marks Shannon Matloob Maura Mattoon Karen McFee Dan McNamee Tom Megginson

Bruce Meyer Wenda Harris Millard

Andrea Miller Dilan Mintchev Kalin Mintchev Meghan Montgomery

Jack Myers

Andrew Nachison Minal Nairi Sherry Nemmers Dr. Alfred Neugut Janet Northen Tom Omasta Reba Palker

Dr. Mark Pasmantier

Pat Pinto

Dr. Robert Porges Lauren Rayner

Beverly & Norman Reich

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Ernest "Chico" Rosemond

Allen Rosenshine Dan Rutberg Lorraine Sakli

Michelle Sawatka-Fernandez Maria Angeline Schrader Victoria Shonkoff

Orli Shull
Meghan Siegal
Mathew Sinson
David Smith
Marjorie Spitz
Derek Sullivan
Linda Kaplan Thaler

Ronny Venable Guido Vitti Dan Walsch Dr. Jerome Waye Rick Webb

Cindee Weiss Brooks Williams



TELL ME AND I FORGET; SHOW ME AND I REMEMBER; INVOLVE ME AND I UNDERSTAND.

~ Unknown



WHY ARE YOU REALLY HERE TONIGHT?

I'm sure you're not surprised to hear that most people attend fundraisers because they feel obligated one way or another to support the honorees and/or dinner committee, or because the invitation came from their boss or a client, or they have nothing else to do that night.

To my dismay, the above has been shared with me over and over again and tonight I am hoping that the conversation can be re-framed in a way that changes it from another "rubber chicken" dinner, to the most important conversation you have heard in a very long time, because tonight is really about you and those you love.

By being present tonight, hearing a little about why *Self chec* was created and what our honoree's have to say about their experiences, we hope you will consider Mahatma Gandhi's words tomorrow when you wake up, "we must be the change we wish to see in the world"

I'm afraid that tonight may not be the end of "rubber chicken" dinners, but if you let it, it can be the beginning of attitude change that can potentially save your life and the lives of millions of others.

For more information:

www.selfchec.org

Joan@Selfchec.org

212 222-8111

