Ninth Annual

Hope Invitational

Denver’s Premier Golf Event!

JUNE 9, 2014

Colorado Golf Club

HOPEINVITATIONAL.COM
Committee Members

Special Thanks to our 2014 Committee Members:

CHAIR:
REED SMITH, CoBiz INSURANCE

GREG SMITH, DCP MIDSTREAM
MARCE NEELY, AETNA
TROY REISNER, DELOITTE & TOUCHE
DR. JODI CHAMBERS, ST. ANTHONY HOSPITAL
PETER KRAHN, UNUM
JOHN ROBLE, CIGNA

Past sponsors and partners supporting the Hope Invitational and the fight against cancer:

A&E Tire
ACI Services *
All Maintenance, Inc.
Amgen *
Anadarko
Anthem BCBS
Arapahoe Comm College
Arcadia *
AT &T *
Aurora Medical Center
Bank of America
Barclay’s
Bear Tracker Energy
BenefitMall
Bentek Energy LLC
Bowne Commercial Printing
Carma *
Centura Health Cancer Network*
Cigna
Citigroup
CoBiz Insurance
Colleen Schwarz
Continental Airlines
COPIC
Coastal Chemical
Country Financial
Darling, Bergstrom & Milligan, PC *
DCP Midstream Partners *
Deloitte *
Delta Dental
Denver Nuggets/Kroenke Sports *
Encana *
Energy Renewal Group
First Western Bank and Trust
Friends of Charity Golf
Great-West Healthcare *
Hewlett Packard
Higgins and DeYoung
Holland & Hart *
Humana
Infiniti of Denver
Jing Restaurant
Kaiser Permanente
Kroenke Sports
LabCorp *
Lehman Bros.
Lockton
LSI
LVI Services
MarkWest Energy Partners *
Matrix
Meadow Hills Golf Club
Mercedes Benz of Littleton
Merrill Lynch
Milestone Group
Momentum Energy Group
Oppenheimer Funds
Owen Sound Memorial Tournament
PCI Construction Services Inc.
Price Waterhouse Coopers
Quest Diagnostics
RR Donnelley
Re/Max *
RK Mechanical
Rocky Mountain Cancer Centers *
Rocky Mountain Desk Co.
Sage Environmental
Sherman & Howard *
St. Anthony’s Hospital
St. Mary’s Land & Exploration /SMI
Technology Assoc. International Corp
The Medical Center of Aurora
The Siemens Family (Test America) *
Tohono Mechanical Systems Company
Transmontaigne
University of Colorado Foundation
Unum
United Healthcare
Van Guilder Insurance
Vectra Bank *
Wachovia Securities *
Wells Fargo
Whiting Petroleum Corporation
Hello Friends,

Welcome to the American Cancer Society’s Hope Invitational golf tournament. On behalf of the CoBiz Financial family of companies, I am honored to serve as Executive Chair for this important and prestigious event.

CoBiz is a proud partner of American Cancer Society (ACS), supporting its mission to eliminate cancer and the devastating impact cancer has on our society. As an employer, CoBiz sees firsthand the impact of cancer in so many lives. American Cancer Society has become an integral partner in our corporate employee wellness program, focused on prevention and education for our employees and their families.

2013 marked a very special year for ACS, as we helped celebrate its 100th Birthday at the HOPE Invitational. However, 2014 now marks the beginning of a new century and I invite you to join me in a mission to help finish the fight against cancer! There is much to celebrate in ACS’s first century, including improving the cancer survival rate to 2 out of every 3 diagnosis. However, ACS will not rest until that statistic is a 3 out of 3 survival rate!

Thus, the 9th annual HOPE Invitational promises to be our best year yet as Denver’s premier golf outing. Through your sponsorships, you empower the American Cancer Society to pursue its aggressive goals for the year 2015, including decreasing cancer deaths by 50% (saving five million lives) and reducing cancer incidence by 25% (averting six million diagnosis).

Finally, we’re pleased to announce we will once again be hosting the 2014 Hope Invitational at Colorado Golf Club, site of the 2013 Solheim Cup, which proved to be the most exciting international stage in women’s golf. This first class venue will once again deliver a memorable experience for our sponsors and their guests.

Please join us this year at the Hope Invitational in support of a cause that impacts so many—the fight against cancer. In partnership with American Cancer Society, we will help our country stay well, get well, find cures and fight back.

In Good Health,

Reed Smith

Reed Smith
Senior Vice President, CoBiz Insurance
2014 Hope Invitational Chairman
The Party June 8, 2014

Committee members of the Hope Invitational & Ladies Hope Invitational continue to plan an exceptional pre-tournament function. For all participating sponsors, foursomes and partners of the Hope Invitational will be included in the A Taste of Hope cocktail party and auction. A stellar venue provides the perfect backdrop for an evening of hors d’oeuvres, signature cocktails and unique auction. Don’t miss this special evening at A Taste of Hope with over 200 guests committed to finding a cure.

The Round June 9, 2014

Home of the 2010 U.S. Senior Men’s Open and the 2013 Solheim Cup, Colorado Golf Club provides the perfect setting for this high caliber tournament. The clubhouse and facilities will take your breath away even before heading out to the course with its panoramic views. For golfers of all abilities, this event will offer an exclusive, first-class entertainment and networking opportunity for executives and their key business partners.

You and your guests can expect a day filled with premium service, dining, entertainment and player amenities such as our Nike pro shop gift experience. Our goal is to provide you with an experience unlike any other charity golf event you have attended. The Hope Invitational is an opportunity for Denver’s community and business leaders to network with their peers in comfortable surroundings and learn more about the American Cancer Society and our mission to eliminate cancer.

The Ladies June 9, 2014

Recently added to the Hope Invitational, a ladies only lunch, clinic and round of golf has been designed for women of all skill levels. This exclusive event will be held at the Colorado Golf Club main clubhouse and practice facilities with a 9-hole round on the “short course”. Hope ladies will enjoy premium amenities and gift packages designed just for them. Don’t miss this unique day of golf.

If you need additional information or have questions, please contact:
Reed Smith, 2014 Hope Invitational Chairman
rsmith@cobizinsurance.com • 303-875-7333
ACS Office Phone: 720-524-5446 • Fax: 303-759-1615
2255 S. Oneida St., Denver, CO 80224
2014 Sponsorship Opportunities

Presenting Sponsor ($35,000)
Help us continue the fight against cancer and save even more lives!

Benefits
- Company name and logo recognition on all event collateral and media pieces as “Presenting Sponsor of the Hope Invitational”
- Prominent signage at Hope Invitational and Taste of Hope with “Presented by (your company)”
- Speaking opportunity both day of golf and at Taste of Hope event
- Sponsor recognition at A Taste of Hope function and inclusion of twenty (20) guests (reserved tables)
- Golf amenities for three (3) foursomes including greens fees, premium gift packages, lunch, awards reception
- One Colorado Golf Club cottage package (one night, one round of golf for 4, with flexibility in date used)
- Logo on a premium golf shoebag for each player
- A complimentary Workplace Solutions Assessment where no-cost employee programs can be customized to fit your specific needs and have a positive impact on your company’s bottom line.
- Full page advertisement inside and logo on front and back covers of souvenir event program
- Exclusive signage on holes one and eighteen as Presenting Sponsor
- Opportunity to join the Executive Committee
- Supporter recognition on the 2014 website (logo and link to your company)
2014 Sponsorship Opportunities

American Cancer Society Mission Sponsors ($20,000)

Help others Get Well, Stay Well, Fight Back and Find Cures!

Choose one of the four mission messages and help bring our message to the Hope Invitational Guests. Each Mission Sponsor will have the option to personally host a mission message table at both events, the Taste of Hope and Hope Invitational.

Benefits

- Your company is recognized as the “Get Well” (or other mission sponsor) in all Hope Invitational event collateral
- Your company has a “Get Well” (or other mission sponsor) ad on the Hope Invitational website highlighting your company’s wellness message (to be approved by the American Cancer Society) with a link to your business
- **Golf amenities for two (2) foursomes in the Hope Invitational tournament including green fees, premium gift packages, lunch, and awards reception**
- Logo included on a premium golf towel for each player
- Opportunity to host a “Get Well” (or other mission sponsor) table at both events highlighting a mission message for the American Cancer Society. Work alongside the American Cancer Society to bring your company’s wellness message or program to the event
- Sixteen (16) tickets to A Taste of Hope function with reserved tables
- Welcome signage recognition with logo at both dinner and day of golf
- Exclusive signage on one hole
- Full-page advertisement in souvenir event program
- Announcements and recognition at both the Taste of Hope and tournament
- Opportunity to join the Executive Committee
- Mission Sponsor level logo recognition in the souvenir event program
2014 Sponsorship Opportunities

Gold Sponsor – Player’s Luncheon – $15,000

Benefits
- Opportunity to welcome American Cancer Society’s distinguished guests to the Player’s Luncheon alongside our Presenting Sponsor of the Hope Invitational
- Golf amenities for two (2) foursomes including greens fees, premium gift packages, meals and awards reception
- Includes sixteen (16) dinner tickets to A Taste of Hope event.
- Prominent name & logo recognition on all available tournament & dinner materials at time of commitment
- Logo and name placement on Player’s Luncheon communications prior to event
  Player’s Luncheon sponsored by: _______________ (your company name)
- Prominent welcome signage at dinner
- Half-page advertisement in dinner/auction program
- Opportunity to join Executive Committee
- Supporter recognition on the Hope Invitational website (logo and link to your company)

A Taste of Hope Dinner Sponsor – $15,000

Benefits
- Opportunity to welcome American Cancer Society’s distinguished guests to the A Taste of Hope dinner (Sunday, June 9th), alongside our Presenting Sponsor of the Hope Invitational
- Golf amenities for one (1) foursome including greens fees, premium gift packages, meals and awards reception
- Golf amenities for one (1) Ladies’ Luncheon, which includes meals, clinic, and premium gift package.
- Includes sixteen (16) dinner tickets
- Prominent name & logo recognition on all available dinner communications at time of commitment
- Logo and name placement on A Taste of Hope event communications prior to event
  A Taste of Hope sponsored by: _______________ (your company name)
- Prominent welcome signage at dinner
- Half-page advertisement in dinner/auction program
- Opportunity to join Executive Committee
- Supporter recognition on the Hope Invitational website (logo and link to your company)

SOLD

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2255 S. Oneida St., Denver, CO 80224
2014 Sponsorship Opportunities

Silver Sponsors – $10,000

Silver Forecaddy Sponsor — A unique way to be visible throughout the round of golf and support the fight against cancer. Your logo will appear on every caddy bib during the round of golf. (1 available)

Silver Paintbrush Sponsor — Host our beverage carts and beverage stations at the tournament and A Taste of Hope event. (2 available)

Silver Contest Sponsor — Everyone loves fun, so showcase your business by being the center of all our golf contests. Sponsor our Hole in One activity and other contest prizes such as Nike drivers, golf bags, and other premium prizes. Signs and prizes provided for every Par 3. (2 available)

Silver Tee Prize Sponsor — Logo recognition as Tee Prize Sponsor. Tee Prize Sponsors provide the first class “Nike Pro Shop Experience” for all of our guests. (6 available)

Silver 19th Hole Sponsor — Recognition and signage at the Awards Reception following the round of golf. (1 available)

Silver Cart Sponsor — Your logo on every cart that leaves the clubhouse. (1 available)

Additional Benefits Included in the Silver Sponsor Levels
- Golf amenities for one (1) foursome in the Hope Invitational tournament including green fees, premium gift packages, meals and awards reception
- Twelve (12) tickets to A Taste of Hope function
- Welcome signage recognition with logo at both dinner and day of golf.
- Exclusive signage on one hole
- Half-page advertisement in souvenir event program
- Announcements and recognition at both the A Taste of Hope and tournament.
- Opportunity to join the Executive Committee
- Supporter recognition on the Hope Invitational website

Bronze Sponsors – $6,000

Early bird price: $5,500 prior to January 15, 2014*

Benefits
- Golf amenities for one (1) foursome in the Hope Invitational tournament including green fees, premium gift package, meals and awards reception
- Eight (8) tickets to A Taste of Hope function
- Signage on one co-sponsored hole
- Bronze level logo recognition in the souvenir event program

*commitment forms sent to ACS office and payments made prior to January 15, 2014
Visits are made through the American Cancer Society Patient Navigator Program and Cancer Resource Centers to breast cancer patients by our Reach to Recovery® Volunteers.

Online Cancer Survivor Network Sessions for patients and caregivers.

Free transportation services for 397 patients.

Wigs & Gift Items for 244 patients.

5,616 calls answered by our trained Cancer Information Specialists, offering information, answers, and support to those who call our 24-hour information line at: 1.800.227.2345

Such as turbans, prostheses, or durable medical equipment are provided to cancer patients living in our state.

Trips transporting cancer patients to treatment are provided by American Cancer Society Road to Recovery volunteers and other transportation programs.

Through our patient lodging program to cancer patients and their families traveling long distances for treatment.

A month in the life of the American Cancer Society in Colorado. Every day, the American Cancer Society is saving lives and creating a world with more birthdays. Here are some ways we make an impact each month.

Presenting Sponsor ($35,000)  Get Well, Stay Well, Fight Back, Find Cures Sponsor ($20,000)
Gold Sponsor - Player’s Luncheon ($15,000)  A Taste of Hope Dinner Sponsor ($15,000)
Silver Sponsor ($10,000): Forecaddy  Paintbrush  Contest  Tee Prize  19th Hole  Cart
Bronze Sponsor ($6,000 [$5,500 if prior to 1/15])

Ladies Clinic Sponsor ($5,000)  Ladies Luncheon Sponsor ($2,500)
Ladies Awards Reception Sponsor ($2,500)  Ladies Foursomes ($1,200)

Company Name: ________________________________________________________________
Address: _______________________________________________________________________
City: ___________________________ State: ___________ Zip: ___________
Contact Person: ___________________________ Title: ___________________________
Work Phone: ___________________________ Fax: ___________________________
Contact E-mail: _________________________________________________________________
Preferred method of communication: _______________ Best time to contact: _______________
Signature: ______________________________________________________________________

☑ YES, we will have golfers participating on June 9, 2014
☑ We cannot participate this year, but please accept our donation in the fight against cancer
Payment Amount: $___________
Payment Method:
☑ Credit Card: ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex
Card Number: ___________________________ Expiration: ________
☐ A check is enclosed (make checks payable to the American Cancer Society)
☐ Please invoice me

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ACS Office Phone: 720-524-5446  Fax: 303-759-1615
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A MONTH IN THE LIFE OF THE AMERICAN CANCER SOCIETY
IN COLORADO

EVERY DAY, THE AMERICAN CANCER SOCIETY IS SAVING LIVES AND CREATING A WORLD WITH MORE BIRTHDAYS. HERE ARE SOME WAYS WE MAKE AN IMPACT EACH MONTH.

VISITS ARE MADE BY STATE RESIDENTS TO CANCER.ORG

| 28,093 | VISITS

| 598 | CALLS ANSWERED

Our trained Cancer Information Specialists offer information, answers, and support to those who call our 24-hour information line at: 1.800.227.2345

5,616 ONLINE CANCER SURVIVORS NETWORK™ SESSIONS

FREE OR REDUCED RATE ACCOMMODATIONS provided to 34 PATIENTS

THROUGH OUR PATIENT LODGING PROGRAM TO CANCER PATIENTS AND THEIR FAMILIES TRAVELING LONG DISTANCES FOR TREATMENT

409 PATIENTS AND CAREGIVERS

served through the American Cancer Society Patient Navigator Program and Cancer Resource Centers

13 VISITS

ARE MADE TO BREAST CANCER PATIENTS BY OUR REACH TO RECOVERY® VOLUNTEERS

397 FREE TRANSPORTATION SERVICES

Trips transporting cancer patients to treatment are provided by American Cancer Society Road to Recovery volunteers and other transportation programs

105 WIGS & 244 GIFT ITEMS

SUCH AS TURBANS, PROSTHESIS, OR DURABLE MEDICAL EQUIPMENT ARE PROVIDED TO CANCER PATIENTS LIVING IN OUR STATE


©2013 American Cancer Society, Inc.
**RESEARCH IN COLORADO**

**CURRENT GRANTS AS OF MARCH, 2013**

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<th>Institution</th>
<th>Investigator</th>
<th>Amount</th>
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**AMERICAN CANCER SOCIETY NOBEL LAUREATES**
The American Cancer Society is proud of the 46 investigators we supported before they went on to win the Nobel Prize, considered the highest accolade any scientist can receive. This is a tribute to the American Cancer Society Research Program and the strength of its peer-review process. The Great West Division is honored to be home to four of these Nobel Laureates:

- **1989** - Thomas R. Cech, PhD for the discovery of catalytic properties of RNA; Colorado
- **1990** - E. Donnall Thomas, MD, the father of bone marrow transplantation; Washington
- **2001** - Leland H. Hartwell, PhD for his discoveries of key regulators of the cell cycle; Washington
- **2007** - Mario R. Capecchi, PhD for discoveries that led to a technology known as gene testing; Utah

**THERE IS HOPE**

- Your American Cancer Society has spent more than $3.8 billion on cancer research to date.
- Major scientific breakthroughs have changed how we think about cancer. The 5-year relative survival rate for all cancers diagnosed between 2002 and 2008 is 68%, up from 49% in 1975-1977.
- As of 2009, the overall death rate for cancer in the United States has declined 20% from its peak in 1991, translating to the avoidance of approximately 1.2 million deaths from cancer, 152,900 of these in 2009 alone.

**CANCER RESEARCH BREAKTHROUGHS**

The American Cancer Society has been behind nearly every recent cancer breakthrough, including:

- Pap smear crusade to detect cervical cancer
- Mammography to screen for breast cancer
- PSA test for prostate cancer screening
- Confirmation of smoking as a cause of lung cancer
- Identification of obesity as an increased risk factor for multiple cancer types
- Use of small molecule inhibitors such as Gleevec for treatment of chronic myeloid leukemia

**RESEARCH**

is at the heart of the American Cancer Society’s mission. For more than 65 years, the Society has been finding answers that save lives—from changes in lifestyle to new approaches in therapies to improving cancer patients’ quality of life. No single nongovernmental, not-for-profit organization in the US has invested more to find the causes and cures of cancer than the American Cancer Society.
The American Cancer Society in the Fight Against Cancer

The American Cancer Society is the nation’s leading organization dedicated to preventing cancer, fighting for every life in every community threatened by the disease. By joining forces with the American Cancer Society, you can offer your employees the most rewarding experience possible in the workplace, while helping us get closer to our ultimate goal: a world without cancer.

The American Cancer Society Workplace Solutions Consulting service provides your company with customized strategies for controlling health care costs and increasing productivity by creating a healthy organizational culture in which your employees can thrive. Built on a set of best practices proven effective at improving health, this service is backed by recommendations from national expert review boards.

Control Health Care Costs and Improve Employee Health

Health benefits represent the fastest-rising labor costs for employers today, and the indirect costs of poor health, including absenteeism and diminished job performance, can exceed direct costs many times over. When considering both direct and indirect costs, it is clear that employee health issues can have a major impact on your bottom line.

Research compiled by the Centers for Disease Control and Prevention (CDC) shows that chronic diseases – including cancer, diabetes, heart disease, respiratory disease, and stroke – account for 70 percent of all deaths and more than 75 percent of all health care expenditures. The CDC also found that:

- Productivity losses cost employers $1,685 per employee per year.
- Poor health behaviors such as tobacco use, poor diet, physical inactivity, and alcohol abuse lead to an increased risk of chronic disease.
- Workplace health promotion programs can influence employees’ health knowledge, skills, and behaviors.

Employees spend the majority of their waking hours at work, making the workplace a great environment where they can learn about important health behaviors and make healthy choices. Employees whose lifestyles include regular exercise and a healthy diet generally feel better, have more energy, are more productive, and are less likely to miss work.

Healthy Benefits, Policies, and Programs

A workplace environment that promotes good health is achieved with a combination of preventive health care benefits, proactive company policies, and wellness-oriented programs. We believe that efforts to control health-related costs must be matched with equal efforts to maintain an attractive health benefits package that satisfies your current employees and appeals to prospective ones.

The American Cancer Society can help your company design benefits, policies, and programs that maximize your company’s health and wellness investment. The Society also offers programs that meet the health, wellness, and cancer-specific needs of your employees to help them get well and stay well.

Get Started Today

To participate in Workplace Solutions Consulting and learn how your company can improve employee health, visit the Contact Us page on acsworkplacesolutions.com or call 1-800-227-2345.
Dear Hope Invitational
Sponsors, Supporters, & Participants,

Thank you for helping us celebrate the American Cancer Society’s 100th birthday as part of the Society’s 8th Annual Hope Invitational, Taste of Hope reception and Ladies Hope Invitational tournament events.

Colorado Golf Club, home of the LPGA’s 2013 Solheim Cup, provided a great day of golf, food and fun! Your generous support helped us to raise more than $147,000 (net) for our mission to help cancer patients and their families. Your partnership enables us to provide prevention and awareness information, valuable patient programs and services and ground breaking research project support and discoveries to our communities. Please know you are helping us add more birthdays to more people’s lives each day.

We greatly appreciate your support and look forward to seeing you at next year’s 9th Annual Hope Invitational.

Warm regards,
Karen N. Hill
Vice President, American Cancer Society

Event Highlights:

- June 9th and 10th, 2013
- Events raised over $147,000 (net) for programs and services!
- 24 returning sponsors and 8 new sponsors for the Hope and Ladies Hope combined.
- Taste of Hope Celebrity Emcee: Chad Andrus local media professional and cancer survivor.
- Successful paddle raise for Pay-If research grant, raised over $14,000. Messages shared by Great West Division board member, Jean Morrell and former Miss America, Rebecca Ann King Dreman. Pay If research funding is secured through larger American Cancer Society events and pooled to fund pre-approved researchers waiting for additional funding.

And A Very Special Thank You To Our Ladies’ Hope Invitational Event Sponsors:

Lunch Sponsor

Colleen Schwarz and Friends

A special thank you to LPGA instructors Ann Wolta and Kathleen Heiney for assisting with the clinic!