



EPILEPSY FOUNDATION EASTERN PENNSYLVANIA

8th Annual

**MARDI GRAS
GALA**

February 6th, 2015



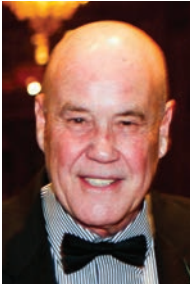
The mission of the Epilepsy Foundation Eastern Pennsylvania is to stop seizures and SUDEP, find a cure and overcome the challenges created by epilepsy through efforts including education, advocacy and research to accelerate ideas into therapies.



Guests celebrate the 2014 Mardi Gras Gala

Mardi Gras Chairman

Frank S. Kotulka



On behalf of my fellow Board Members and the Staff of the Epilepsy Foundation Eastern Pennsylvania and our constituents, I would like to extend our sincere appreciation and gratitude to all of you for making the 8th Annual Mardi Gras a major success!

We are indeed fortunate to honor Arthur and Phylis Johnson this year. It's hard to imagine two more deserving individuals to be crowned our first Mardi Gras King and Queen. Their dedication to the EFEPA and our cause has made a great impact on those living with epilepsy. They are a model for us all. Words cannot attest to how fortunate and thankful we are to have them so actively involved in our organization. We would also like to acknowledge the continued support of our previous Kings and Queen, Thomas McCormick, Stephen Wouch, Greg Osberg and his wife, Linda, and Mary Meder, for their significant contributions to the Foundation and this evening's Gala. An event of this magnitude would not be possible without the personal involvement of many people. I would like to express my extreme thanks to our dedicated staff, volunteers, and board of directors.

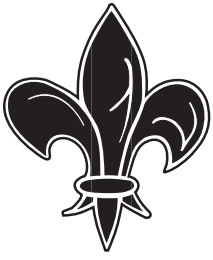
As we celebrate the 8th anniversary of the Gala, it is especially rewarding to me to see the progress the Foundation has made in helping those in need of our support in our 18 county service area. It is only through efforts such as the Mardi Gras Gala and other fundraising events that the Foundation will have the financial resources needed to help individuals with epilepsy/seizure disorders lead happy, healthy and productive lives.

On behalf of the Epilepsy Foundation Eastern Pennsylvania and the Friends of the Foundation, as well as those individuals to whom we provide resources and services, we offer a most heartfelt thanks.

Frank S. Kotulka
2015 Mardi Gras Chairman
EFEPA Board President



**EPILEPSY
FOUNDATION**
Eastern Pennsylvania



Menu

Salade

*Duck Confit Salade with Stilton, Poached
Fingerling Potatoes, Bruleed Pear and
Blood Orange Vinaigrette*

Plat de resistance

*Filet Mignon with Pecan Bourbon Demi
Cream paired with Jumbo Gulf Shrimp stuffed
with Crab Imperial and a Creole Lobster Sauce
Pan-seared Roasted Corn Grit Cake
Sautéed Broccolini and Baby Carrots*

Viennese Dessert Room

*Featuring New Orleans favorite desserts including
Pecan Pie, Bread Pudding, Beignets
Banana's Fosters and more!*

Program of Events

Cocktail Reception
Crystal Tea Room, Atrium

Master of Ceremonies
Chris O'Connell, FOX 29 News

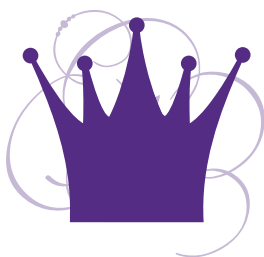
Introduction of 2015 King and Queen
Arthur and Phylis Johnson
Arthur Johnson Associates, LLC

Dinner

Remarks and Video Presentation
Epilepsy Foundation Eastern Pennsylvania

Awards Presentation
The Charley and Peggy Roach Founders' Award
Dan Dougherty
Epilepsy Advocate

The Eric Burton Osberg Award
Michael Sperling, MD
Thomas Jefferson University Hospital





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Master of Ceremony

Chris O'Connell



Chris O'Connell, an Emmy Award winning reporter, joined the FOX 29 news team in September, 2010 as a general assignment reporter. A native of Wallingford, Delaware County, PA, Chris attended Strath Haven High School.

Chris moved back to the Philadelphia area from Minnesota, where he was an anchor and reporter for KSTP in St. Paul for three years. Prior to that, he was a sports anchor and reporter for ten years at Bay News 9 in Tampa, Florida, where he also hosted a half-hour nightly sports talk show.

Chris honed his reporting skills with stints at WTVR in Richmond, VA, where he was bureau chief and reporter for two years; WGAL and WLYH in Lancaster, PA; and WAMU-FM radio in Washington, D.C.

Chris has been nominated for several Emmy Awards and has been honored by the Associated Press and Society of Professional Journalists for his reporting work throughout his career.

A graduate of Temple University in Philadelphia, Chris also worked at the University's WRTI radio station while completing his bachelor's degree in radio-television-film. He also spent a semester overseas in London working at the ABC News bureau.

He is very involved with The Friends of Alexander Deihl Foundation, a charity that helps families of terminally ill children. It was founded in honor of Chris' nephew, who suffers from the rare disease, Menke's Syndrome.

In his spare time, Chris spends time with his wife, twin daughters and yellow lab Murphy at his home in Delaware County, PA. He enjoys cooking and is a big fan of all the Philadelphia sports teams.

What Lies on Your Horizon?



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Congratulations to this year's honorees!

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2015 Mardi Gras King & Queen

Arthur and Phylis Johnson



Arthur P. Johnson is the CEO of Arthur Johnson Associates, LLC. He holds degrees from Swarthmore College, where he graduated with Highest Honors, and from Oxford University, which he attended as a Marshall Scholar. He has won a measure of acclaim as a copywriter, marketing consultant and product developer. Arthur was recently honored at a major direct response conference as one of "the Mt. Rushmore of Current Copywriters." Arthur is also the author of *The King of Cats*, a children's book published in the United States, Canada and Australia by Stoddart, Inc. He and his wife, Phylis, currently reside in Chester County, Pennsylvania.

Phylis Feiner Johnson is an epilepsy advocate, health journalist and founder of the advocacy network, epilepsytalk.com. Regardless of being diagnosed with epilepsy at just 12 years old, Phylis forged ahead with her life and graduated Magna Cum Laude from Emerson College in Boston, MA. Phylis then set her eyes on becoming a successful advertising copywriter. After years of hard work, including working for the Franklin Mint and multiple New York Ad agencies, she became the Vice President of Community Outreach for Arthur Johnson Associates, LLC. Five years ago Phylis turned her attention to developing an online platform to increase education and awareness about epilepsy. She launched *EpilepsyTalk*, an online community that allows those with seizure disorders to connect and find support. Phyllis states, "I can't imagine a more satisfying job than Informing, educating, and teaching others how to become advocates themselves."

Together, their generous support of the Foundation has allowed the EFEPa to increase it's capacity to provide the best possible services to those with epilepsy. The Johnsons played an integral part in equipping the Camp Achieve Medical Staff with iPads so that they can quickly respond to medical emergencies and manage each camper's needs. Likewise, they participate in the Foundation's educational programs and support groups.



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2015 Honorees*

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EJEA's mission*



PAUL AND ABBY, WALTER AND GLORIA, AND
MADGE KEEHN

The Charley & Peggy Roach Founders' Award

Charley and Peggy Roach, lifelong Philadelphia residents, left an imprint on the business and philanthropic communities. Charley was a residential builder and developer prior to WWII and founded the real estate firm Roach Brothers in 1948. The firm is currently known as Berkshire Hathaway. Peggy was active in numerous charitable and community endeavors.

In the early seventies, both Charley and Peggy realized the area lacked resources for those diagnosed with epilepsy/seizure disorders and their families. Along with others with the same concern, the Roach's founded the Epilepsy Foundation of Philadelphia in 1972 and their family continues to volunteer with the organization. The EFEProudly presents the Charley and Peggy Roach Founders' Award to a volunteer who has made strides in the epilepsy community.



Dan Dougherty is this year's Charley and Peggy Roach Founders' award recipient. For over thirty years Dan has courageously lived with uncontrolled seizures. Unwilling to sit on the sidelines and allow epilepsy to rule his life, Dan has dedicated his time to advocating and creating awareness about seizures. He initially became involved with the Foundation by becoming a H.O.P.E Mentor (Helping Other People with Epilepsy), through a training program that guides people with epilepsy to be patient educators and mentors, as well as allowing them to conduct presentations in their communities. In addition to his public speaking

opportunities at local Pennsylvania Rotary and Kiwanis Clubs, he volunteers at the EFEPA's office throughout the year and spends November advocating during Epilepsy Awareness Month. Dan has shared his experience with epilepsy on several radio shows, including WHYY and Health Central in an effort to provide hope and understanding to others living with seizures. He also is the team captain at the EFEPA's annual Summer Stroll and has raised nearly \$16,000 for the Foundation's free programs and services over the course of 7 years. Beyond his involvement with the Foundation, Dan has volunteered with Thomas Jefferson University Hospital, has been a member of the St. Luke's Parish for over 25 years and is the proud uncle of three nieces and two nephews.

Jefferson is proud to be a sponsor of the

8th Annual Mardi Gras Gala

Honoring Dr. Michael Sperling,
Director, Jefferson Comprehensive Epilepsy Center
and Director, Clinical Neurophysiology Laboratory



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The Eric Burton Osberg Award

The Eric Burton Osberg Award was created by Greg and Linda Osberg in 2012 to honor their son Eric, who was diagnosed with epilepsy at a young age. The Osberg's, who knew first hand the importance of an excellent doctor, founded the award to be given to a medical professional for their dedication, expertise and time provided to the Epilepsy Foundation Eastern PA as well as their research in the field of epilepsy. In association with the award an Eric Burton Osberg Scholarship fund was created that gives out scholarship money to outstanding students struggling with epilepsy and seizure disorders, honoring their achievements in the face of this difficult disorder.



Michael Sperling, MD, is this year's recipient of the Eric Burton Osberg Award. Dr. Sperling is the Baldwin Keyes Professor of Neurology and Vice Chairman for Clinical Affairs in the Department of Neurology at Thomas Jefferson University in Philadelphia, PA. Dr. Sperling attended the Temple University School of Medicine and completed his residency at Mount Sinai Medical Center in New York. He is the Director of the Jefferson Comprehensive Epilepsy Center and the Clinical Neurophysiology Laboratory at Thomas Jefferson University Hospital. He has been published widely in both international and national medical journals

including *Epilepsia*, *Neurology*, *Journal of the American Medical Association*, and *Annals of Neurology*, with more than 200 original papers, reviews, and book chapters, and over 200 abstracts. He lectures at many international and national meetings and has organized numerous conferences. He has been named one of Philadelphia Magazine's Top Docs consecutively for the last four years.

Dr. Sperling has been involved with the Foundation for many years, serving as a member of the Board of Directors to provide guidance and insight to our mission. He volunteers his time by speaking at educational conferences and support groups in an effort to increase public awareness and understanding of epilepsy. He is also the co-chair of the bi-annual Women's and Men's Conference, upcoming on May 2, 2015.

2014 Mardi Gras Queen



Mary Meder

Since 2002 Mary Meder has been president of Harmelin Media, one of the nations top 10 independent media firms and is now one of the largest independent buying agencies in the United States. Under her leadership, Harmelin Media has more than doubled in billings in less than 10 years, growing to more than \$450 million annually.

Much of Harmelin Media's ongoing growth and success can be attributed to Mary's leadership, remaining true to its founding principles of strategy, creativity and innovation, while providing the highest level of customer service in the industry.

Mary is the past chairman of the Board of Directors for Special Olympics Pennsylvania and President of the Philadelphia Ad Club. She is a graduate of Pennsylvania State University and resides with her family in Collegeville, PA.

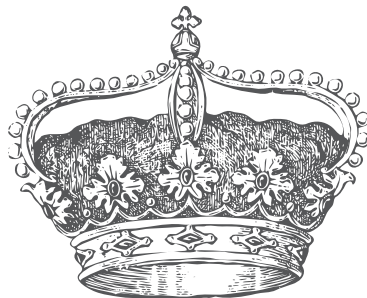
2012 Mardi Gras King



Gregory J. Osberg

Gregory J. Osberg is the CEO and Founder of Revlyst, a revenue catalyst connecting the media industry to early stage digital startups. Prior to launching Revlyst, Osberg was the Publisher and CEO of Philadelphia Media Network which was the previous owner of the Philadelphia Inquirer, Philadelphia Daily News and Philly.com. In his extensive publishing career, Osberg also served as President and Worldwide Publisher of Newsweek and Newsweek.com, and President of CNET.

Osberg earned his Marketing degree from Colorado State University, where he is a member of the Global Leadership Council at The College of Business and received the Distinguished Alumni Award from The College of Business. Osberg currently serves on the Board of the Epilepsy Foundation Eastern Pennsylvania and chairs the Alumni Board for Colorado State University Rugby. He currently resides in New Jersey with his wife Linda. They have two sons, Eric and Alex.



2009 Mardi Gras King



Stephen W. Wouch, CPA, CFF

Stephen Wouch is the founder and managing partner of Wouch, Maloney & Co., LLP. As a certified public accountant, he has been providing tax and accounting services to individual and business clients for over thirty-five years. While highly skilled in the fields of tax and accounting, particularly as they relate to closely held businesses and high net worth individuals, his greatest interest is in getting to know his clients and in helping to bring them success in all of their financial matters. As managing partner, Steve is responsible for the firm's quality control and standards as well as determining the firm's long range goals.

After Steve served as King in 2009, he joined the Epilepsy Foundation Eastern PA's Board of Directors and is now the First Vice President.

In addition to his time with EFEPA, he serves as the Chairman of the Associated Builders and Contractors (ABC) Tax Advisory Group and previously served as Treasurer of the ABC New Jersey Chapter. As treasurer, Steve created the Robert Risnychok Past President's Memorial Fund as a scholarship fund for members and their families.

Steve is a graduate of Pennsylvania State University. He resides in Richboro, Pennsylvania, with his wife of thirty-seven years, Marcy. They have two children, Bianca and Reuben. Steve enjoys playing golf and has a special interest in classic cars. He likes to travel and, when not occupied with his business and professional activities, to spend time at his vacation home in Bonita Springs, Florida.

2008 Mardi Gras King



Thomas M. McCormick, Jr.

Tom McCormick was the 2008 Inaugural Mardi Gras King. He was born and raised in Philadelphia. He graduated from Northeast Catholic High School in 1975 and received his Bachelor's and Master's Degrees from Temple University. One of his first jobs upon graduation was with Temple University Hospital's Department of Neurology where he served as Business Administrator. He continued his career path in healthcare finance at the University of Pennsylvania Health System and never looked back. He has been with UPHS for 27 years. He is currently the Associate Vice President in charge of Patient Accounting at the University of Pennsylvania Health System. Tom is a board member of the Philadelphia Chapter of American Association of Healthcare Administrative Management.

Tom has been married to Elaine for 30 years. He has 5 beautiful daughters Bridget, Theresa, Lindsay, Caitlin, and Shannon, and six grandchildren. He lives in Hatfield, Pennsylvania.



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Eastern Pennsylvania's 8th
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Silent Auction - Mardi Gras 2015

1. New York, New York

Value: \$415

Get ready to explore the Big Apple with the best views and entertainment New York City has to offer! Package includes two tickets to the Off-Broadway hit STOMP, two tickets to Top of the Rock Observation Deck at Rockefeller Center, and an overnight stay at the Loews Regency.

2. Master of the Kitchen

Value: \$120

Love to cook? Improve your cooking skills with a \$100 gift certificate to Cook, a collaborative kitchen-classroom known for its demonstrations by Philadelphia's established and aspiring chefs. The package also includes a stylish apron, so you will look and feel like a top chef!

3. Veni, Vidi, Vetri!

Value: \$150

Enjoy a night out at one of renowned Chef Marc Vetri's restaurants with this \$150 gift certificate! The restaurant is your choice. With options like Amis, Osteria, and Lo Spiedo, you are sure to not leave hungry!

4. Night on the Town

Value: \$400

Everyone deserves a night out every once in a while! First, enjoy dinner at Ruth's Chris Steak House. After, head over to the award winning Lantern Theater Company to enjoy a performance, then spend the evening at the luxurious Loews Philadelphia Hotel.

5. Neat or on the Rocks?

Value: \$175

Your place will be the next Bourbon Street with this package! Enjoy your bottle of Blaton's Bourbon on the rocks in your Waterford glasses.

6. The Best of Philly

Value: \$75

This package includes some of the best things Philly has to offer! You will enjoy a gift basket of treats from the Reading Terminal Market. Wash down the treats with your six pack from Yards Brewing Company. The package also includes a Yards pint glass and \$25 gift card to the Yards Tasting Room.

7. Swing batter, batter, swing

Value: \$225

Phillies fans rejoice! This package is sure to be a hit for all the loyal Phillies fans out there. Includes 3 tickets for the Phillies vs. Mets game on Friday, May 8 at 7:05pm in Section 108, Row 14 along the right field foul line. A signed Ben Revere baseball and Phillies wives cookbook are also included to make this the ultimate Phillies package!

8. Kramer Portraits Exclusive

Value: \$5,500

The package includes a studio session and 16" x 20" portrait of up to eight people on a hand painted canvas. You only live once!

9. Kramer Portraits Part Deux

Value: \$2,000

This package includes a studio session and an 11" x 14" artist enhanced Kramer Renaissance Portrait on canvas for up to eight people. A true keepsake!

10. Modern Eye

Value: \$425

Sport the latest trend with a pair of sunglasses from Modern Eye located in Philadelphia.

11. RiverCrest

Value: \$2,445

Want to improve your golf game? Get yourself a House Membership at RiverCrest, which includes five rounds of golf and access to the club dining, social events and fitness center. Valid 1 year.

12. Tee off at Blue Bell Country Club

Value: \$450

Take some time to hit the links with this foursome to Blue Bell Country Club. Whether you're a scratch golfer or a beginner, Blue Bell Country Club promises a pleasurable experience time and time again. Includes cart.

13. Fore!

Value: \$570

Shake off those winter blues with 3 guests and hit the links at Meadowlands Golf and Country Club.

14. Let's Have a Picnic!

Value: \$230

This package includes all the fixings for a wonderful picnic, besides the food! Prepare your favorite lunch, pack your picnic basket, and enjoy all that nature has to offer while sipping on champagne. Package includes 2 tickets to Longwood Gardens, Morris Arboretum, Philadelphia Museum of Art, a bottle of Veuve Clicquot, four go anywhere champagne flutes, and an insulated picnic basket.

15. Look Your Best

Value: \$200

Some things are worth the splurge! Treat yourself with this exclusive collection of Bobbi Brown Make-up. The set includes eye shadows, lip glosses, and pot rouge. Bobbi Brown's Makeup Manual is also included. Looking good has never been this easy!

16. Style Alert!

Value: \$150

Treat yourself with this gorgeous rose gold seahorse and starfish necklace! Pashmina scarf also included.

17. Pocono 400

Value: \$500

You and a friend will get to enjoy the Pocono 400 on June 7, 2015. Tickets are good for the shaded, open-air Terrace Club which sits above the Start/Finish Line and overlooks Pit Road. Includes Sunday access, complimentary food and beverage service and a pit/paddock pass.

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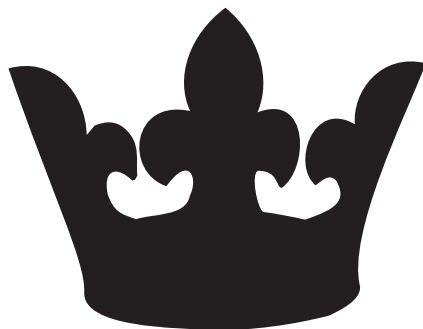
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EPILEPSY FOUNDATION

Eastern Pennsylvania

History

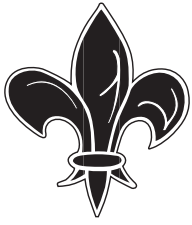
In 1972, parents of a child with epilepsy began a personal quest for information concerning their daughter's disorder. After an exhaustive search, they discovered that there was no one to help address the needs of people with epilepsy in Eastern Pennsylvania. They decided to take matters into their own hands. With the help of other concerned parents and physicians, they formed what is now called the Epilepsy Foundation Eastern Pennsylvania.

Incorporated as the Epilepsy Foundation of Philadelphia, the name was changed in 1992 to the Epilepsy Foundation of Southeastern Pennsylvania to reflect the eleven-county area served by the organization. In 2001, the Epilepsy Foundation of America and the Pennsylvania Department of Health helped the Southeastern PA Affiliate grow by supporting its initiatives to extend its service territory into the seven counties representing the northeastern region of Pennsylvania. Now, the Epilepsy Foundation Eastern PA (EFEPA) serves eighteen counties throughout the state of Pennsylvania.

The EFEPA continues to be the only organization in this region established to specifically address the non-medical needs of those with epilepsy/seizure disorder and their families in addition to promoting understanding of epilepsy/seizure disorder to those in the Foundations region. EFEPA accomplishes its goals by having referral and support services to individuals with epilepsy/seizure disorder and their families as well as providing free educational programs to business, government and school communities, professional audiences and the general public.

The Foundation's main office is located in Center City, Philadelphia with a field office at the Kirby Health Center in Wilkes-Barre, a staff person in the Lehigh Valley, and a staff person in Lancaster County.

The Foundation is an independently incorporated 501(c)(3) affiliate in good standing of the Epilepsy Foundation National Office. The EFEPA is not funded by the national office nor is it affiliated with any hospitals in its service area or the pharmaceutical industry. However, the pharmaceutical industry does support independent educational programs, as does the national office.



Special Events

Special events are a wonderful way to show your support for individuals with epilepsy/seizure disorder and their families. The Foundation hosts terrific events throughout the year... Save the Dates for 2015.

Charley Roach Golf Invitational



The Charley Roach Golf Invitational is the EFEPA's annual golf outing held at a top private golf course around the Philadelphia area. Over 100 golfers are treated to lunch, a challenging round of 18 holes, and a cocktail and dinner reception held afterwards with an extravagant silent auction.

The Golf Invitational honors the memory of our founder Charley Roach. His efforts have greatly enhanced the "quality of life" for those with epilepsy and their families. To remember Charley's 30 years of contributions to the epilepsy community and keep his spirit alive, we honor him with an annual Golf Invitational.

Join us... September 22, 2015 at Talamore Country Club in Ambler, PA



Camp Achieve

Camp Achieve is the EFEPA's annual week-long overnight camp for children and teens aged 8-17 with a primary diagnosis of epilepsy/seizure disorder. The camp is specially designed to meet the needs of the campers while providing a unique opportunity for them to meet others who are living with the same challenges. Campers leave with increased self esteem, independence, enhanced personal growth, life long friendships and unforgettable memories.

Participate or volunteer at Camp Achieve held on August 16-21, 2015 at Camp Green Lane



Summer Stroll

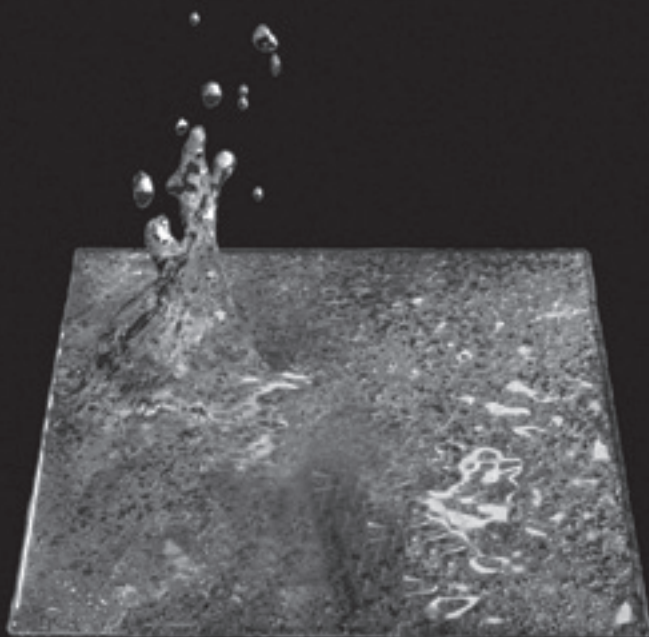
The Summer Stroll is the EFEP's largest fundraiser of the year. It is a five mile non-competitive walk, held on Forbidden Drive in Chestnut Hill that has over 1400 people in attendance. After the walk, participants gather for a picnic lunch and family entertainment. What makes the Summer Stroll such a success is the devotion from our team captains, individuals, and sponsors.

Don't miss out on the fun...June 20, 2015





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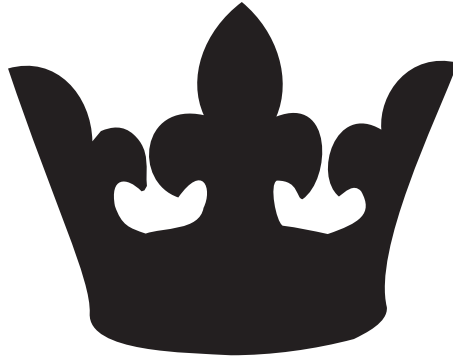
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Trish Finley, and Miguel Gaubert, Crystal Tea Room
for their guidance, generosity, and cooperation.

Amit Gabai
photographer for the Mardi Gras Gala.

Chris O'Connell of FOX 29.

Tribeca Grand for providing the evening's
musical entertainment.

Cut and Paste for the fun photo booth pictures.

The Team from Synergetic Sound and Lighting for their AV
services.

Our Silent Auction Donors.

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Epilepsy Facts and First Aid

- 1 in 26 people will develop epilepsy in their lifetime.
- Epilepsy/seizure disorder is the fourth most common neurological disorder after Alzheimer's, stroke, and migraine and the least understood.
- Epilepsy is as common as breast cancer, and takes as many lives.
- Epilepsy affects almost 2% of the population, that accounts for approximately 110,000 people in eastern PA.
- Most seizures are not medical emergencies.
- Not all seizures cause loss of consciousness or convulsions.
- Epilepsy has no single cause. In approximately 70% of cases, the cause is unknown.
- Epilepsy/seizure disorder can affect anyone at any age at any time. Some people are born with epilepsy, others develop it later in life.
- People with epilepsy live normal, productive lives.
- Up to 50,000 Americans die each year from seizures and related causes.

• Seizure First Aid

- Cushion their head and remove glasses
- Loosen their tight clothing
- Turn the person on their side
- Time the seizure with a watch, if the seizure lasts longer than 5 minutes, call 911
- Don't hold them down
- **DON'T PUT ANYTHING IN THEIR MOUTH**
- Look for a medical ID
- As the seizure ends, offer them help





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