

The Epilepsy Foundation Eastern Pennsylvania



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FOUNDATION®**

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**February 28, 2014**

*7th Annual Mardi Gras Gala*





*Guests celebrate the 2013 Mardi Gras Gala*

# Epilepsy Facts and First Aid

## The Epilepsy

### Foundation Eastern

### Pennsylvania leads

### the fight to stop

### seizures, find a

### cure and overcome

### challenges created

### by epilepsy.

- Approximately 1 in 26 people will develop epilepsy at some point in their lifetime.
- There are an estimated 110,000 individuals living with epilepsy/seizure disorder in the Foundation's 18 county service area.
- Epilepsy is as common as breast cancer, and takes as many lives.
- The Foundation provided educational programs and seizure first aid training for schools, businesses, social service agencies, daycares, senior centers, and First Responders reaching 14,700 persons this past year.
- Not all seizures cause loss of consciousness or convulsions.
- Most seizures are not medical emergencies.
- 1,414 caregivers, friends and individuals with epilepsy received support from the EFEPA through our 11 area monthly support groups.
- 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

# Mardi Gras Chairman

## Frank S. Kotulka

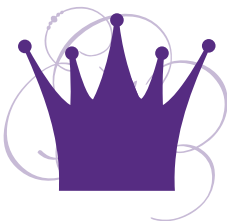


On behalf of my fellow Board Members and the Staff of the Epilepsy Foundation Eastern Pennsylvania, I would like to extend our sincere appreciation and gratitude to all of you for making the 7th Annual Mardi Gras an enormous success!

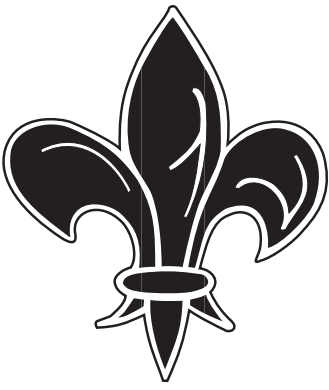
We are indeed fortunate to honor our first Mardi Gras Queen, Mary Meder, President of Harmelin Media. In addition to her overwhelming support and commitment to individuals with epilepsy, Mary is passionate about all individuals with disabilities and shows this support through her involvement with the Special Olympics. We would also like to acknowledge the continued support of our previous Mardi Gras King's, Thomas McCormick, Stephen Wouch, Dr. Michael Cirigliano, Jim Connolly and Greg Osberg and his wife, Linda, 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 7th 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  
2014 Mardi Gras Chairman  
EFEPA Board President



## Menu

### Soupe

*Puree of Roasted Cauliflower Soup*

### Plat de resistance

*Filet Mignon with a Peppercorn Brandy Glace  
paired with Blackened Jumbo Scallops and  
a Citrus Beurre Blanc sauce*

*Home-Style Smashed Red Bliss Potatoes  
Sauteed Collard Greens*

### 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

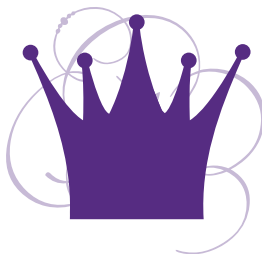
Introduction of 2014 Honoree  
Mary Meder  
President of Harmelin Media

Dinner

Remarks and Video Presentation  
Epilepsy Foundation Eastern Pennsylvania

Awards Presentation  
The Charley and Peggy Roach Founders' Award  
*Tim Roach*  
*Trident Mortgage Company*

The Eric Burton Osberg Award  
*Ignacio Valencia, MD*  
*St. Christopher's Hospital*





*Congratulations  
Mary Meder*

*Someone who Walks the Talk*





## Master of Ceremony

### Chris O'Connell



Chris O'Connell 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.

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Harmelin Media Supports  
**The Epilepsy Foundation**  
and congratulates our own  
**Mary Meder**  
President, Harmelin Media  
and her continued commitment  
to our community!

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# 2014 Mardi Gras Queen

## Mary Meder

Mary Meder is president of Harmelin Media, one of the nation's top 10 independent media firms, and Pennsylvania's largest media services agency. She is a 25-year veteran of the media industry.

After joining Harmelin Media in 1987, Ms. Meder was named executive vice president in 1992. She became president in 2002.

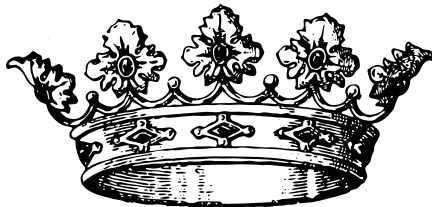
Under her leadership, Harmelin Media has doubled in billings in less than 10 years, growing to more than \$450 million annually. Marquee clients added during this time include the Commonwealth of Pennsylvania, Bimbo Bakeries, Regions Bank, Boscov's and America's Best Contacts and Eyeglasses.

Ms. Meder has spearheaded the company's diversification and led the executive team to develop analytical, digital and sports marketing divisions that today account for \$100 million in annual billings. Staff has continued to grow, increasing by more than 50 percent, with little to no turnover in key positions.

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

Ms. Meder serves on the Board of Directors for Special Olympics Pennsylvania, and is the past chair of the organization and was awarded the Special Olympics Pennsylvania Hall of Fame Al Senavitis Lifetime Achievement Award. She serves as an officer of the Philly Ad Club Board of Governors and past board president. Ms. Meder is also a member of the Penn State School of Communications Board of Directors.

She is a graduate of Pennsylvania State University where she earned a B.A. in Advertising and was awarded the Outstanding Alumni of 2006 by the College of Communications' Alumni Society Board of Pennsylvania State University. Ms. Meder resides with her family in Collegeville, PA.





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7TH ANNUAL MARDI GRAS GALA

EPILEPSY FOUNDATION EASTERN PA



# 2014 Mardi Gras Gala

## Vice Chairs

### Brian Carter

#### **Media Director, Harmelin Media**

Brian has been a member of the digital media team since joining Harmelin in 2008. Brian is responsible for the growth of various assigned accounts and all aspects of the digital planning and buying process. Brian is a born and bred native of New York City, who resides in Whippain Township with his wife and children, he also volunteers within the community as a youth sports coach.

### Joyclyn Faust

#### **Senior Buying Director & Convergence Manager, Harmelin Media**

Joyclyn Faust has been at Harmelin Media since 1997. Joyclyn is responsible for TV/Cable, Radio, Print, Out-of-Home buying. A graduate of West Chester University, she resides in Royersford, PA with her husband and two children, and is the Vice President of Spring-Ford Area High School's Booster Club Association.

### Gina Yeakel

#### **Senior Media Director, Print & Convergence Manager, Harmelin Media**

Gina is celebrating her twentieth year with Harmelin Media. She works as an account executive and specializes in print media. Gina is a Temple University graduate. She lives in Flourtown with her family and enjoys volunteering with the Girl Scouts.



We congratulate the "Queen" of Mardi Gras  
Mary Meder  
in assisting the Epilepsy Foundation  
Eastern Pennsylvania

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## 2013 Mardi Gras King



Jim Connolly

Jim Connolly currently serves on the Board of Directors of Vaxess Technologies and Covenant House Pennsylvania and as an advisor to the Crossover Healthcare Fund. Prior to these positions he was the President and CEO of Aeras for nearly 4 years. He joined Aeras after more than two decades of pharmaceutical industry experience. He has held many positions in the Pharmaceutical Industry including Executive Vice President and General Manager of Wyeth Vaccines and President and Managing Director of Wyeth Canada.

Jim lives with his wife Megan in St. David's, PA, and they have three children. They have been active for many years in the epilepsy community by volunteering at the EFEPA and putting together a team at the Summer Stroll each year.

## 2012 Mardi Gras King

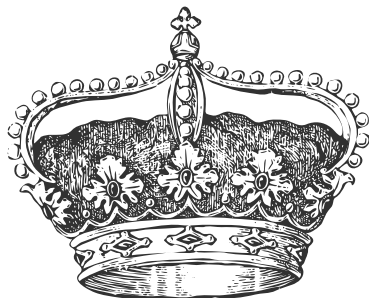


Gregory J. Osberg

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 Philadelphia with his wife Linda. They have two sons, Eric and Alex.



# Penn Neurology

Penn Neurology, a component of the Penn Comprehensive Neuroscience Center, is pioneering cutting-edge research and advancing care for neurology patients throughout the country. Our physicians are experts in the care of patients with brain tumors, Alzheimer's disease, stroke, neuromuscular disorders, muscular dystrophy, multiple sclerosis, neuro-ophthalmology and ALS as well as Parkinson's disease and movement disorders.

The Penn Epilepsy Center provides a comprehensive, full continuum of care including state-of-the-art diagnostic techniques, research, medical treatments, surgery, and support services to patients with epilepsy.



**CONGRATULATIONS TO THE EPILEPSY FOUNDATION EASTERN PA AND TO MARY MEDER, ON THE OCCASION OF THIS MARDI GRAS GALA**

Penn Comprehensive Neuroscience Center



**Penn Medicine**

For more information about Penn Neurology, call

**800.789.PENN**

or log on to [PennMedicine.org](http://PennMedicine.org)

## 2011 Mardi Gras King



Michael D. Cirigliano, MD

Dr. Cirigliano is currently an Associate Professor of Medicine and practicing internist at the University of Pennsylvania School of Medicine. In addition to having a very busy Internal Medicine practice, Dr. Cirigliano is also responsible for teaching medical students and residents at the University.

Dr. Cirigliano currently serves as the medical correspondent and on air personality for FOX 29 News program "Good Day Philadelphia." Over the years he has covered subjects ranging from the avian flu to health consequences experienced by fighter pilots in high performance aircraft.

Dr. Cirigliano has won numerous clinical and teaching awards and also was presented the Humaneness in Medicine Award by the Philadelphia County Medical Society. In May 2004, Dr. Cirigliano was featured on the cover of Philadelphia Magazine's Top Doc issue.

Dr. Cirigliano and his wife have two children and they live in Philadelphia. He is an avid, but not so good ice hockey player.

## 2010 Mardi Gras King



Ted Riss

Ted Riss is the owner and operator of Riss General Construction, LLC, where he works in both residential and commercial markets. His residential projects include period renovation, home additions and remodels. Ted has been living and working in the evolving town of Collingswood, NJ, where his business has been involved in restaurant build-outs, retail remodels and office space renovations. Prior to starting up Riss General Construction, he worked in the petrochemical industry in the research and engineering labs at Mobil Research and Development.

Ted was born and raised in Philadelphia, where he graduated from Father Judge High school in 1973. He moved to Collingswood over thirty years ago when he married his wife, Irena. Since moving

to Collingswood, Ted has been involved in the community through local political and community projects, along with recreational sports programs. He is a member of St. John's RC Men's Club.

Ted and his wife have three lovely daughters. He enjoys playing golf and landscaping in his spare time.



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**We welcome and  
appreciate the opportunity  
to support the Epilepsy  
Foundation of Eastern PA**

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Joe Canuso – President/CEO  
Ed Jordan – Executive Vice President  
Scott Bamford – VP of Construction  
Bill Long – Vice President  
Mike Paulosky – Chief Financial Officer  
Mark Kehoe – Project Executive**



## 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-five 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.

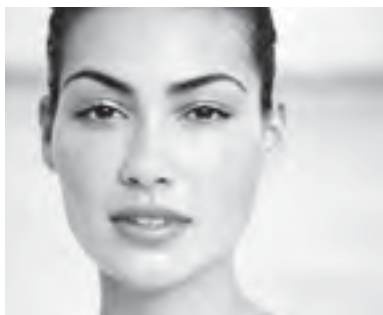
## 2008 Mardi Gras King



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 Bachelors and Masters 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 26 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 29 years. He has 5 beautiful daughters Bridget, Theresa, Lindsay, Caitlin, and Shannon, five grandchildren and one dog. He lives in Hatfield, Pennsylvania.



Meredith Corporation congratulates Mary Meder for her continued support of the Epilepsy Foundation and her commitment in making great strides for Camp Achieve.

Meredith Corporation is the leading media and marketing company providing information and inspiration to **100 million women**.



# 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 Prudential Fox Roach. 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 EFEPA proudly presents the Charley and Peggy Roach Founders' Award to a volunteer who has made strides in the epilepsy community.



Tim Roach is this year's recipient of the Charley & Peggy Roach Founders' Award. Tim Roach is the Vice President of Sales at Trident Mortgage Company /Berkshire Hathaway Fox & Roach. Tim has originated and financed over \$1.5 billion in residential mortgages. He has been named one of the "Top 200 Mortgage Originators" in the country in each of the past 14 years, plus has been consistently ranked in the top 25 mortgage consultants in the country and #1 in Pennsylvania for many years.

Following in his grandparents footsteps, Tim has been involved with the EFEPA's annual golf outing for nearly 20 years, even chairing the event's committee for the past 10. Under his tenure the outing has raised hundreds of thousands of dollars for the Foundation's free programs. None of this would have been possible without his commitment and enthusiasm. His dedication is a living testament to his grandparent's vision for our community, and we're certain that they would be proud of the hard work he has put into helping those with epilepsy. With that in mind, we are pleased to present him with this year's Founders award.



St. Chris Team Members proudly applaud *Dr. Ignacio Valencia*, who is the recipient of The Eric Burton Osberg Award. This is a testament to his work in both research and treating children with epilepsy. He is just one example of our commitment to providing high quality family-centered healthcare at St. Christopher's Hospital for Children.

St. Christopher's is a 189-bed, quaternary care, free standing children's hospital with Level I trauma accreditation located in Philadelphia, PA. You can find leading specialists in virtually every major field of pediatrics among the almost 200 full-time faculty members at St. Christopher's. We provide a full range of pediatric medical and surgical specialties as the primary pediatric affiliate for both Drexel University College of Medicine and Temple University School of Medicine.

[stchristophershospital.com](http://stchristophershospital.com)  
215.427.5000



**St. Christopher's**  
Hospital for Children



# 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 Osbergs, 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.



Ignacio Valencia, MD, this year's Eric Burton Osberg Award recipient, is an attending neurologist at St Christopher's Hospital for Children in Philadelphia and an assistant professor of pediatrics at Drexel University College of Medicine. Dr. Valencia completed his residency at Rosaria University, San Jose's Hospital in Bogotá, Colombia and Hahnemann University Hospital. He completed his Fellowship at Harvard Medical School and St Christopher's Hospital. His specialties are in pediatrics, pediatric neurology and sleep medicine.

For years he has dedicated his time and services to the Epilepsy Foundation Eastern Pennsylvania and in particular Camp Achieve, the EFEPA's week long overnight camp for children with a primary diagnosis of epilepsy. Dr. Valencia has acted as chair of the camp's medical committee for 6 years and volunteers his time during camp as the doctor on site. Likewise, he is a member of the EFEPA's Professional Advisory Board and a guest lecturer at regional conferences about children and epilepsy. For all he does to benefit the EFEPA and those affected by epilepsy it is an honor to recognize Dr. Valencia for this award.



**What Lies on Your Horizon?**

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The Camp Achieve Medical Review  
Committee would like to thank



Dr. Ignacio Valencia

For his dedication and generosity of time  
and expertise these past 5 years for the  
betterment of campers, counselors and  
staff at Camp Achieve.

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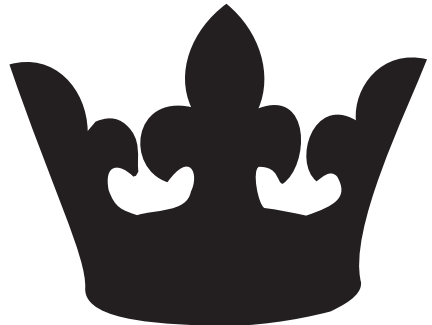
Steven Shubert of Shubert Goodman  
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## History

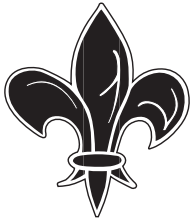
In 1972, parents of a child with epilepsy began a personal quest for information concerning their daughter's disorder. After an exhaustive search, they discovered that there was no one to help address the needs of people with epilepsy in Eastern Pennsylvania. They decided to take matters into their own 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 2014.

### Charley Roach Golf Invitational

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The Charley Roach Golf Invitational is the EFEP'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 9, 2014 at RiverCrest Golf Club in Phoenixville



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## Camp Achieve

Camp Achieve is the EFEPA's yearly 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 to help at Camp Achieve held on...  
August 17-22, 2014



## Summer Stroll

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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 1000 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 21, 2014





Our Heartfelt Felicitations to  
Queen  
**Mary Meder**  
&  
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with the Foundation  
and her continued efforts  
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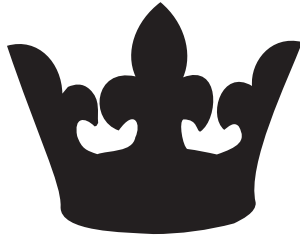
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services.

The Staff at Movad for their printing services.

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All of our wonderful Volunteers and Guests.