



# under the MICROSCOPE

## Concern Foundation's 42nd Annual Block Party Raises \$1.8 Million for Cancer Research

On Saturday July 9, Concern Foundation for cancer research successfully produced its 42nd annual Block Party, *Fields of Dreams for a Cancer Free World*, on the backlot of Paramount Pictures Studios in Hollywood. The event saw nearly 4,000 guests and raised \$1.8 million for cancer research.

The Block Party was led by event chair Lexy Carroll and a dedicated team of volunteers, and designed by John Ferdenzi of Town and Country Event Rentals.

The backlot streets were filled with over 75 food and beverage vendors under the direction of Nancy Eisenstadt, Megan Mulcahy and Whitney Carroll, including notable classics such as Button Mash, Bourbon Steak by Michael Mina, The Grill on the Alley, Fogo de Chao, Lawry's, The Palm, Pink's Hot Dogs and The Urban Oven.

Entertainment included performances on multiple stages by the Tom Nolan Band, D'City Sound featuring DJ Dwayne, Clinton Davis & Tim McNally, and San Diego Country Club. Frank Mottek once again hit the stage as Master of Ceremonies, and AV Masters provided all of the audio and visual components that truly enhanced the event and presentation throughout the evening.

One of the highlights of the night was the silent and live auction led by auction chairs Lynne Fox, Wendy Nogradi, Courtney Teller and Madeline Rose. Auction items and packages included one-of-a-kind opportunities such as tickets to the 2016 Emmy Awards and Governors Ball; Dodgers up close batting practice; a meet and greet with legendary Dodgers broadcaster Vin Scully; an in-home 10-course dinner prepared by Chef Eric Kopelow; and Adele and Barbra Streisand concert tickets. The live auction hosted by Lifestyle & Entertainment Reporter Mar Yvette raised \$36,000 and the grand total including the silent auction was over \$97,000!

This year the event honored *Humanitarians and Community Leaders* Dr. Peter and Rebecca Grossman, who established the Grossman Burn Centers and Grossman Burn Foundation. Their efforts to restore the lives of burn survivors through comprehensive treatment and support for patients and their families are truly making a difference throughout the community and across the globe.



Also honored at the event were former Beverly Hills Mayor and wife, Barry and Sue Brucker, who received the inaugural *Beth Hersh Goldsmith Conquer Cancer Now Heroes* award. The award commemorated their longtime friend and former executive director of Concern, Beth Goldsmith, who passed away last November from cancer. Since 2011, the Brucker family has personally raised more than \$3 million, including a \$2 million Marion Brucker Legacy gift to further Concern's mission.

The night further included interactive entertainment such as casino-style games; Brian Kramer digital photography studio sponsored by Honor; Island Ink airbrush tattoos; and salon and spa services provided by Elegance International School of Professional Makeup, Colleen O'Hara's Beauty Academy, California Healing Arts College, Karyn Laitis, Carmen Romo and LeAnne Velona. The Best of L.A.® on *Los Angeles* magazine's street presented the Infiniti Lounge, Equinox recharge station, tastings from California Avocados, Peerless Coffee and a dozen California wineries.

Derek Alpert, Concern Foundation's president, concluded the event. "Starting from a simple idea and watching it become a reality with thousands of moving parts coming together is a truly remarkable experience, one that sets Concern and our signature Block Party apart from most other organizations in this city," he said. "It takes a tremendous team comprised of three generations of volunteers and board members to make this event happen and the ultimate reward for all of our efforts is, of course, the money raised for cancer research. Especially this year, as this Block Party was one of our most successful fundraising events yet."

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# A message from Ilyse Teller

Concern Foundation Board Chair

The Block Party is always a great event. It's a very large production, and takes a lot of manpower to put on. From our initial involvement 30+ years ago on Rodeo Drive, it was a concentrated effort over a 24 hour period to build up three blocks of Rodeo, including a massive stage of steel structure. The guys put in a lot of hard work and sweat to make it happen. Thank goodness for the ROTC in those days who helped us considerably.

These days, it is easier, although it is still a massive amount of work. The event—set up and tear down included—now covers about 60 hours from Thursday to the early hours of Sunday morning. Fortunately, our guests get to see the final product when they arrive at 6:00 on Saturday, and maybe they see a little of it coming down if they stay late Saturday.

Today there is not the ROTC, but the very talented and dedicated John Ferdenzi and his team at Town and Country Event Rentals. They do a fabulous job with décor, lighting, setup of most of the heavy stuff, and tear down of same. It's a long day/night on Saturday for them.

Not to be forgotten though is a very small group of guys who have been around Concern for decades and still cover the execution of the event from start to finish. Yes, they are now near 60 themselves, and the real heavy lifting and sweating has been handed over to a small core group of 25-30 year olds who are doing most of the bending, lifting and sweating—and if I may say, not complaining at all about it. Sure, it took their dads a few years to get rid of the “complaining” from doing their former jobs, but without these guys now, we would not be able to pull the event off from start to finish, especially the long load out and back to the office caravan after midnight and early Sunday morning.

Kudos to you “young guys.” You know who you are. We look forward to you being such an integral part of our great event for years. You're carrying on a great tradition, like your parents did and do, for a very worthwhile and important cause!



Ilyse Teller



**We'd like to thank our amazing Block Party Volunteers for their outstanding commitment to Concern Foundation's mission to CONquer CanCER Now. The Block Party's success is largely owed to your hard work and dedication!**

## BLOCK PARTY CHAIR

Lexy Carroll

## BLOCK PARTY AUCTION CHAIRS

Lynne Fox, Wendy Nogradi, Madeline Rose and Courtney Teller

## 2016 BLOCK PARTY VOLUNTEERS

Dustin Alpert  
Heather Alpert  
Anne Barnett  
Bill Barnett  
Adam Beesen  
Harvey Beesen  
Nancy Blecker  
Shelby Blecker  
Linda Blumenfeld

Jabari Brown  
Meg Byrne  
John Carroll  
Whitney Carroll  
Nancy Eisenstadt  
Dennis Estes & Volunteers  
Rusty Feldman  
John Ferdenzi  
Derek Freed  
Steve Freed  
Ellen Glick  
Marshall Glick  
Bob Goldman  
Lorene Goldman  
Aliza Goldsmith  
Noah Goldsmith  
Renee Grama  
Shirley Howard  
Warren Hyman  
Devon Kisgen

Sam Kornfeld  
Gloria Lanfeld  
Allie Lehrman  
Kimberly Leavesseur  
Joe Mariam  
Eric Massi  
Ilana Massi  
Michelle Massi  
Lucas Meyers  
Jasmine Miraflores  
Josh Neumann  
Reba Neumann  
Stephanie Osadchey  
Jerry Otelsberg  
Marjolaine Ouellet  
Michael Pazin  
Sarah Ponder  
Debbie Powell  
Rick Powell  
Laurie Resch

Lorraine Rice  
Kim Richards  
Jacquelyn Schack  
Shelly Scott  
Tracy Seng  
Jerry Shapiro  
Eileen Silver  
Celia Somers  
Jordan Teller  
Kendra Tio  
Steve Ullman  
Universal Studios  
Hollywood Employees  
Chuck Weissfeld  
Annette Weitz  
Megan Weitz  
Soheila Weitz  
Myrna Zimmerman

We truly apologize if we accidentally left anyone off this list!



## Huge Thanks to our Delicious 2016 Block Party Food & Beverage Vendors!

### FOOD

Akasha  
 Bar Hayama  
 Bourbon Steak by Michael Mina  
 Button Mash  
 CAFÉ del REY  
 California Sushi Academy  
 Casablanca Restaurant  
 Factor's Famous Deli  
 Farm Fresh To You  
 Fogo de Chao  
 Giacomino Drago  
 Group of Restaurants  
 The Glendon Bar + Kitchen  
 The Grill on the Alley  
 Kabuki Japanese Restaurant  
 La Provence Patisserie & Cafe  
 The Larder at Tavern  
 Lawry's Catering  
 Lenny's Deli  
 Maria's Italian Kitchen  
 Marino's Italian Restaurant  
 The Mark for Events

Olio e Limone Ristorante & Olio  
 The Palm Beverly Hills  
 Pizzeria Westlake Village  
 Pink's Hot Dogs  
 popchips  
 Porta Via Beverly Hills  
 Prufrock Pizzeria  
 Rosti Tuscan Kitchen  
 Rowe Cuisine  
 Samba Brazilian Steakhouse  
 Sambar  
 Savore Cuisine  
 SkinnyPop  
 Someone's in the Kitchen  
 Stonefire Grill  
 The Urban Oven  
 Herb Alpert's Vibrato Grill & Jazz

### BEVERAGES

Adam Carolla's Mangria  
 Alta Colina Vineyard & Winery  
 Asahi Beer U.S.A.  
 AsomBroso Tequila

Beekeeper Cellars  
 Bernardus Winery  
 Bouchaine Vineyards  
 Ca' Di Frara  
 Coca Cola  
 Dawn's Dream Winery  
 Diablo Pops  
 Fireman's Brew  
 Heitz Stone Cellar  
 J. Malcolm Riddle  
 'Your Personal Wine Consultant'  
 LIOCO  
 Mama's Boy Infusions  
 Mangria  
 Mr. Bartender  
 Oui Juice  
 Parry Cellars  
 Pasquini Espresso Co.  
 Patland Estate Winery  
 Peerless Coffee  
 Pellet Estate  
 Pomar Juntion Winery

Reed's Ginger Brews  
 Tito's Handmade Vodka  
 Ventura Limoncello Company  
 Weaver's Coffee & Tea  
 workman/ayer  
 ZICO Premium Coconut Water

### DESSERTS

Audrey's Cookies  
 BuzzBar Ice Cream  
 Chewys Rugulach and Hamentashen  
 Chloe's Soft Serve Fruit Co.  
 Choctál Single-Origin Ice Cream  
 Dandy Don's Home Made Ice Cream  
 DeLuscious Cookies & Milk  
 The Fry Girl Inc  
 Gluten Free Goddess  
 Howl at the Moon Café by Mychal's  
 Learning Place  
 Just Jan's  
 Rita's Italian Ice of  
 Santa Clarita Valley  
 TREATÉ by Tori Eisenstadt





# Concern Welcomes New Board and Staff in 2016

Concern has been fortunate to welcome several new board members within the last year, and with new directors comes new ideas and fresh energy. Meet Concern's newest generation of board leadership!



## LYNNE FOX

"I developed a strong sense of devotion for the nonprofit medical world over 15 years ago while volunteering in the ER at Cedars Sinai in Los Angeles. I found the cancer patients the most compelling and powerless with this insidious disease. This experience gave me the need to work alongside medical professionals to keep seeking new ways to improve the quality of life for those affected. Fundraising for scientific research was my path. Concern was the place."



## ALIZA GOLDSMITH

"Growing up, Concern was a second home to me and I am so proud to be a board member now. Like so many of us, I have lost many family members and friends to this terrible disease, including my own mother just a few months ago. I genuinely feel that Concern is making a difference by funding innovative researchers and giving opportunity to scientists who may otherwise be overlooked. I am grateful for the incredible support network that is the Concern family."



## NOAH GOLDSMITH

"Concern has played a big part in my life since an early age and it is important for me to stay connected to the organization where I learned about the importance of helping others and the difference a group of any size can make. I am eager to see the breakthroughs Concern scientists make in treating, preventing, and eliminating cancer. My hope is that in 10 years or sooner, Concern Foundation (and more importantly the breakthrough work it funds) is a household name to many more people."



## ALLIE LEHRMAN

"Personally, cancer has impacted the lives of too many people I care about: family, friends and colleagues alike. I never imagined I'd be the kid who has two parents who have fought/are fighting cancer. While I can't control or cure it, I can do my part to raise money and awareness that goes towards helping find the cure. While we are all great individually, "the whole is greater than the sum of its parts." Yes, I just quoted Aristotle."



## MICHELLE & ERIC MASSI

"We have both been affected directly by cancer and it is important to us to be involved with an organization that raises money to find a cure. With all of the organizations fighting cancer and hoping to find a cure, we are so impressed with Concern's mission to direct as much money towards research; they have accomplished what no other charity has accomplished."



## COURTNEY TELLER

"I started the Cycle with Soul event that is held at SoulCycle and has raised over \$30,000 in two years. As my generation grows older, I hope to see us step up and take the place of those that have worked so hard for many years and allow them to see the legacy that they created. All these years of [my family] supporting Concern is one of the reasons my mom is still alive today (and cancer free)."

# Concern Welcomes New Hire: Whitney Carroll

**Concern Foundation welcomes new hire Whitney Carroll, who joined earlier this summer to assist in the office with donation processing, events and everything in between. Although she's new to the staff, she's long been involved with Concern Foundation and shares her story here. Welcome Whitney!**

I'm so excited to be a part of the Concern Foundation office staff. As a fourth generation Concern supporter and volunteer, I come from a long history of family involvement with the organization.

It started with my great grandmother, Sylvia Weisz, followed by my grandparents and then to my parents. My grandfather, Richard Carroll, was instrumental in getting the city of Beverly Hills to approve our first Block Party on Rodeo Drive in 1975. My grandmother Judy Carroll was a Block Party chair. My parents Lexy and John have chaired the organization and my mother has been Block Party Chair at Paramount Studios for many years.



So as you can tell, Concern is in my blood. I attended my first Block Party when I was a young child and I am proud to be able to volunteer each year. This organization has done so many great things for so many people.

I recently graduated from Chapman University with a degree in Communication Studies and a minor in Education. I was fortunate to have had two internships with Concern as a student. Both were great learning experiences. I've also had a hand in customer service having worked many summers as a hostess and event coordinator at a local restaurant, and of course working at my family's clothing business, Carroll & Co.

I've learned a lot this summer and I really feel like part of the team ever since I jumped into Block Party planning. I look forward to our upcoming events and continuing to grow professionally and personally with this organization that means so much to me!

# CONGRATULATIONS TO THE CONCERN FOUNDATION 2016 — 2018 CONQUER CANCER NOW GRANT RECIPIENTS

## Scott Atwood – Skin Cancer

*The Regents of the University of California, Irvine*

FAT1 regulates basal cell carcinoma initiation and drug resistance

## Luis Batista – Liver Cancer

*Washington University in St. Louis*

Telomerase modulation prevents end-stage liver disease and cancer

## Milan Chheda – Brain Cancer

*Washington University in St. Louis*

Chromatin remodeling in glioblastoma

## Saar Gill – Ovarian Cancer

*The Trustees of the University of Pennsylvania*

Chimeric Antigen Receptor-redirected Macrophages for Solid Tumors

## Bojana Gligorijevic – Breast Cancer

*Temple University*

Real-Time Intravital Imaging of Cancer Cell Cycle and Motility States

## Xi Huang – Brain Cancer

*The Hospital for Sick Children, Toronto Canada*

Targeting EAG2 potassium channel in glioblastoma

## Hyungiin Kim – General Cancer Mechanism

*State University of New York, Stony Brook*

Mechanisms linking proteolysis to replication stress and tumorigenesis

## Kian-Huat Lim – Pancreatic Cancer

*Washington University in St. Louis*

Neutralizing The Innate Immune Defense Mechanism of Pancreatic Cancer

## Chintan Parekh – Leukemia

*Children's Hospital, Los Angeles*

Role of the long noncoding RNA DANCR in T cell acute lymphoblastic leukemia

## Olga Razorenova – Breast Cancer

*The Regents of the University of California, Irvine*

Dissecting the role of CDCP1 in pro-metastatic signaling

## Bruno Sainz – Pancreatic Cancer

*Universidad Autónoma de Madrid (Autonoma University of Madrid)*

Targeting mitochondrial respiration, an Achilles' heel of cancer stem cells

## Masataka Suzuki – Head & Neck Cancer

*Baylor College of Medicine*

Combining Ad gene therapy with CAR Ad-specific T-cell therapy for HNSCC

## Baochun Zhang – Lymphoma

*Dana-Farber Cancer Institute*

Dual Specificity Phosphatase 2 in Diffuse Large B-Cell Lymphomagenesis

## CONCERN IN THE COMMUNITY



On September 7, Concern presented legendary Dodgers announcer Vin Scully a special award of appreciation for helping the organization raise thousands of dollars for research through his multiple donations of “meet & greet” live auction opportunities at the annual Block Party.

*Pictured from left: Vin Scully, Derek Alpert, John Carroll and Steve Teller*

## Coming up: Halloween Candy & Holiday Toy Drive

It's already time to think about the holidays! Save your leftover Halloween candy or buy some extras for Concern's Holiday Party for pediatric cancer patients! Candy can be dropped off at the Concern Foundation office on Olympic Boulevard.

We also need your help collecting new, unopened toys, Target gift cards and monetary donations to purchase gifts on your behalf. Gifts will be distributed to local pediatric cancer patients and their family members at the Holiday Party on Sunday, December 11. Help make this the best holiday season ever for hundreds of deserving families. All toys and gifts must be collected by Monday, December 5.

Contact Concern with any questions or special drop-off arrangements.





## under the MICROSCOPE

### UPCOMING EVENTS:

**Sunday, October 16**

*Day for the Kids at Universal Studios*

**Monday, November 14**

*NSBN Charity Golf Tournament at Valencia Country Club*

**Sunday, December 11**

*Concern Holiday Party at Paramount Pictures*

**Saturday, March 18, 2017**

*LA BIG 5K at Dodger Stadium*

**Sunday, March 19, 2017**

*Los Angeles Marathon & Charity Relay at Dodger Stadium*

*Concern Foundation Cheer Zone in Beverly Hills*

**Saturday, July 8, 2017**

*43rd Annual Block Party at paramount Pictures*

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*Download the Concern Foundation mobile app for Apple and Android phones!*

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