

# De-LOVELY

*A Swanky Affair of the Heart*

# Seasons Greetings

**The American Heart Association offices are closed December 26, 2011 —January 2, 2012**

## SPONSORSHIP REACHES RECORD HIGHS!

I am so proud to announce that our sponsorship for the 2012 Heart Ball has reached **\$152,000** as of December 21, 2011! This number does not include our verbal commitments. Our verbal commitments include: LGH, Essis & Sons, Jim Eberle, Greg Lefever, Hartman Underhill & Brubaker LLP and Committee Members who haven't purchased their tickets yet. With our verbal commitments coming in, our sponsorship numbers will surpass \$165,000!!! The AHA is so grateful for all of our sponsors, volunteers and supporters. We can't thank you enough!!!

## LAST CALL FOR THE BALL!

Committee Members: If you intend on purchasing a ticket to attend the Heart Ball, please do so this week. Invitations are being mailed on Friday. We only have 29 available seats after Committed and Verbal Sponsorships. After those 29 seats are filled, we will begin creating a waiting list. You may purchase tickets by [clicking here](#).

## AUCTION IS ROLLING!

We currently have 93 items secured valuing at a total of \$43,738! (See attached) Keep in mind many of these items will be packaged to create a more desirable item. Jack Yohn is working away on developing the Online Auction Booklet website. We should see something soon, so keep your eyes open in your email inbox for the auction sneak peek! Also, since the program will be handed out prior to getting to registration this year, bidder numbers will not be on the back of the program. Guests will receive a paddle with their bidder and table number at registration. It is important that the paddles are given back to the AHA at the end of the night. Guests can turn them back in at check out or leave them on their tables. Please contact [Jayne Pickard](#) and [Melany Radel](#) if you have any questions. Thank you!

## IT IS THE BUSY TIME FOR LOGISTICS!

The Logistics Committee will be meeting on a weekly basis after the New Year! Please look at the calendar of events portion of this newsletter for more information! We are also collecting names for Night of Event volunteers. These are individuals who will be volunteering to help with specific things throughout the night, such as Auction spotting, Coat Check, Registration, Check Out, etc. If you or someone you know is interested in volunteering, please contact [Sandy Brightbill](#).

THANK YOU!

## OPEN YOUR HEART

We have raised \$4,420! If you or someone you know would like to make a pledge to OPEN YOUR HEART, please [click here](#). And don't forget to Spread the word! Please remember that John Byler will be matching our donations once we receive \$10,000! *Complete the form and mail to: 610 Community Way Lancaster, PA 17603. Remember, we actually don't need your donation until the day of the event! We only need your pledge! Thank you so much!*

Also, we will be premiering a specially made and DONATED video from Lowell Video Productions the night of the Heart Ball. This video is featuring local cardiologists, our Open Your Heart speaker, and his family. All interviews have taken place and the video is currently being edited. We are excited to share with you this inspiring experience our speaker has went through.

Finally, Open Your Heart will be a part of the Live Auction bidding process this year. We have ordered paddles to use, as mentioned in the Auction update. We are asking that if you have already made a pledge to Open Your Heart, please raise your paddle the night of the Heart Ball. You will not be charged twice for your pledge! We need you to get the momentum going!

## ONLINE FUNDRAISING

New this year! We now have an online fundraising tool to help us raise more for our Open Your Heart! I would like everyone to at least start a page and send an email to make sure this tool is in working order. We would really appreciate your help in utilizing all of the resources that the American Heart Association is providing us. Again, this does count towards our Open Your Heart funds, and it counts towards the \$10,000 we are trying to raise to get that match! [CLICK HERE TO GET STARTED](#). Thank you!

## HEART BALL

## PHOTOGRAPHY

We are excited to share with everyone that this year, we will be working with Ben Reeder of Ben Reeder Photography for the Heart Ball photos. Please make note of these special plans and enhancements to this year's photographs.

- The Heart Ball Committee photo is at 6:15 p.m.
- Photos will be available by the Model T outside between 6:30 p.m. and 7:00 p.m.
- The Photographer will hand out a card that says those photos will be available online and it will include the website address
- Couples/Groups photos will be from 6:30 p.m. – 8:00 p.m.
- Photo Booth 8:00 p.m. – 11:00 p.m.
- Photo Booth will have themed props
- On Site Photo Printing for both couples/groups photos and for the photo booth
- Couples/Groups photos will be given in the traditional Heart Ball folder with sponsors name
- Photo Booth photos will be printed on strips that about the size of half of a 5x7.

## JANUARY TIMELINE

- Catalog and package auction items
- Print Program
- Print other materials: place cards, bid cards, bid sheets, auction signs, table tents, etc.
- 75% of Open Your Heart Goal Raised
- Execute auction marketing strategies: email auction catalog to guests
- identify 3-5 interested parties for each live auction item
- Confirm all site arrangements: number of meals, decorations, valet parkers, etc.
- Confirm all sponsor and corporate table guests
- Confirm props & auction display materials
- Secure AHA checks for band, auctioneer, etc.
- Complete all seating assignments
- Complete schedule and script for evening. Meet with emcee/auctioneer/open your heart speaker.
- Rehearse
- Train night of event volunteers

## RED WINE VIP RECEPTION

## COMING! MARK YOUR

## CALENDARS

As you know, on January 12th, 2012, John Byler will be hosting the Red Wine VIP Reception at the Hamilton Club. We currently have 39 responses on who is attending. Are you one of them? Please be sure to RSVP for the event by emailing [Kristin Fisher](#). This is the only VIP Reception the Heart Ball will have for 2012, so we want to thank you properly for your hard work. Sponsors, Executive Leadership Team, and our Committee, please join us!

## NAMES OF GUESTS

We are also reaching out to our sponsors to ask for the names of the individuals who will be attending the Heart Ball. It is not only important to have so we can accurately assign table seating and bidder numbers, but this year it is particularly important to get their email addresses so we can send them the link to the Online Auction Booklet. Please help us in gathering email addresses. Thank you!

## LOST & FOUND

Someone left an umbrella at the Heart Ball Holiday Committee Meeting last night. Is it yours? Also, we laid down a Holiday Card at the meeting that had something of value inside. If anyone has found that, please let us know! THANK YOU!

## CURRENT SPONSORS

RED WINE VIP RECEPTION SIGNATURE SPONSOR;  
VIP AUCTION PREVIEW SPONSOR;  
OPEN YOUR HEART \$10,000 MATCH DONOR

[JOHN BYLER](#)

HEART HEALTH SNACK/TABLE FAVORS

**FAULKNER LANCASTER** [FAULKNER](#)

[BMW](#) AND [FAULKNER CHEVROLET](#)

BAND SPONSOR AND FOYER DECOR

[LANCASTER COUNTY MOTORS](#)

LIVING WELL PARTY

[ORTHOPEDIC ASSOCIATES OF LANCASTER](#)

AND [NORTH POINTE SURGERY CENTER](#)

DINING WELL THANK YOU PARTY

(AFTER HEART BALL)

[LANCASTER REGIONAL MEDICAL CENTER](#)

PRINT MATERIALS

**FULTON BANK**

SIGNATURE DESSERT TASTING

**JONES FAMILY OF DEALERSHIPS**

SIGNATURE DRINK TASTING

**MURRAY RISK MANAGEMENT**

**& INSURANCE**

CENTERPIECES

**BENCHMARK CONSTRUCTION**

CENTERPIECES

**RHOADS ENERGY**

PHOTOGRAPHS

**OAK LEAF MANOR**

HEART HEALTHY SNACK

**STEVENS & LEE**

COAT ROOM

**PROFESSIONAL DESIGN & CONSTRUCTION**

COAT ROOM

**TROUT, EBERSOLE & GROFF**

EVENT DECORATIONS

**CREDIT BUREAU OF LANCASTER COUNTY**

EVENT DECORATIONS

**LANCASTER TOYOTA**

EVENT DECORATIONS

**MEMBERS 1st FEDERAL CREDIT UNION**

EVENT DECORATIONS

**PREFERRED HEALTH CARE**

VOLUNTEER REFRESHMENTS

**DENTECH**

VOLUNTEER REFRESHMENTS

**LANCASTER NEUROSCIENCE & SPINE ASSOCIATES**

## TABLE SPONSORS

**ADCOCK AUCTION**

1 Table Sponsor = 8 tickets

**FRANKLIN & MARSHALL COLLEGE**

1 Table Sponsor = 8 tickets

**GRAYSTONE BANK**

1 Table Sponsor = 8 tickets

**HARLEY DAVIDSON MOTOR CO.**

1 Table Sponsor = 8 tickets

**LANCASTER REGIONAL MEDICAL CENTER**

1 Table Sponsor = 8 tickets

**LANCASTER SCHOOL OF COSMETOLOGY**

1 Table Sponsor = 8 tickets

**M & T BANK**

1 Table Sponsor = 8 tickets

**MRI GROUP**

1 Table Sponsor = 8 tickets

## DOUBLE+ PATRONS

**ACUITY ADVISORS AND CPAS**

2 Patrons = 4 tickets

**DONEGAL INSURANCE**

2 Patrons = 4 tickets

**EASTERN ALLIANCE INSURANCE**

2 Patrons = 4 tickets

**EPHRATA COMMUNITY HOSPITAL**

4 Patrons = 8 tickets

**FAMILY OWNED MARKETS**

4 Patrons = 8 tickets

**METRO BANK**

3 Patrons = 6 tickets

**SIMON LEVER**

2 Patrons = 4 tickets

## PATRONS

**CHIROPRACTIC 1ST**

1 Patron = 2 tickets

**JIM & LAURIE MARTIN**

1 Patron = 2 tickets

**LANCASTER EMS**

1 Patron = 2 tickets

**M & T BANK**

1 Patron = 2 tickets

**RON KUBEK & SUSAN PATTON KUBEK**

1 Patron = 2 tickets

**TRAVEL TIME**

1 Patron = 2 tickets

**TURNER BUICK GMC**

1 Patron = 2 tickets

**UROLOGICAL ASSOCIATES OF LANCASTER, LTD.**

1 Patron = 2 tickets

**VELESKA JEWELRY**

1 Patron = 2 tickets

## PROGRAM

Thank you to everyone who has been very diligent and prompt when responding with your program acknowledgements. Our apologies that some had to be returned for guideline requirements of not being an "advertisement". Thank you for your understanding. We are waiting on just four more acknowledgements for a complete program. The Online Auction Booklet will go live with what we have, and when we receive the final four, they will be in the print version of the program.

## CALENDAR OF EVENTS

**Wednesday, January 4, 2012**

Logistics Meeting at Diane Tannehill's home

66 Oak Hill Drive Lititz PA

4:00 p.m.—6:00 p.m.

**Thursday, January 12, 2012**

Logistics Meeting

**January 12, 2012**

**Red Wine VIP Reception at the**

**Hamilton Club**

**6:00 p.m.**

**RSVP to [kristin.fisher@heart.org](mailto:kristin.fisher@heart.org)**

**Wednesday, January 18, 2012**

Logistics Meeting

**Thursday, January 26, 2012**

Logistics Meeting

**February 3, 2012**

Wear Red Day & Heart Ball Set

Up day

**February 4, 2012**

2012 Lancaster Heart Ball @ LCC

**March 6, 2012**

Dining Well Thank You Party

@ Lancaster Regional Medical

Center in their Atrium

**April TBD, 2012**

Living Well Party by Orthopedic

Associates of Lancaster

