



As of October 31st, 2011, we have raised a total of **\$118,500** through sponsorships! AND, with verbal commitments, that brings us to a total of **\$123,000** in sponsorships! And as if that wasn't enough, we currently have **\$13,000** in sponsorship renewals out there! If we can get confirmations from our verbals and renewals left, we would have **\$136,500** in Heart Ball Sponsorships! [Sponsorship packet link is here.](#)

EXECUTIVE LEADERSHIP

CONGRATULATIONS TO BRIAN BRIGHTBILL who secured his first sponsorship as a result of being on the Executive Leadership Team! THANK YOU! The ELT had their 3rd meeting on Friday, October 28th. Please email updates to [Jennifer DeBerdine Goldbach](#), [Michael DeBerdine](#), and [Ann Marie Bolen](#). This will allow us to plan properly and have an idea of what is going on. We thank you and everyone on this team for all the hard work you are doing!

PHOTO/PR/ MARKETING

Teaser: EXTRA! EXTRA! READ ALL ABOUT IT! GET THE SCOOP AT DE-LOVELY! IT IS GOING TO BE THE CAT'S MEOW!

ADVOCACY

Save the Date!

February 6, 2012

Join AHA and Other Advocates for PA Advocacy Day

The American Heart Association invites you, your family and friends to join us on **Monday, February 6th, 2012** for our annual Advocacy Day at the State Capitol in Harrisburg.

It's important that we have advocates from as many legislative districts as possible – so, Register Now! to come make your voice heard!

Did you know that bystanders who aid someone in an emergency using CPR and businesses who want to place an AED on their premises are not protected from liability under the current PA Good Samaritan Law? Advocacy Day will highlight the problems with this loophole in current law and participants will meet with their legislators to advocate support for Senate Bill 351, which would remove these barriers, making it safe for Pennsylvanians to render aid without fear of liability.

In addition to meeting with your legislators to generate support for SB 351, Advocacy Day will include a morning training session to learn more about the issue, a press conference, and other activities throughout the day to celebrate February as American Heart Month and National Wear Red for Women Day.

More information will be forthcoming as we get closer to the date. So for now, all you need to do is mark your calendar for February 6th, [RSVP](#), then plan to join other advocates in what promises to be an exciting day at our State Capitol!

Thank you!

Jennifer Ebersole, PA Government Relations Director
American Heart Association

P.S. Please forward to your friends, family, and colleagues and invite them to join you in making a difference on February 6th!

OPEN YOUR HEART

We have raised \$1,815! Jay Ridinger will be beginning his campaign on November 11, 2011 to all of his contacts. Greg Lefever has signed over 500 letters and they will be going out in the mail next week! Rebecca Deibler sent out her letters a few months back. \$8,185 left and counting!!

Remember that John Byler is matching individual donations if we raise \$10,000. Please give us your pledge early so we can count you in PRIOR to the event. This will let us know what we are working with as far as the match is concerned.

[Open Your Heart Pledge Forms—click here.](#)

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!**

SIGNATURE EVENT

The 2012 Lancaster Heart Ball Signature Drink Tasting IS THIS WEEK on November 3rd at The Conestoga House! Please make sure you have RSVP'ed for the event! So far, we have almost 50 in attendance! Please let [Kristin Fisher](#) know if you will be attending!

ONLINE

Become a fan of our Facebook page:

[www.facebook.com/LancasterHeartBall](#)

Our Heart Ball website was updated today! Here you can find a copy of our [sponsorship package](#) and commitment forms, as well as bios and photos of our [event chairs](#). Tickets will be available for purchase on December 1, 2011. You can find us at [www.heart.org/LancasterPAHeartBall](#).

LOGISTICS

Linens and Centerpieces have almost been decided. Videographer and Entertainment have been confirmed! The next Logistics Committee Meeting is November 16th from 11:30 a.m.—1:00 p.m. and could possibly be at the Lancaster Country Club.

MEDICAL SPONSORSHIP

The Medical Sponsorship Team had their Heart Health Happy Hour on October 12th. This was extremely successful!!! There were many new faces and the opportunity to get new executives in the community involved with the Heart Ball. Chiropractic 1st and Urological Association have already committed to being Patrons!!! A very huge thank you to Bill Weik, Melissa Weik and Rose Sieger. We can't thank you enough for a beautiful event!

UPCOMING EVENTS

November 3, 2011	Auction Committee Meeting @ AHA 4:00 p.m.
November 3, 2011	Signature Drink Tasting @ The Conestoga House 5:30 p.m.—7:30 p.m.
November 16, 2011	Logistics Committee Meeting @ Sandy Brightbill's 11:30 a.m.
January 12, 2012	Red Wine VIP Reception at the Hamilton Club 6:00 p.m.
February 3, 2012	Wear Red Day
February 4, 2012	2012 Lancaster Heart Ball @ LCC
March TBD	Dining Well Thank You Party @ Lancaster Regional Medical Center
TBD	Living Well Party by Orthopedic Associates of Lancaster

NOVEMBER TIMELINE

- Continue Sponsorship Solicitation of all Levels
- Continue Silent & Live Auction Solicitation – Auction Committee made a personal deadline of Thanksgiving, which is November 24th
- Confirm and Secure Entertainment for the event, contracts signed
- 2013 Chair confirmed
- Develop logistics/facilities rough draft plan: flowers, linens, decorations, photographer, emcee, event day volunteers, menu, etc.
- Open Your Heart Letters and Emails are sent
- PRINT INVITATIONS
- Start collecting acknowledgements for the Heart Ball program

CURRENT SPONSORS

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

[JOHN BYLER](#)

UNDECIDED

FAULKNER LANCASTER (FAULKNER BMW AND FAULKNER CHEVROLET)

BAND SPONSOR AND FOYER DECOR [LANCASTER COUNTY MOTORS](#)

DINING WELL THANK YOU PARTY (AFTER HEART BALL) [LANCASTER REGIONAL MEDICAL CENTER](#)

LIVING WELL PARTY [ORTHOPEDIC ASSOCIATES OF LANCASTER AND NORTH POINTE SURGERY 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**

HEART HEALTHY SNACK **STEVENS & LEE**

VOLUNTEER REFRESHMENTS **DENTECH**

EVENT DECORATIONS **LANCASTER TOYOTA**

EVENT DECORATIONS **MEMBERS 1st FEDERAL CREDIT UNION**

COAT ROOM **TROUT, EBERSOLE & GROFF**

VERBAL COMMITMENTS FROM: WAITING ON FORMS

- EASTERN ALLIANCE INSURANCE**
- HEART SPECIALISTS OF LANCASTER**
- LANCASTER NEUROSCIENCE**
- DR. SEAN MORIARTY**

PATRONS

CHIROPRACTIC 1ST

1 Patron = 2 tickets

M & T BANK

1 Patron = 2 tickets

TRAVEL TIME

1 Patron = 2 tickets

TURNER BUICK GMC

1 Patron = 2 tickets

DOUBLE+ PATRONS

DONEGAL INSURANCE

2 Patrons = 2 tickets

FAMILY OWNED MARKETS

4 Patrons = 8 tickets

SIMON & LEVER

2 Patrons = 4 tickets

TABLE SPONSORS

HARLEY DAVIDSON

1 Table Sponsor = 8 tickets

M & T BANK

1 Table Sponsor = 8 tickets

TICKETS

Through Heart Ball Sponsorship commitments and verbals, we have

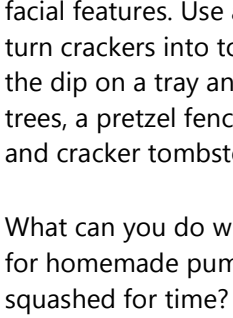
162 seats filled!!

AUCTION

Attached are the items we have received commitments on thus far. They would like to know if anyone outside of the Auction Committee has any contacts in the industries of Jewelry, Travel, and Original Art. They have set 3 deadlines to have things to Jack Yohn for the Online Auction Booklet, sponsored by John Byler. This booklet will include item, description, value and a picture of the item. If a photo was not provided, or cannot be found online, the donor's logo will be used in place of the item's picture. The Auction Categories are: Live Auction, Art, For Children, Health & Beauty, Home Clothing & Accessories, Jewelry, Restaurants and Entertainment and Services. The final deadline to have items in is December 16, 2011. Please let [Jayne Pickard](#) and [Melany Radel](#) know! Thank you!

FUN HALLOWEEN

FOOD

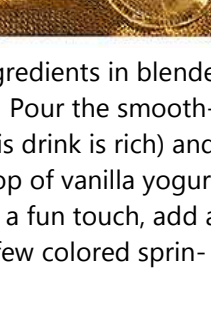


These toothsome treats are a fun and healthy break from Halloween sweets. Just quarter and core an apple, cut a wedge from the skin side of each quarter, then

press slivered almonds in place for teeth. If you're not going to serve them right away, baste the apples with orange juice to keep them from browning.

Hungry goblins will love getting their hands on these crunchy carrot snacks. Ingredients:

vegetable dip, 4 long carrots, 1 medium carrot, softened cream cheese, sliced-almond, baby carrots. To prepare them, just fill a serving bowl with your favorite vegetable dip. Wash and peel 4 long carrots for fingers and 1 medium carrot for a thumb. With a paring knife (a parent's job), cut a flat, shallow notch in the tip of each carrot. Then use a dab of dip or softened cream cheese to glue a sliced-almond fingernail atop each notch. Stick the fingers in the dip, as shown, and serve with plenty of peeled baby carrots for dipping.



WANT A SNACK PLATTER TO DIE FOR?



Ingredients: 1/2 cup fresh spinach, 10 ounces hummus, Vegetables (we used broccoli and celery), Pretzels, Hard-boiled eggs, Crack sticks, Black olives, Edible marker, Carrot sticks. Instructions: In a food processor, puree the spinach and hummus. To make the boiled-egg facial features. Use an edible marker to turn crackers into tombstones. Mound the dip on a tray and top it with veggie trees, a pretzel fence, boiled-egg ghosts, and cracker tombstones.

What can you do when you're in the mood for homemade pumpkin pie, but you're squashed for time? Whip up a batch of these thick and tasty pumpkin smoothies.

Recipe Ingredients:

1/2 cup canned pumpkin
3/4 cup milk or vanilla yogurt
1/4 tsp. cinnamon
1/8 tsp. nutmeg
2 tsp. brown sugar
4 ice cubes

Directions: Combine ingredients in blender and puree until smooth. Pour the smoothies into small glasses (this drink is rich) and garnish each with a dollop of vanilla yogurt or whipped topping. For a fun touch, add a pinch of cinnamon or a few colored sprinkles. Serves 2 or 3.



Save the Date

American Heart Association's 2011 Start Eating Healthy Day

Mark your calendars for the AHA's 3rd annual event to help us eat healthy—just in time for the holidays!

Wednesday, Nov. 2

[www.heart.org/starteatinghealthyday](#)

My Heart. My Life.