

LUPUS LA

Member of the Lupus Research Institute National Coalition • Spring/Summer 2014

TWO NEW PROGRAMS LAUNCHED

Prominent Doctors Join LLA Medical Advisory Board

On February 21, Lupus LA launched its Medical Advisory Board (MAB) with a kick-off luncheon at the SLS hotel in Beverly Hills. And what a prestigious group it is!

These outstanding medical professionals are dedicated to supporting the important work of Lupus LA, including expanding patient services and funding novel research. They are also charged with acting as liaison to health care agencies and institutions,

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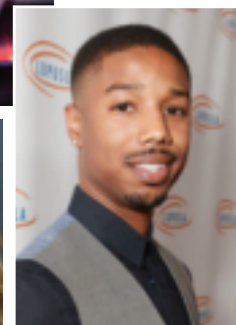
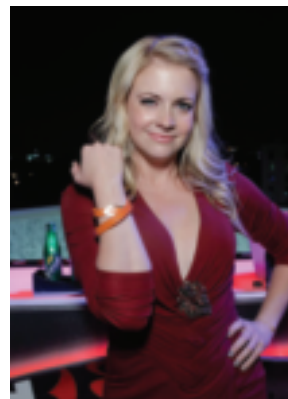


Pictured from left to right: Sheetal Desai, MD, (Rheumatologist); R. Swamy Venuturupalli, MD (Rheumatologist); Maureen McMahon, MD (Rheumatologist); Founder Daniel J. Wallace, MD (Rheumatologist); Co-Chair Andreas Reiff, MD (Rheumatologist); Bevra Hahn, MD (Rheumatologist); Michael H. Weisman, MD (Rheumatologist); Jay N. Schapira, MD (Cardiologist); Co-Chair Renee Rinaldi, MD (Rheumatologist); and Rachel Abauv, MD (Dermatologist). Members not pictured are: C. Noel Bairey Merz, MD (Cardiologist), Lindsay Forbess, MD (Rheumatologist); and Mariko L. Ishimori, MD (Rheumatologist).

The Stars Have Aligned

One of the biggest challenges of a disease like lupus is the fact that so few people know what lupus really is. Lupus affects nearly 1.5 million people in the United States, and has notoriously been one of the least recognized major diseases in the country. A primary mission

of Lupus LA is to change that fact, and to educate the public and the medical community about lupus. We are unique compared to other lupus organizations because we are located in the entertainment capital of the world, and we have been focused on working with celebrities to help spread the word about lupus since the beginning.



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LETTER FROM THE CHAIRMAN

Dear Friends,

Momentum is important in any business, and momentum in a business can lead to some wonderfully unexpected things. I am always appreciative and proud of any donation that comes in to Lupus LA, but I am even more thrilled when the gift is unexpected. The reason is that an unexpected gift usually comes entirely from the momentum that we're creating with our business. When someone learns about Lupus LA from a Tweet or a Facebook post, a magazine article or a web search, it means that we're doing our job and getting the word out.

The newly reconstituted Medical Advisory Board (MAB) is yet another great sign of our momentum. Witnessing the kick-off event of the MAB was incredibly inspirational, and I was able to see the wheels turning on our growth and our reach. The doctors who have joined our MAB, led by Co-Chairs Dr. Renee Rinaldi and Dr. Andreas Reiff, are eager, dedicated, and most of all, enthusiastic about Lupus LA. The ideas were flowing at the meeting, and you could see the networking and connections being made. You knew, just by being in the room, how important that day was for the future of Lupus LA.

What the participation of these doctors, and the doctors we will be adding over the next few months, means to Lupus LA is critical. It means hundreds of new lupus patients who we can assist, and that can assist us. It means collaboration among at least four medical institutions in Southern California. And it means new ideas and new paths when it comes to research, treatment, and care for the lupus patients we serve.

They say that all good things come to those who wait. I disagree. I think all good things come to those who work hard, who plan, and who have a vision. Lupus LA has spent years building the infrastructure, the reputation, and the backbone for what we are now becoming, and each and every donation, surprise or not, has helped that effort along the way. It's paying off for the lupus patients here and around the world, and I thank you for being a part of the evolution. I can assure you that we're not done yet – just ask the doctors on the MAB.



A handwritten signature in black ink, appearing to read 'Adam Selkowitz'.

Adam Selkowitz

Chairman

P.S. Don't forget to follow us on Twitter (@LupusLA) and "like" us on Facebook!

The Best Way to Celebrate the Holidays

On December 14, Lupus LA teamed with the Rheumatology Department of Children's Hospital Los Angeles (CHLA) to celebrate another successful year of the pediatric support group that Lupus LA started over four years ago. These children, the smallest of lupus patients, are a major priority for Lupus LA, and the support group and services we provide at CHLA have been widely acclaimed as the model for total family support for autoimmune illnesses.

The nearly 200 attendees started the day with breakout sessions for parents, lupus patients, and siblings, all of which were specifically designed to meet the needs of the individuals in each group. The families were treated to lunch thanks to Togo's and Baskin Robbins of La Crescenta and the Juvenile Arthritis Association, while they listened to Lupus LA Ambassador (and Disney Channel star) Phill Lewis read "Master Davey and the Magic Tea House" presented by Coffee Bean and Tea Leaf. Sharon Stone was on hand to address the families,

and to present each and every child with a wrapped set of presents provided by her sister, Kelly Stone. Phill and Sharon spent over an hour after the reading, meeting with the kids, taking pictures, and signing autographs.

Lupus LA is very proud to be able to provide the ongoing support that the patients and families of the CHLA Rheumatology Department need. Lupus LA is also very excited to welcome a new partner to the program, The Juvenile Arthritis Association, and to thank them for supporting the holiday party this year.

For more information on the pediatric programs of Lupus LA, please visit our website at www.lupusla.org/patientprograms or call 310.657.5667.



Hollywood Bag Ladies

If ever an event was in the bag, of the bag and for the bag, it was the 2013 Hollywood Bag Ladies Luncheon.

The bags were gorgeous, the honorees were fabulous and the fashion show was a hit, making this the most successful Hollywood Bag Ladies Luncheon ever.

The luncheon, which raised a record \$428,000, was hosted by Louise Roe and attended by a number of pretty impressive women, who topped off lunch with individual cakes donated by Nothing Bundt Cakes.

Four exceptional Women of Achievement were honored: Janice Wallace, wife of Lupus LA founder, Dr. Wallace; and the women of the Stone family - Kelly, Sharon and their mother, Dorothy. We celebrated the immense contributions that each of them has made to Lupus LA and the lupus community over the years. Sharon was not able to join us at the luncheon, but sent in her place 75 designer handbags (each one autographed by her!) and a surprise guest - Snoop Dogg, whose family has been involved with Lupus LA since his daughter Cori was diagnosed with lupus. While accepting Sharon's award, Snoop said, "I'm thankful to be at such a prestigious event to [help] bring some awareness to this disease so people can really try to find a cure. We will find a cure."

Carrie Brillstein presented Noah Alexander, a longtime committee member of the Hollywood Bag Ladies Luncheon, with the first Adam Selkowitz Outstanding Volunteer Award.

Sharon Stone's personal collection added high-end couture

**Carrie Brillstein congratulates
Noah Alexander**



and designer selections to the silent auction. Lupus LA also received many generous donations from designers all over the world, including a one-of-a-kind Fendi and a Versace bag that came with a personal shopping experience.

Overall, this was the largest handbag auction we have ever had, with only 18 of the more than 330 handbags going unsold.

Each year, we auction off a trip to New York Fashion Week, arranged by Entertainment Studios, and this year's package had a few extra incentives, including a Zac Posen gown and a meet-and-greet with designer Christian Siriano. Guests

Pictured, from top: Host Louise Roe posed for press; Nikki Reed checking out a bag; Melissa Joan Hart displays Zac Posen gown.



also bid on a custom Burberry trench coat, NUDO earrings donated by Pomellato, and more.

The luncheon ended with the first-ever "Parade of Handbags" fashion show. Guests were treated to a preview of the latest handbags from some of the best fashion houses, including Roberto Cavalli, Jimmy Choo, ETRO, Salvatore Ferragamo, and more.

The 2013 Hollywood Bag Ladies Luncheon proved, once again, that this event is one of the best in the area. Mark your calendars for the next luncheon on Friday, November 21, 2014 at our new venue, the Beverly Hilton.



Clockwise from top: Nicole Paxson checks out the Sharon Stone Couture collection; Snoop, Adam and Kelly; Parade of Handbags.

Latest on Lupus Patient Conference

Over 200 patients and their families attended the 9th annual Latest on Lupus patient conference held on December 7 at Cedars-Sinai Medical Center. Thank you to our speakers, Dr. Lindsay J. Forbess, Rheumatologist; Sara S. Goozee, Ph.D.; Kirsten Maeda, Patient Advocate; Dr. Vaneet Sandhu, MD, Cedars-Sinai/Lupus LA Rheumatology Fellow; and Dr. Daniel J. Wallace, Rheumatologist. Special thanks to the Lupus & Major Organ Involvement Panelists pictured at right: From left to right: Dr. Ramy H. Hanna, Nephrologist; Dr. Rachel Abuav, Dermatologist; Dr. Antoine Hage, Cardiopulmonary disease; and Dr. Jay Schapira, Cardiologist.

We are very grateful to our generous sponsors, GlaxoSmithKline (GSK) and UCB Inc., who enabled us to host the conference free of charge to patients and their families. The next Latest on Lupus patient conference is scheduled for June 28 at the University of California Irvine. For more information, email us at info@lupusla.org, or call our office at 310.657.5667.



Lupus LA/Cedars-Sinai Rheumatology Fellowship Program Names Vaneet Sandhu, MD, as Fellow

Lupus LA and Cedars-Sinai Medical Center have joined together to support a two-year fellowship and have named Vaneet Sandhu, MD, as the first Lupus LA/Cedars-Sinai Fellow. On July 1, 2013, Dr. Sandhu joined a prominent group of lupus researchers at Cedars-Sinai who have a reputation for cutting edge medical research and world-renowned patient care. The two-year Lupus LA/Cedars-Sinai Rheumatology Fellowship was funded by generous supporters of Lupus LA. Actress Sharon Stone got the ball rolling with a surprise cash call for the fellowship at the 2012 Hollywood Bag Ladies Luncheon. Individual donors soon followed and the fellowship was fully funded.

The problem of a widespread shortage of practicing rheumatologists was the impetus for creating the fellowship. Lupus LA is addressing this shortage by investing in the next generation of rheumatologists.

"It is a real honor for both Lupus LA and Cedars-Sinai to be able to work in tandem to address some of the most important issues facing lupologists," said Daniel J. Wallace, MD, founder of Lupus LA and associate program director of the Rheumatology Fellowship Program at Cedars-Sinai. "Our unique environment is perfectly positioned to collaborate on projects that will greatly improve our understanding of this devastating disease."

Dr. Sandhu completed her residency in internal medicine at Loma Linda University Medical Center in 2013, completing three years of extensive training in the field. As the Lupus LA/Cedars-Sinai Fellow,

Dr. Sandhu's responsibilities will include training doctors at various free clinics and hospitals in Los Angeles on how to

recognize, diagnose and treat lupus patients. The fellowship provides an opportunity to address the serious healthcare disparities and treatment outcomes among women, minorities and lupus patients living in poverty.

Part of the two-year training program also involves work on a lupus research project and consulting with other physicians. Dr. Sandhu will be mentored closely and participate in a robust research program, which is critical for breakthroughs in the treatment and prevention of lupus.

"We at Cedars-Sinai are pleased to collaborate with Lupus LA on this project. The fellowship itself is an innovative idea that will focus the research aspect of our training program on environmental risk, genetic predisposition, biomarker collections, and important clinical outcomes of our lupus cohort here at Cedars-Sinai Medical Center," said Michael H. Weisman, MD, who holds the Cedars-Sinai Chair in Rheumatology and is the director of the Division of Rheumatology at Cedars-Sinai. "It is a win-win for both organizations."

"It is an honor to be named the Lupus LA/Cedars-Sinai Fellow. Our field is so vast and in the realm of the unknown, I personally seek to find the answers," said Dr. Sandhu. "Lupus LA has helped me get here and my patients will keep me going."



ADVISORY BOARD, *continued from page 1*

advising the Lupus LA Board of Directors on matters of clinical and public policy, assisting with professional education programs, and fostering Lupus LA's relationship within the medical and scientific communities. Please read more about the Medical Advisory Board in the Board Chairman's letter.

Lupus LA Support Groups

Lupus LA has 7 adult support groups in English, 1 adult support group in Spanish, and a pediatric support group at Children's Hospital Los Angeles. For more information, including dates, times and locations, please call the Lupus LA office at 310.657.5667 or visit our website at www.lupusla.org.

STARS, continued from page 1

We've now formalized those relationships and have created the Lupus LA Ambassador Program, which has taken off like a rocket. Longtime celebrity supporters like Michael B. Jordan, Melissa Joan Hart, Kellie Martin, Scott Grimes, Phill Lewis, Meredith Monroe, Howie Dorough, Ali Hillis, Parminder Nagra, and Paula Abdul quickly joined the program. Since we've launched, Gilles Marini, Terri Seymour, Kristen Johnston, Bob Guiney and Sharon Stone have all jumped on board.

The group is tasked with a variety of outreach options



such as attending our events, giving interviews to the press, using their social media presence, and reaching out to patients in order to spread the word about lupus and Lupus LA. The program is chaired by Hollywood powerhouses and Lupus LA board members Toni Braxton, Lauren Shuler Donner, and Nancy Utley, all of whom have lent their considerable experience and influence in the entertainment community to help give the Ambassador Program instant success.

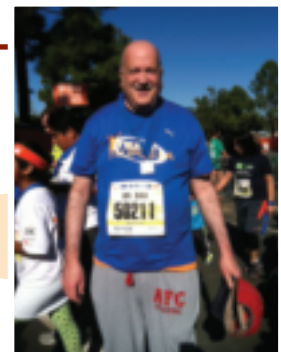
Keep an eye out for our Ambassadors' efforts, and for Lupus LA to add even more high-powered talent to the roster.

Marathon

Our 5th year in the ASICS LA Marathon and LA Big 5K was a huge success. Thank you to everyone who was a part of it. We raised over \$85,000 and had almost 200 members on Team Lupus LA – our largest team to date! Our top three teams were: (1) Team Temko (2) Team Fogel (3) Team Wallace. Our top three individual fundraisers were: (1) Sarah Bowman (2) Nooshin Meshkaty (3) Nicole Fogel.

Special thanks to the Beverly Hills Rotary and Interact District #5280 for sponsoring us, running with us in the 5K, and for cheering with us on Rodeo Drive. We would also like to thank our sponsors: Beverly Hills Rotary Club, Clif Bar, Fenix Cosmetics, Porta Via Bistro, Puma, QALO, Tikkun Holistic Spa and Vita Coco.

Sign-ups for next year's Team Lupus LA will start in September. Please contact Megan Hatch at mhatch@lupusla.org if you are interested in joining!





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Lupus LA, a non-profit health organization founded in 2000 by Daniel J. Wallace, MD promotes lupus research, awareness, and education, and serves the needs of people with lupus and their families in the greater Los Angeles area.

Lupus LA Board of Directors

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Debbi Cowan, *Vice Chairman*

Alan Kaye, *Treasurer*

Dorothy Ellis, *Secretary*

Toni Braxton

Roger Cowan

Kathy Gallagher

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Michelle Kaye

Kate Kelly

Lauren Shuler Donner

Phil Sun

Nancy Utley

Janice and Daniel J. Wallace, MD

Patti Koltnow, *Executive Director*

Lupus LA cordially invites you to the 2014

Orange Ball

honoring

LANNETTE AND SCOTT TURICCHI
Daniel J. Wallace Founder's Award

PHILL LEWIS
Loop Award

EMD SERONO
Medical Visionary Award

Hosted By
KRISTEN JOHNSTON



THURSDAY, MAY 8TH
Beverly Wilshire Hotel at 9500 Wilshire Boulevard, Beverly Hills
6:30 PM: Cocktail Reception • 7:30 PM: Dinner, Award Presentations, Live Auction, Entertainment
Cocktail attire requested—orange attire even better!

 VISIT LUPUSLA.ORG OR CALL 310-657-5667
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