

**TRENDS MAGAZINE AND  
THE TRENDS CHARITABLE FUND**

**Welcome You to the 29th Annual**

**BEAT THE HEAT 2011**

**Saturday, September 24, 2011  
The Arizona Biltmore**

6:00 p.m.           Cocktails and Silent Auction  
8:00 p.m.           Dinner/Fashion Show/Presentation  
10:00 p.m.          After Party

*Honoring*

**2011 FABULOUS PHOENICIAN**

Bill Shover

**2011 TRENDSETTERS**

Dyan Haugen, Ellen Katz, Margot Knight, Beth McRae, Kathy Petsas, Kiffie Robbins,  
Adrienne Schiffner, Armity Simon, Jennifer Stringfellow-Moser, Eileen Yeung

**2011 AMBASSADORS**

Ann Graham, Pearle Marr, Carolyn Ross

**AUTUMN/WINTER 2011 FASHIONS BY:**

Danese Creations, Dillard's, Exclusively Big and Tall, G-STAR RAW,  
Saks Fifth Avenue, Oday Shakar and The Clotherie

**EVENT COORDINATOR**

Robyn Lee

**FASHION COORDINATOR**

Margaret Merritt

**SPECIAL EFFECTS COORDINATOR**

Chris Beckley / The Production Group

Proceeds benefit the 2011 charities of the  
Trends Charitable Fund: Crisis Nursery,  
Jewish Family & Children's Services,  
Teach for America, and The Wellcare Foundation.

**TRENDS CHARITABLE FUND**  
Gracious Giving. Gracious Living.



The Trends Charitable Fund (TCF) was established in 1996 and has distributed nearly \$4,000,000 to charities since its inception. The TCF governing board is comprised of 11 prominent Valley women who are elected to three-year terms. These women are selected from a group of TCF members-at-large who were previously honored as Fashionalities/Trendsetters.

Each year the TCF Board grants funds to charities that meet the TCF mission. Funds to support these programs are generated by the 29th annual Beat the Heat gala and the TCF Celebrity Luncheon held in the Spring.

## Trends Charitable Fund Mission Statement

It is the mission of the Trends Charitable Fund (TCF) to support programs in need that positively impact women, children and their families.

## 2011 Board of Directors

Susan Doria – *President*

*Board Members* – Trisha Anthony, Sallie Brophy Najafi, Sandy Hecomovich, Catherine Jacobson, Jill Krigsten, Nan Howlett, Ina Manaster, Lisa Shapiro, Nancy Spetzler and Ellie Ziegler

## Advisors

Bill Dougherty – *Publisher, Trends Magazine* • Robyn Lee – *Coordinator and Business Liaison*

## Trends Charitable Fund Grant Recipients

**1993:** Chrysalis Shelter; **1994:** Chrysalis Shelter; **1995:** Phoenix Day; **1996:** Arizona Women's Education and Employment (AWEE), HomeBase Youth Services; **1997:** Aid to Adoption of Special Kids, Girl's Ranch; **1998:** Action for Foster Children, Arizona Friends of Foster Children, Assistance League; **1999:** Center Against Sexual Assault, Phoenix Firefighters-Save R Kids Program; **2000:** Sexual Assault Recovery Institute, Southwest Autism Research and Resource Center (SARRC); **2001:** Marcus House, The Christmas House Foundation; **2002:** Arizona's Children Association, Foster Angels of Arizona Serving Together, Inc., Sojourner Center; **2003:** Arizona School Choice Trust, Greater Phoenix Interfaith Hospitality Network, Widowed with Children; **2004:** AZSids, Justice for Children, Not My Kid, Sunshine Acres, Teen Lifeline; **2005:** Beatitudes Center D.O.A.R., Body Positive's "Women's Empowerment Program," Nana's Children Mental Health Foundation, Positive Impact, Stepping Stones of Hope; **2006:** AASK, AZ Friends of Foster Children, Florence Crittenton, Growth Improvement for Female Teens (GIFT), Neighborhood Ministries, New Song Center for Grieving Children; **2007:** Children's Museum of Phoenix, Chrysalis, Community Legal Services," Crossroads, Inc., Gabriel's Angels, Haven House/YWCA, Healthy Smile Foundation, Hope House and Mom's Place/ Neighborhood Ministries, New Song Center, Phoenix Children's Hospital, Rosie's House, Students Supporting Brain Tumor Research, Valley Youth Theatre, Wellcare Foundation, Wellness Community; **2008:** A & A Cottages, Inc., Assistance League of Phoenix, Greater Phoenix Youth at Risk Foundation, Inc., Homeward Bound, Mission of Mercy, Arizona, Rosie's House, Save the Family Foundation of Arizona, The Wellness Community, Waste Not; **2009/2010:** Arizona's Children Association, Desert Mission, Inc., Phoenix Day, Phoenix Rescue Mission, Teen Lifeline, UMOM New Day Center; **2011:** Crisis Nursery, Jewish Family & Children's Services, Teach for America, and The Wellcare Foundation.

## Trends Charitable Fund Accepting Grant Applications

**Grant filling/postmark deadline: August 26, 2011 • Announcement of grant recipients: November, 2011. To obtain Grant Applications and Guidelines, visit [trendscharitablefund.org](http://trendscharitablefund.org) or contact [grants@trendscharitablefund.org](mailto:grants@trendscharitablefund.org) or call 480.951.2950.**

# BEAT THE HEAT 2011

Saturday, Sept. 24, 2011 • The Arizona Biltmore

## PATRON FORM

### PATRON LEVEL (please check one)

- Champs Élysée (10 seats)** . . . . . \$50,000  
*Two Page Feature Story on patron and their philanthropies in Trends Magazine. All benefits at the \$25,000 level*
- Via Veneto (10 seats)** . . . . . \$25,000  
*Company name and logo listed in collateral materials, Press release inclusion, Full page color thank you ad in September issue of Trends Magazine, One night stay at The Arizona Biltmore (night of event), plus all benefits at \$15,000 level*
- Rodeo Drive (10 seats)** . . . . . \$15,000  
*Preferred Runway seating for ten guests at event, Full page color ad in July/August issue of Trends, Full page color ad in event program (same as July/August issue of Trends), Acknowledgement from stage, Company logo displayed in ballroom, Special recognition gift, ten swag bags. Ad copy deadline 6/14/10*
- Park Avenue (10 seats)** . . . . . \$10,000  
*Company logo displayed in ballroom, Listing in event program, Runway seating for ten guests, ten swag bags, Recognition from stage*
- Savile Row (10 seats)** . . . . . \$5,000  
*Recognition at event, Listing in event program, Preferred seating for ten guests at event, two swag bags*
- Fifth Avenue (10 seats)** . . . . . \$3,000  
*Listing in event program, Seating for ten guests*
- Carnaby Street (2 seats)** . . . . . \$2,500  
*Listing in event program, Runway seating for two guests, two swag bags*
- Trendsetter Tradition (1 seat)** . . . . . \$1,000  
*Listing in event program, Preferred seating for one guest, one swag bag*
- Michigan Avenue (1 seat)** . . . . . \$300
- Union Square (donation, not attending)** . . . . . \$ \_\_\_\_\_  
*Gifts of \$500 and above listed in event program*

TOTAL DONATION \$ \_\_\_\_\_

NAME TO APPEAR IN PROGRAM: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Mail/fax this form indicating your level of support with your payment. (\$85 of ticket is non-deductible for tax purposes)  
Checks should be made payable to Trends Charitable Fund. Tickets will be held at the door.

FORM OF PAYMENT:  CHECK  VISA  MC  AMEX  DISCOVER

ACCOUNT #: \_\_\_\_\_ EXP: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PLEASE SEND TO: Trends Charitable Fund  
5921 East Indian Bend Rd., Paradise Valley, AZ 85253  
Phone: 480.951.2950 • Fax: 480.922.0441

Trends Charitable Fund is a 501c3 organization. Tax ID# 86-0834633.



**2011:** Armity Simon,  
 Adrienne Schiffner, Beth McRae,  
 Ellen Katz, Kiffie Robbins, Dyan Haugen,  
 Margot Knight, Kathy Petsas, Jennifer  
 Stringfellow-Moser and Eileen Yeung.

**2010:** Deborah Bateman,  
 Suzanne Dickey, Carolyn Evani,  
 Sue Fletcher, Kathy Harris, Sheila Ingram,  
 Jan Lewis, Penny Nissley, Helen Presutti,  
 Erica Stottlemeyre

**2009:** Jennifer Collins,  
 Robyn DeBell, Roseann Dunteman,  
 Juanita Francis, Lynne Love,  
 Vicki McDonald, Janice Montana,  
 Kathy Munson, Julie Prusak,  
 Jinger Richardson

**2008:** Susan Doria,  
 Sandy Hecomovich, Char Hubble,  
 Shelley Kuhle, Sharron Lewis,  
 Debbie Moak, Dee Nowell, Doris Ong,  
 Nancy Spetzler

**2007:** Kathy DeSanto,  
 Jacquie Dorrance, Carol Hegets,  
 Judy Hewson, Ginette Karabees,  
 Ina Manaster, Linda Messenger,  
 Sallie Brophy Najafi, Barbara Payne,  
 Carol Waldrop

**2006:** Oonagh Boppart,  
 Jennifer Croll, Renee Dee, Alexis Glascock,  
 Marilyn Harris, Nan Howlett,  
 Cathy Kleeman, Jill Roberts, Lisa Shapiro,  
 Paige Wheeler

**2005:** Sarah Cheek, Carol Cook,  
 Courtney Denton, Barbara Dunlap,  
 Brenda Howard, Catherine Jacobson,  
 Jill Krigsten, Leah Hoffman Langerman,  
 Beth Matthews, Priscilla Nicholas

**2004:** Judy Bowe,  
 Barbara Caldwell Taylor, Donna Johnson,  
 Jerri Kelly, Caryll Kyl, Patsy Lowry,  
 Diane Might, Terry Roman, Julie Vogel,  
 Nancy Walker

**2003:** Missy Anderson,  
 Jane Christensen, Sari Deihl,  
 Jane Edmunds, Laurie Florkiewicz,  
 Benee Hilton-Spiegal, Jamie Hormel,  
 Tochia Levine, Karen Pratte,  
 Elaine Schreiber

**2002:** Charlene Berge-Blum,  
 Debbie Gaby, Carrie Hall,  
 Lisa Henry-Holmes, Cathy Kent,  
 Carole Machiz, Sandy Magruder,  
 Jean Marley, Stella Paolini, Karen Thorn

**2001:** Jennifer Blank-Matney,  
 Barbara Davis, April Esner, Susan Hoskyns,  
 Melissa Leonesio, Leslie McCarver,  
 Carole Moreno, Tara Shapiro,  
 Sandy Trznadel, Ann Vry

**2000:** Pamela Covella,  
 Kathleen Lang, Michele Laven,  
 Stephanie McRae, Patti Naughton,  
 June Shapiro, Nancy Silver, Patty Stelton,  
 Heidi Teets, Christi Warner-Beyer

**1999:** Maureen Barkley,  
 Debi Bisgrove, Stevie Eller,  
 Ruth Lavinia, Robin Milne,  
 Pam Overton, Pat Petznick, Judy Santo,  
 Robin Sewell, Daryl Weil

**1998:** Lin Sue Cooney,  
 Sandy Cowen, Naomi Gauthier,  
 Heather Greenbaum, Christine Gustafson,  
 Linda Pope, Jordan Rose, Rhonda Russell,  
 Carrie Schnepf, Nancy White

**1997:** Sue Boemer,  
 Wendy Cracchiolo, Anne Hesse-Wellington,  
 Bonnie Marshall, Bonnie Martin,  
 Michelle Robson, Glenna Shapiro,  
 Sharon Steele, Sandy Wood, Olinda Young

**1996:** Trisha Anthony,  
 Anne Christensen, Barbee Cromack,  
 Patty Dion, Jamie Drinkwater-Buchanan,  
 Suzanne Eder, Judy Edwards,  
 Sharon Eider-Orley, Nancy Hanley,  
 Ellie Ziegler

**1995:** Jane Bergamo,  
 Barbie Boyle, Darlene Keller-Price,  
 Kristy Moore, Shauna Robertson,  
 Anne Ross, Linda Surdakowski,  
 Susie Wesley, Katherine Woods,  
 Julie Young

**1994:** Barbara Arkules,  
 Libby Cohen, Donna Fleischer,  
 Leevon Guerithault, Rona Kasen,  
 Terres Martori, Lisa Molina, Ruth Ritz,  
 Tracey Saban, Georgeanne White

**1993:** Shelley Adams,  
 Jill Alanko, Mol Anderson, Lynn Custer,  
 Claudia Fanning, Jamie Herzlinger,  
 Beth McDonald, Lisa Shover,  
 Shireen Stuart, Patsy Tiffany

**1992:** Elaine Apostle,  
 Diana Balich, Olivia Garcia, Jazelle Ghiz,  
 Dana Jirauch, Sally Lehmann,  
 Suzan Makaus, Cheryl Parker,  
 Ellie Shapiro, Suzan Spiekerman

**1991:** Sharon Bartick,  
 Sheila Corwin, Melissa Goett,  
 Ann Graham, Nancy Joaquim,  
 Phyllis Malenfant, Pearle Marr,  
 Carolyn Ross, Marcie Saban,  
 Rachel Smith

**1990:** Marie-France Andreani,  
 Jane Evans, Georgia Green,  
 Susan Heywood, Julie Hopper, Sally Lynch,  
 JoAnn Murphy, Marcia Roth, Diane Ryan,  
 Loretta Saban

**1989:** Nancy Berge, Cay Cowie,  
 Pat Hasbrook, Kax Herberger,  
 Denise Hrudka, Freita Keluche,  
 Betty McRae, Denise Ricketts,  
 Sue Stuckey, Jocelyn Wallace

**1988:** Liz Alpert,  
 Deborah Pyburn Brewer, Penny Galarneau,  
 Patti Lau, Christine McGuire-Mudd,  
 Anne Robbs, Robin Russell,  
 Virginia Simpson, Rita Steer,  
 Michele Watson

**1987:** Linda Anderson,  
 Aquanetta, Valentine Coleman,  
 Carol Critchfield, Pat Goldman,  
 Penny Gunning, Robyn Lee, Betty Reid,  
 Stephanie Roberts, Kim Spector

**1986:** Diane Halle,  
 Loretta Haugen, Karlynn Keyes-Lee,  
 Pat Leach, Jamie Lendrum,  
 Dorothy McGuire-Williamson,  
 Mary Ellen McKee, Mary Ogle,  
 Paige Parnell, Bernadette Wolfswinkle

**1985:** Rosemary Brown,  
 Nanci Bruner, Debbie Dus, Cheryl Fine,  
 Harriet Friedland, Andrea Mullen,  
 Jane Norris, Susan Smith Olsen,  
 Betty Rosenzweig, Mary Jo Waits

## 2010/2011 Grant Recipients



**CRISIS NURSERY'S COMMUNITY SHELTER AND DAY RESPITE** programs' goal is to stabilize families in crisis. Children living in families with multiple problems - lack of financial resources, mental illness, single parents, homelessness or unstable housing, domestic violence, lack of education, incarceration - are at high risk for abuse and neglect, especially when parents are faced with difficult, stressful situations. Having the option to voluntarily place their children in a safe, nurturing environment while crises are resolved empowers parents to make positive decisions for their families, even when times are toughest.

**602.273.7363 [www.crisisnurseryphx.org](http://www.crisisnurseryphx.org)**

**JEWISH FAMILY & CHILDREN'S SERVICES** provides specialized programs in behavioral health, geriatrics, prevention, and family violence, without regard to age, gender, faith, ethnicity or income. Shelter Without Walls was created in 1998 to address the unmet needs of survivors of domestic violence (female or male) and their children, who are residing outside of a shelter setting and are struggling to attain and/or maintain safety and independence. The program benefits survivors by ensuring the support, safety planning, legal advocacy, and linkage to resources necessary to attain/maintain safety and independence.

**602.279.7655 [www.jfcsaz.org](http://www.jfcsaz.org)**

**TEACH FOR AMERICA'S** mission is to build the movement to eliminate educational inequity by enlisting our nation's most promising future leaders in their efforts. The Sponsor a Teacher program is driven by Teach For America's mission to eliminate educational inequity by recruiting talented and diverse individuals who commit two years to teach in low-income schools and become lifelong leaders in pursuit of educational excellence and equity, changing the life prospects for these students and investing in the stability and success of Arizona's families and communities.

**602.304.0211 [www.teachforamerica.org](http://www.teachforamerica.org)**

**THE WELLCARE FOUNDATION'S** mission is to provide access to free integrated, primary healthcare for single working mothers and their children who do not qualify for state assistance and cannot afford to pay out-of-pocket costs for healthcare needs. The Wellcare Foundation provides services in areas such as family practice, gynecology, pediatrics, nutrition, counseling, dentistry, and many other specialties. The Wellcare Foundation's plan of care is a comprehensive approach to healing the whole person, providing much-needed physical, mental, and emotional healthcare services.

**602.263.7619 [www.wellcarefoundation.org](http://www.wellcarefoundation.org)**

*If you would like to volunteer or make a personal donation, please contact these charities directly.*