

Established in 1994, in honor and recognition of Caroline Halpern's commitment to supporting cancer research, the award recognized the true sense of giving back to the community. Giving



Jay and Renee Weiss with University President Donna E. Shalala

back is what Renee and Jay Weiss seem to do best.

"Jay has been a phenomenal driving force behind the cancer center; he has been an unparalleled spokesman on our behalf," says Goodwin. "His vision and leadership have invigorated and inspired us to reach new heights."

Jay Weiss, a founding executive with Southern Wine and Spirits, has generously given his time and financial support to the University of Miami, and particularly UM/Sylvester. He served as chairman of the Board of Governors of UM/Sylvester for eight years, and is a past chairman of the Miami-Dade County Public Health Trust, which oversees Jackson Memorial Hospital. He currently serves on the University of Miami's Board of Trustees and his wife is a Grand Founder of UM/Sylvester.

The Weiss family firmly believes in UM/Sylvester and understands

the vital need for a world-class cancer treatment and research facility here in South Florida. Their efforts are focused on helping improve early detection and better treatment today, while achieving their dream of one day eliminating death from cancer. They recognize the absolutely critical role that funding plays in realizing their goals.

The spirit of philanthropy runs deep in the Weiss family. Renee and Jay's four daughters also are actively involved in a number of charitable and community activities. They are determined to carry on the family tradition of giving back and setting an example for their own children.

"To say they are charitable is an understatement," says Fogel. "They care so much about people, especially those who are not as fortunate as others. Anything they can do to help, they do."

### GLORIA BERKOWITZ, PRESIDENT OF THE PAPANICOLAOU CORPS

Gloria Berkowitz, president of the Papanicolaou Corps for Cancer Research, has a vision. Her hope is that one day the organization she represents will cease to exist because a cure for cancer will have been found.

It's certainly not unthinkable, especially after the Pap Corps donated \$2 million and pledged a record-setting \$10 million over the next five years for research efforts at the University of Miami Sylvester Comprehensive Cancer Center last May.

"Cancer is something that affects every-

body, whether directly or indirectly—it affects you no matter what," says Berkowitz, president of the Pap Corps, a volunteer group with 13,000 members across four counties that has supported cancer research at the University for 51 years. "A lot of our members are survivors," adds Berkowitz. "Our members truly believe, and I believe, that the cure will only come from research."

"Research cures cancer, and no group works harder than the Pap Corps to support that effort," says W. Jarrard Goodwin, M.D., F.A.C.S., director of UM/Sylvester.

The ongoing support of the Papanicolaou Corps funds critical research at UM/Sylvester, including work in tumor immunology, cancer cell biology, and genetics. It has also assisted investigations of melanoma, ovarian cancer, and new diagnostic tools for a variety of cancers at South Florida's only university-based cancer center.

"Whether it's members sitting with the Cans for a Cure in front of Publix or running a golf and tennis tournament that makes \$150,000, it all comes together," Berkowitz adds. "There would be no Corps without the members, and they each have their own way to get to the goal—funding cancer research."

### DENNY AND PAUL FEINSILVER

When Denny Feinsilver puts her arms around something, her heart tends to follow. That's when the act of getting involved explosively shifts from generous support to full-fledged activism.

"If there was anything in the world we wanted to be involved in, it was



Gloria Berkowitz

cancer research,” says Denny. “Research is the only thing that will cure cancer. By getting involved, we’re protecting our future—our families, our colleagues, our friends, and our community.”



Denny and Paul Feinsilver

Her husband, Paul, is behind her every step of the way. In just four years, the Feinsilvers have rooted themselves in the cancer center, becoming founding members of Friends for Sylvester. Together, they sit on the

boards of Friends for Sylvester and the Founders’ Society, which Denny now co-chairs.

Ironically, on the day they were named to the Founders’ Society, cancer touched their lives in a personal way. The experience solidified their belief that UM/Sylvester is one of the top cancer centers in the world, and today, the Feinsilvers are Grand Founders.

When it came time to celebrate the successful outcome of their personal experience with cancer, Denny launched Coupons for a Cure. The successful fundraising program she developed turns the thoughtful deed of gift giving into a meaningful opportunity to support cancer research. In its first full year, the program generated 132 coupons (or donations to the cancer center). Just two years later, the number rose to 1,300, a figure Denny predicts will exceed 2,000 this year.

“It’s a simple, user-friendly program,” she says, “that is not only self-perpetuating in its growth, but also is enhanced by additional programs dur-

ing the holidays as well as displays at local businesses.”

In 2001, Denny chaired the inaugural *Live on Lincoln*, a major biennial Friends event that raises funds for cancer research through a celebrity performance, an exclusive pre-theater dinner, and a spectacular live auction. This year’s event (November 13), which Denny will chair again, features renowned actor Tony Danza, and is expected to raise more than \$250,000 for cancer research.

“This is an institution we believe in,” says Denny. “We’re committed to more than just financial support. We’re committed to getting the word out and marketing the cause. We want to let people know how very fortunate they are to have UM/Sylvester in their own backyard.”

### THE BERNICE KRASLOW OVARIAN CANCER RESEARCH FUND

When UM/Sylvester physicians diagnosed Bernice Kraslow with third-stage ovarian cancer in 1990, both she and her husband, University of Miami Life Trustee and Public Health Trust Board Member David Kraslow, were shocked.

“They call this the silent disease of women because it usually produces few symptoms,” says Hervy E. Averette, M.D., American Cancer Society professor of oncology, Division of Gynecologic Oncology at UM/Sylvester.

Then, of course, came the questions. What were her treatment options? What were her chances for recovery? What next?

“The initial diagnosis was that she would live another two to three years. She might live longer or less. There was

no guarantee,” recalls David Kraslow. “Fortunately, she was a fighter. She received superb care at UM/Sylvester, and she lived another 12 years.”

Standard therapy for advanced ovarian cancer involves surgery, followed by chemotherapy. According to Averette, Bernice’s doctor, extensive surgery was performed to remove the bulk of the tumor. In addition to follow-up surgeries, she was placed on a dozen different types of regimens of chemotherapy and drugs over the next 12 years. Bernice responded well to the treatment most of the time.

“The uniqueness of this case was that Bernice Kraslow was tough; she was a fighter and as feisty as anyone I have ever seen,” recalls Averette. “Bernice hung in there—I don’t think that I ever made a suggestion that she didn’t follow.”

During her 12-year bout with the disease, Bernice didn’t sit idly by. Determined to help other women in the same situation, she created a forum at UM/Sylvester to allow cancer patients to support each other through knowledge and hope. She also fielded calls from women from around the country who called her to share their experiences, often finding inspiration in Bernice’s remarkable story of survival. Her efforts even caught the eye of cancer center staff, who presented Bernice with a business card that read: Bernice Kraslow, Cancer Educational Consultant.

“Bernice asked a lot of questions after the first surgery and started researching the disease and talking to people,” recalls Kraslow. “That’s when



David Kraslow