

ACAAI NEWS

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JULY/AUGUST 2009

Marvin Hamlisch to perform at ACAAI's Annual Fundraising Dinner

The College is thrilled to announce that Marvin Hamlisch, whose music is revered for its great versatility as well as substance, will perform at the ACAAI Annual Fundraising Dinner held during the ACAAI Annual Meeting, Nov. 5-10, in Miami Beach, Fla.

As a composer, Hamlisch has won virtually every major award including three Oscars, four Grammys, four Emmys, a Tony and three Golden Globe awards. His groundbreaking show, *A Chorus Line*, received the Pulitzer Prize.

He is the composer of more than 40 motion picture scores including his Oscar-winning score and song for *The Way We Were* and his adaptation of Scott Joplin's music for *The Sting*, for which he received a third Oscar. His prolific output of scores for films include original compositions

and/or musical adaptations for *Sophi's Choice*, *Ordinary People*, *The Swimmer*, *Three Men and a Baby*, *Ice Castles*, *Take the Money and Run*, *Bananas* and *Save the Tiger*.

Mr. Hamlisch was musical director and arranger of Barbra Streisand's 1994 concert tour of the U.S. and England as well as of the television special, "Barbra Streisand: The Concert," for which he received two of his Emmys.

The ACAAI fundraising event includes a cocktail reception, a Silent Auction organized by the Alliance, dinner and Mr. Hamlisch's performance. Net proceeds from the event will be donated to the ACAAI Foundation to support the Consortium on Children's Asthma Camps, Scholars Return Programs and Young Faculty Support Awards.



Mark your calendar to attend the ACAAI Annual Meeting, Nov. 5-10, and Fundraising Dinner, Nov. 8, in Miami Beach.

Find an Allergist, Find Relief message reaches millions

While it's only been a few months since the College launched *Find an Allergist, Find Relief*, the public education and advocacy campaign has already reached millions.

Media relations, advertising and grassroots activities of the ACAAI members on the Allergy and Asthma Relief Team are working together to achieve campaign goals to:

- Raise awareness of allergies and asthma and the importance of seeing an allergist for diagnosis and treatment
- Motivate allergy/asthma sufferers to take action

• Differentiate allergists from other clinicians
Here's how the integrated communications tactics have made an impact:

Media relations and advertising

The campaign has generated 349 feature stories, reaching an audience of 350 million in print and broadcast media, including *USA Today*, *Family Circle*, *Ladies Home Journal*, CNN.com and Good Morning America's online health channel. The media coverage includes key campaign components and messages with:

- 96 percent quoting or acknowledging an ACAAI spokesperson

- 94 percent including a mention of ACAAI
- 82 percent including the campaign Web site (AllergyAndAsthmaRelief.org)

Print, radio and online ads have generated an additional reach of 169 million.

Web site traffic

The campaign Web site, AllergyAndAsthmaRelief.org, has received more than 119,000 unique visitors, averaging 12,000-15,000 visitors per week. More than 19,800 visitors completed the Relief Self-Test and more than 9,000 accessed the Allergist locator.

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The Alliance keeps focus on the Annual Meeting in Miami Beach

by Rebecca A. Goldberg, R.N., Alliance President

I hope many of you have registered for the ACAAI Annual Meeting in



Mrs. Goldberg

Miami Beach, Fla., Nov. 5-10. I look forward to seeing all of you there. As a reminder from my last communiqué, this year there will be a registration fee for all Alliance

members (except for FIT spouses), non-member guests and spouses. Alliance members with 2009 dues paid before June 1 will be charged \$40. Alliance members with outstanding dues and all other guests will be charged \$95. Families with children ages 3 – 12 may purchase a ticket for \$25 to enter the Hospitality Suite for the duration of the meeting.

The Alliance will again be hosting several events in different venues. The Hospitality Suite at the Fontainebleau Hotel includes a Continental Breakfast and some fascinating children and adult programs on

Friday through Sunday, and it is a great place to meet and greet those old friends and find new ones. We will be selling the note cards and cookbooks for the last time, so get your copies while they last. We will host the International Reception Saturday.

The Silent Auction will be held at the Sunday evening annual fundraiser benefiting the Foundation, during the reception hour held before the dinner and Marvin Hamlich performance. This year we have a week in a condo in Lake Tahoe and a RabbitAir Minus A2 Spa 780A HEPA air purifier to auction off, so please stop by and bid on these great donations. If you would like to donate high quality items, please contact Heidi Smith at the College office.

Our Annual Business Meeting and Luncheon will be held on Sunday where we will elect the 2010 officers of the Alliance. The new slate of officers are **Jan Gower**, president; **Sarah Nelson**, president-elect; **Tina Funkhouser**,

secretary; **Diana Bahna**, treasurer and **Margaret Quell**, **Jenny Commins** and **Ellen Portnoy** on the Executive Board. Be sure to reserve your tickets for the Business Meeting as soon as possible, as seating is limited.

If you would like to help with any of these activities you can volunteer your time by e-mailing Heidi at heidismith@acaa.org or faxing (847) 427-1294.

This is my last article in *ACAAI News*. The year continues to be a challenge and a pleasure. I urge anyone not already participating in the many facets of the Alliance to come join us. Even if you only have one hour of time per year, the returns are well worth it.

As always, please feel free to contact me regarding any questions or concerns at bgoldberg@memclin.com or mail to my attention to ACAAI, 85 W. Algonquin Rd, Arlington Heights, IL.

See you in Miami.

Marvin Hamlich headlines Annual Fundraising Dinner

Award-winning, revered composer, Marvin Hamlich, will perform at the ACAAI Annual Fundraising Dinner held during the ACAAI Annual Meeting in Miami Beach on Sunday, Nov. 8.

Hamlich has won virtually every major award including three Oscars, four Grammys, four Emmys, a Tony and three Golden Globe awards. His groundbreaking show, *A Chorus Line*, received the Pulitzer Prize.

He is the composer of more than 40 motion picture scores including his Oscar-winning score and song for *The Way We Were* and his adaptation of Scott Joplin's music for *The Sting*, for which he received a third Oscar. His prolific output of scores for films include original compositions and/or musical adaptations for *Sophi's Choice*, *Ordinary People*, *The Swimmer*,

Three Men and a Baby, *Ice Castles*, *Take the Money and Run*, *Bananas* and *Save the Tiger*.

The fundraising event includes a cocktail reception with a Silent Auction organized by the Alliance, dinner and Marvin Hamlich performance. Net proceeds from the event will be donated to the ACAAI Foundation to support the Consortium on Children's Asthma Camps, Scholars Return Programs and Young Faculty Support Awards.

Tickets can be purchased for the Annual Fundraising Dinner when you register for the ACAAI Annual Meeting, Nov. 5-10, using the forms in your printed Registration Packet or available on the meeting Web site at www.acaa.org/member.

