I’m delighted to have begun my tenure as chairman of the board for the American Heart Association. It’s truly an exciting time in medicine and health care. Looking ahead, I can see areas of promise and innovation towards our mission of saving and improving as many lives as possible.

One of those areas is One Brave Idea, a five-year $75 million research project funded by the AHA, Verily and AstraZeneca. Taking a laser-focused approach to curing coronary heart disease by investing in a single research team is a game-changer. On Oct. 3, the AHA celebrated the opening of the One Brave Idea Science Innovation Center in Boston, where the research team is conducting their work.

I’m also excited about the great work happening in communities across the country. We know that each community has different needs. The AHA is uniquely positioned to bring together partners and science-based programs to meet those needs, leading to healthier environments for all. In this edition of The Pulse, you’ll read about some of the remarkable volunteers, donors and partners making these vital efforts possible.

While serving as chairman, I’m committed to continuing and growing the AHA’s work as an innovative leader. Groundbreaking programs like One Brave Idea and pioneering local efforts can change the healthcare landscape. I look forward to accelerating both the AHA’s performance and our ability to deliver on our 2020 Impact Goal.

As I consider how we’re going to reach our bold goals, I am confident when I see how the Cor Vitae Society has grown and continues to transform communities. Your collective impact is inspiring, and we’re grateful for your dedication to our mission. It’s an honor to celebrate and recognize each of you for the difference you’re making in the fight against heart disease and stroke.

I would also like to extend a special thank you to my fellow Cor Vitae Society lifetime members within our Heart and Torch and 1924 Circles. You are some of our most dedicated supporters, and your passion and commitment will lead to solutions to these deadly diseases. Thank you for believing in the work of the AHA.

I look forward to sharing future updates and to celebrating advancements with you, our valued Cor Vitae Society members. Wishing you and your family a wonderful holiday season and happy New Year.

James Postl
Chairman of the Board
Heart and Torch Circle
**EVENTS**

**MARTHA’S VINEYARD, MASSACHUSETTS:**

On Aug. 9, the first chapter of the “Take Me Home” video series featuring multicultural influencers touring their native neighborhoods for a close-up look at health disparities was screened at the Martha’s Vineyard African-American Film Festival. Afterwards, President’s Circle member and stroke survivor Mark Moore led a discussion on the AHA’s approach to improving multicultural health and well-being.

**BOSTON, MASSACHUSETTS:**

On Oct. 3, the AHA proudly opened the One Brave Idea Science Innovation Center. Society members met the One Brave Idea team and learned about their groundbreaking work. Launched in 2015, One Brave Idea is a unique $75 million research enterprise focused on preventing and curing coronary heart disease and its consequences.

**AHA CEO Nancy Brown and Dr. Calum MacRae (above and on the left) join Verily and AstraZeneca for the ribbon cutting at the state-of-the-art One Brave Idea Science Innovation Center.**

**Heart and Torch Circle members Joan and Paul Rubschlager viewing an exhibit.**

**President’s Circle members Brenda and Mark Moore**
‘The Drive for 5:’ survivor and his family raise awareness, funds through endurance events

Boston, Massachusetts

In February 2005, NFL linebacker Tedy Bruschi had just won his third Super Bowl with the New England Patriots and returned home from playing in the Pro Bowl in Hawaii. He woke up in the middle of the night with a severe headache and numbness on the left side of his body. He went back to sleep.

The next morning, the headache was worse, he couldn’t walk and lost his left field of vision. His wife Heidi called 911 and he was rushed to the hospital.

At age 31, Tedy had suffered a stroke.

“I didn’t know this could happen to me,” Tedy said. “After my stroke, Heidi and I wanted to teach others about the warning signs. When you’re dealing with a stroke, every second counts.”

Tedy asked the American Stroke Association (ASA) to work with him to create Tedy’s Team to be a support system for survivors and their families while testing their limits, keeping them fit and bonding as a family. The team raises money for and awareness of the ASA by training and completing the Boston Marathon®, the Falmouth Road Race and a travel race every year.

Today, Tedy’s Team has more than 1,200 alumni. This year, the team is focused on “The Drive for 5” — a goal of reaching $5 million in fundraising since its inception.

Tedy and Heidi have both completed the Boston Marathon® and Falmouth Road Race, demonstrating their commitment to helping other survivors and their families.

“Running Boston twice was one of the hardest things I have ever accomplished — more difficult than playing in the National Football League,” Tedy said. “What these runners accomplish, not only in finishing the Boston Marathon, but in their training, the discipline... it is all because of their WHY, and that is truly inspiring.”

To learn more about or to join Tedy’s Team, visit heart.org/TedysTeam.

Father’s legacy honored by his family and community for 15 years

San Antonio, Texas

For 15 years, Sam and Margie O’Krent and their devoted committee have hosted the Arthur O’Krent Golf Classic to honor Sam’s late father, who passed away from heart disease.

“In some small way, I’m helping my dad live on through the Arthur O’Krent Golf Classic,” Sam said. “He was a man that was full of life and left us way too soon.”

Since its founding, the tournament has raised more than $1.1 million to support the American Heart Association in San Antonio.

Last year, the group supported the CPR in Schools program, which requires CPR training as a graduation requirement in Texas, by donating kits to a local school district that had recently lost a beloved coach to a sudden heart attack. The response from the students was amazing. Not only did they send a beautiful thank you card, they also created a Hands-only CPR flash mob.

Thanks to their vision, the O’Krents have helped the AHA/ASA impact countless lives and fund important programs through the Arthur O’Krent Golf Classic.
Every Saturday morning, 66-year-old John Lewis meets his two youngest granddaughters for breakfast. Twelve years after his triple bypass, the dedicated father and grandfather is passionate about helping others live longer, healthier lives, so they can enjoy special moments like these.

John had always been active — participating in golf, baseball and wrestling when he was in school. At age 55, for several weeks, every time he raised his arm, he would feel pain in his right tricep and become nauseous. John traveled often for work and assumed he had hurt his arm at some point.

His doctor ran a series of tests, including an EKG and nuclear stress test. John still thought the problem was his arm. Hours later, his doctor called, asking him to come back.

He was admitted to the hospital, and the next day was in the catheterization laboratory where they found a severe blockage — a widow maker.

“I didn’t know what it was, but it didn’t sound like something you wanted to have,” John said.

The next morning, doctors performed a triple bypass. Weeks after he initially felt pain in his arm, John finally had answers. The surgery saved John’s life.

Today, John is avid about helping others. “We need to do what we can for each other, whether that’s a conversation, donation or getting into shape. Little by little, it all adds up.”

He talks to his friends and family about exercising, eating right and regularly visiting their doctor. “It doesn’t take a lot of time, but if you don’t, you’re throwing caution to the wind,” John said.

“I was once bullet proof, too. You go through life thinking it’s always going to be that way.”

Since the AHA asked John to share his story in 2009, he has generously supported the American Heart Association’s (AHA) mission in Raleigh, North Carolina. “I can’t think of a better cause,” he said.

In May, John and his wife Jane joined the President’s Circle of the Cor Vitae Society, giving a generous $100,000 gift to the Triangle Heart Ball in support of the AHA’s mission. Their support will fund lifesaving research and programs and help the AHA educate people on how to take steps to live longer, healthier lives.

“I’ve been blessed and lucky — if there is anything I can to do extend someone’s life, I will,” John said.
Kelly and David Pfeil | Dallas, Texas

HEART AND TORCH CIRCLE

Kelly and David Pfeil have enjoyed attending the AHA fundraiser Côtes du Coeur in Dallas for years. The event features a wine auction and celebrity chefs, and has attracted more than 23,000 guests and raised more than $34 million over its 26-year history. Kelly and David have enjoyed attending not only because of the incredible wine and food, but also the association’s mission is very personal to them.

Heart disease has affected both sides of their family. When they were asked to be the event’s 2017 chairs, Kelly and David knew this was a cause they could passionately support.

“My dad has suffered several heart attacks, which resulted in bypass surgery, and is alive at 82 because of heart research,” Kelly said. “I want to have a healthier heart than the generation before me, and I want my girls to live longer and healthier lives than I will.”

Kelly’s dedication to fighting heart disease also extends to her professional career. As a PhD chemist, Kelly has worked with companies including PepsiCo, Coca Cola and Frito Lay to design more heart healthy products.

“I spent 25 years in the food and beverage industry, and know the value of the AHA’s position to reduce sodium and sugar as well as eliminating trans fats and reducing saturated fats for a heart healthy diet,” she said. “I love the research the AHA supports to help people make healthy choices at the dinner table or in restaurants.”

Kelly will bring her expertise to the AHA’s board of directors in Dallas as one of its newest members.

“I wanted to continue my relationship with the AHA beyond chair of the Côtes du Coeur because I saw the great value the association is bringing to our families and making a difference in so many people’s lives.”

“David and I both have seen heart disease affect our families,” Kelly said. “We’re proud to contribute to an organization that will support the longevity of our family’s next generation.”

“We’re proud to contribute to an organization that will support the longevity of our family’s next generation.”

Champion’s Circle member Doug Hawthorne, Heart and Torch Circle members Kelly and David Pfeil, President’s Circle member Tim Wallace and Heart and Torch Circle member Ron Haddock
Barbara and William Rafaill | Albion, Michigan

CHAMPION’S CIRCLE
PAUL DUDLEY WHITE LEGACY SOCIETY

Drs. Barbara and William Rafaill are no strangers to the effects of heart disease or heart-related complications.

Bill had a heart attack in 1998 due to a near total blockage of his left anterior descending artery. He never had chest pain, one of the most common symptoms of a blockage. By the time he had a catheterization, his heart was already damaged.

“In the 90’s, they didn’t recognize back pain as a symptom of a heart attack,” he said. “I am grateful for the medical advances over the last decade and the work of the American Heart Association.”

Barb was born with a congenital heart defect and had open heart surgery when she was 9 years old. They couldn’t repair her mitral valve at the time, but years later she underwent successful replacement surgery.

“I am hoping for a future that provides better targeting drugs without side effects and more cardiovascular research and education,” Barb said.

The Rafaills are members of the Paul Dudley White Legacy Society, having included the association in their estate plans. In 2017, they became members of the Cor Vitae Society. Wanting to give back to their Michigan community, they funded a gift for 22 CPR in Schools kits after Michigan’s CPR in Schools Act was signed into law in December 2016.

“We hope that everyone will join us to fund this important initiative,” Barb said. “We are confident we can get there one gift at a time.”

Inger and Pat Geraghty | Jacksonville, Florida

PRESIDENT’S CIRCLE

Inger and Pat Geraghty keep the health of their Jacksonville, Florida community top of mind as they lead this year’s First Coast Heart Ball. Pat’s previous volunteer leadership involved chairing Heart Walks in Minnesota and Florida. Inger chaired Go Red For Women® in 2016 and currently serves on her local AHA board.

As Heart Ball chairs and community leaders, they give generously. Their goal is to change the health of the First Coast community by focusing on employee wellness and Life’s Simple 7, seven simple ways to improve your health and quality of life.

As chief executive officer of Florida Blue, part of the Blue Cross Blue Shield, Pat has committed to partnering with the AHA on its blood pressure initiative Check. Change. Control. Pat and Inger have personally seen the impact of heart disease and stroke in women through experiences with Florida Blue employees and their partners.

Both of Pat’s parents have been affected by heart disease and owe advances in heart medication to their good health today. Inger’s grandfather survived quadruple bypass surgery. Inger is passionate that children learn the mission and messages of the American Heart Association at an early age and apply them as they grow into adulthood.
Jamie Lee | New York, New York  
CHAMPION’S CIRCLE

After James “Jimmy” Bainbridge Lee, Jr. succumbed to a heart attack two years ago, his son, Jamie, along with other family and friends, wanted to honor his legacy.

Each May, they participate in the AHA’s annual Wall Street Run and Heart Walk (WSRHW) in New York City. Jimmy was an investment banker on Wall Street and is credited as the architect of the modern-day syndicated loan market. He was vice chairman of JPMorgan Chase & Co. and a member of the bank’s executive committee. He was also an avid sports fan who enjoyed golfing and fishing.

Jamie, an investment analyst, is following in his father’s financial footsteps.

The WSRHW is a three-mile walk and run in New York’s financial district that brings together about 12,000 people from the area and represents a variety of companies from finance, law, pharmaceuticals, communications and media. In 2016, The Jimmy Lee Cup was established to honor Jimmy and is awarded to the team who raises the most money.

Lynne Wood Dusenberry and Bruce Dusenberry | Tucson, Arizona  
PATRON’S CIRCLE

Lynne and Bruce are longtime supporters of the American Heart Association and American Stroke Association.

“We are both volunteers, devoted to raising money in support of cardiovascular research,” Bruce said. “My wife’s father died suddenly of a massive heart attack when she was in law school and he was only 57 years old. Both of my parents had bypass surgery and my dad received a stint when he was 92.”

Bruce and Lynne chaired the 2017 Tucson Heart and Stroke Ball. Bruce’s mother, Katie, chaired the Heart Ball in 1974 and his father was a member of the AHA Old Pueblo, Arizona Division Board of Directors in the 1970s.

Bruce also chaired the Southern Arizona Board of Directors, served as board chair of the Arizona Affiliate and chaired the Arizona/New Mexico Affiliate and the Desert Mountain Affiliate (Arizona, New Mexico, Colorado and Montana).

“We want people to understand that heart disease and stroke are very serious conditions in our country that can affect any one of us,” Lynne said.
Joyce and Terry Lillis | Urbandale, Iowa

**PRESIDENT’S CIRCLE**

Joyce and Terry Lillis are no strangers to heart disease. At the age of 4, Terry lost his father to heart disease — his father was 43. At 28, Terry was diagnosed with high cholesterol and his brother survived his own heart event at 36.

Joyce’s passion for the mission of the American Heart Association stems from her concern for their children. “When I look at our children, they are all in their 30’s,” she said. “It could happen to them.”

Terry has promised his children that he will always be there for them. “Our grandchildren are not expected to live as long of a life as their parents. That is just shocking. We support and will continue to support the AHA because we want to be here for our grandchildren. But we also want our grandchildren to be here for their children and grandchildren and to live long, productive lives.”

Terry has served on several AHA committees to help raise awareness and funds for lifesaving research. He and his brothers served as honorary chairs of the 2011 Greater Des Moines Heart Ball. Terry, Joyce and their three children continue to attend the Greater Des Moines Heart Ball to raise funds for the AHA.

Brenda and Blairton Hampton | Elon, North Carolina

**PRESIDENT’S CIRCLE**

Brenda and Blairton Hampton believe that communities thrive when people and organizations invest in them. They passionately believe that devoting their time, funds and other resources is a responsibility and a privilege.

That’s why they support the AHA’s mission and the Greater Guilford Heart Walk in Greensboro, NC.

Their commitment to the walk quickly turned into a passion for Blairton, who has served as a Heart Walk Executive Leadership Team member since 2011.

Several years after Blairton began volunteering for the AHA, his mother Ernestine was diagnosed with and treated for a leaky heart valve. His commitment to the AHA mission became a labor of love with his mother as his “Why.”

Blairton wants to educate people — especially African-Americans and other disproportionately affected multicultural populations — to understand how they can prevent cardiovascular diseases and stroke. In 2017, Blairton launched the Minority Leaders Luncheon on Cardiovascular Health with his friend Gerry McCants and local Heart Walk directors Cory Phillips and Garet Beane.

The inaugural luncheon resulted in key organizational partnerships and an initial project: a healthy cooking and eating initiative. The project is funded by Blairton, Brenda and their two sons, Brandon and Brent, who also believe in giving back.
The AHA is committed to creating a world free of heart disease and stroke, which starts locally. That’s why the AHA is actively working in our communities to solve complex issues that affect this generation and those to come.

Bringing together key partners, dedicated volunteers and science-based programs allows the AHA to transform communities across the country. Each local AHA board prioritizes the greatest opportunities to improve health focused on five key areas: healthy environments, quality of life, policy change, care elevation and economic impact.

**HEALTHY ENVIRONMENTS:**
- Everyday transportation can be daily exercise.
- Safe outdoor spaces encourage physical activity.

**QUALITY OF LIFE:**
- Healthier choices are available and affordable.
- Living longer starts with living healthy today.

**Los Angeles, California** – Community S.T.E.P.S. (Strategic Dialogue That’s Empowered by Public Safety) is a walking program created by the American Heart Association that brings together law enforcement and the community for open conversation, relationship building and physical activity. Close to 700 people attended the kickoff in September, which included free health screenings, a variety of social services and fun physical activities with the officers. S.T.E.P.S. is a collaboration between the AHA, Los Angeles Police Department, the Los Angeles Department of Recreation and Parks, the District Music Group, and the Los Angeles Urban League.

**St. Louis, Missouri** – Building healthy diets has been the focus of the St. Louis Board of Directors for the past year. Mayor Francis Slay signed St. Louis City Executive Order No. 58 in April, which requires healthier food and beverage (following AHA guidelines) options in vending and food service in all St. Louis City owned and operated properties. The order also ensures healthy choices that meet nutrition standards are priced at least 20 percent less per ounce than those that do not meet these standards.

**New Haven, Connecticut** – As part of the Yale New Haven Health System’s sponsorship with the AHA, Drs. Keith and Leslie Churchwell have established EmPOWERED To Serve in Greater New Haven. The program improves the health within multicultural communities, including churches, workplaces and schools. To learn more, visit empoweredtoserve.org.

**MEMBERS IN ACTION**

*Patron’s Circle members Dr. Leslie Douglas-Churchwell and Dr. Keith Churchwell*
TRANSFORMING COMMUNITIES

MEMBERS IN ACTION

Champion’s Circle members Yolanda and Wouter van Kempen with their children.

Denver, Colorado – Champion’s Circle members Yolanda and Wouter van Kempen funded CPR training at a local school, teaching more than 300 students to save lives. In addition, DCP Midstream, where Wouter is chairman, president and CEO, made an inspiring commitment to launch the Access to Healthy Food campaign. This three-year campaign will raise awareness of the lack of healthy food options in some communities and help drive change.

Nashville, Tennessee – Blood Pressure Control: NashvilleHealth and the AHA/ASA have partnered to launch a citywide blood pressure control initiative using the AHA/AMA Target: BP guidelines. The collaboration includes clinic measurement and a community campaign including education resources and blood pressure self-monitoring.

To learn more about the initiatives in your community, email corvitae@heart.org

CARE ELEVATION:
• A healthier longer life begins at birth.
• Advances in science help everyone.
• Access to quality care for all.
• Everyone can be a lifesaver.

POLICY CHANGE:
• Advocate for healthy policies and legislation.
• Policy has the power to drive lasting change in a community.

Massachusetts, Missouri, Michigan, New Jersey, New York, Ohio and Rhode Island residents now must be 21 to purchase tobacco. Thanks to the AHA’s advocacy work, this law affects more than 4.6 million residents and will help significantly reduce the number of adolescents and young adults who start smoking.

ECONOMIC IMPACT:
• Economy thrives and opportunities grow in a healthier community.
• A healthy workforce boosts everyone’s bottom line.

American Heart Association CEO Roundtable – The AHA has served as a longstanding resource for companies committed to helping employees achieve healthier, longer and more productive lives. That’s why 37 CEOs from America’s largest companies have joined the CEO Roundtable, a leadership collaborative dedicated to evidence-based approaches to workplace health. Member CEOs take bold action to help create scalable solutions and systemic change for companies across the country, drive innovations in employee health, and engage their more than nine million employees and family members.

AHA Mission
Building healthier lives, free of cardiovascular diseases and stroke

AHA 2020 Impact Goal
To improve the cardiovascular health of all Americans by 20 percent while reducing death from cardiovascular disease and stroke by 20 percent by 2020.

AHA Strategic Value Proposition
The American Heart Association is a catalyst to achieving maximum impact in equitable health and well-being.
CPR Kiosks – Creating Lifesavers Across the Country
In 2013, a pilot CPR kiosk was installed at the Dallas/Ft. Worth International Airport. Today, you can find 17 CPR kiosks in high-traffic areas — providing lifesaving training in a quick, easy format. The interactive kiosk features a touch screen with a brief “how-to,” followed by a practice session and a 30-second CPR test with a practice manikin.

- Baltimore-Washington International Thurgood Marshall Airport (BWI)
- Cincinnati/Northern Kentucky International Airport (CVG)
- Cleveland Hopkins International Airport (CLE)
- Dallas Fort Worth International Airport (DFW)
- Dayton International Airport (DAY)
- Harrisburg International Airport (MDT)
- Hartsfield-Jackson Atlanta International Airport (ATL)
- Indianapolis International Airport (IND)
- O’Hare International Airport (ORD)
- Orlando International Airport (MCO)
- Carnegie Science Center (Pittsburgh, Pennsylvania)
- Cincinnati Museum Center (Cincinnati, Ohio)
- Independence Visitor’s Center (Philadelphia, PA)
- Lurie Children’s Hospital (Chicago, IL)
- McCormick Place (Chicago, Illinois)
- University of Dayton (Dayton, OH)
- AHA/ASA National Center (Dallas, Texas)

For more information, visit heart.org/HandsOnlyCPR