

ROCK STARS OF SCIENCE

BRIEFING AND TRIBUTE

Capitol Visitors Center
Thursday, September 24, 2009



About the Rock Stars of Science Campaign

Being a rock star is about the same amps, thunder and art it's always been,
but these days a rock star can be anyone
whose genius moves the crowd—whether they're onstage or in the lab.
The star-powered cast of Rock Stars of Science joined the campaign to honor
the researchers who are saving our lives,
to make science rock as a career choice for the next generation
and to raise their platinum voices in demand for future research funding.

THE FACT IS: IT'S URGENT.

Our most brilliant scientific minds are dedicated to finding cures for diseases
like cancer, HIV/AIDS and Alzheimer's,
and our most celebrated artists stand behind them.

In our lifetime, we deserve to see:

- Our brain span match our lifespan
- Early diagnosis to improve our odds
- Our DNA become the blueprint for health
- Research funding as a national priority

**We Stand Together and Refuse to Accept
“No Cure” as an Answer.**

ROCK STAR

Joe Perry, co-founder, Aerosmith, rock & roll legend

As co-founding member, principal co-songwriter, electrifying lead guitarist and co-producer of Aerosmith, Perry has achieved permanent iconic stature in the pantheon of rock. He has driven his band, over the course of three decades, to sales of more than 150 million albums, has won four Grammy Awards and induction into the Rock and Roll Hall of Fame. The world's true Guitar Hero was immortalized last year when Aerosmith made history and created a cultural firestorm with the Activision released Guitar Hero®: Aerosmith®, an epic collaboration that marked the first music-based game to feature one band.

Perry has lent his unparalleled talents to a virtual who's who of rock and roll royalty, as well as some of the world's most well-known musicians including Jimmy Page, Kelly Clarkson, Mick Jagger, Tom Jones, Katy Perry, B.B. King, Les Paul, Perry Farrell, Chuck Berry, Jeff Beck, Run-DMC, Joss Stone, Nelly and Ron Wood of the Rolling Stones. Perry's guitar prowess was documented in a version of James Moore's "I'm A King Bee," which can be heard on the album and film, "Lightning In A Bottle," the 2005 Martin Scorsese-produced concert documentary on the blues.

Beyond his music career, Perry owns and operates his own food company, which not only produces a variety of hot sauces but also is planning the launch of "Joe Perry's Rockin' Roni Mac and Cheese." Perry and his family are well-known animal lovers and helped to fund the building of a new animal shelter in their community. Along with his wife Billie, the Perrys were instrumental in bringing awareness to the Friesian Horse, a cause which helped to take the breed from the endangered to rare breeds list. The Perrys also support the Sea Shepherd Conservation Society whose members undertake



Photo by Melissa Mahoney

campaigns to protect marine species and environments.

On October 6th Perry's *Have Guitar, Will Travel*, his fifth solo CD, will be released. It follows self-produced solo projects including *Let The Music Do The Talking* (1980), *Once A Rocker, Always A Rocker* (1983), *I've Got The Rock 'N' Rolls Again* (1981) and 2005's *Joe Perry*, which received universal critical praise and earned Perry his first solo Grammy nomination. He plans a "short, fast, hard tour" with the Joe Perry Project this winter.

Perry and his wife have four sons (Tony, Roman, Adrian and Aaron); they have a recent addition, a grandson Austin from their oldest son Aaron. The legendary guitarist frequently sits in with TAB THE BAND, which is led by sons Adrian and Tony.

Hosted by:

GEOFFREY BEENE



GIVES BACK®



Wyeth

Elan



GQ Magazine

In cooperation with
the Congressional Biomedical
Research Caucus &
Congressional Task Force
on Alzheimer's Disease

ROCK STARS OF SCIENCE BRIEFING & TRIBUTE

11:30 AM

Welcome

Terry Moran, *ABC News' Nightline*

Meryl Comer, *Rock Stars of Science &
Geoffrey Beene Gives Back® Alzheimer's
Initiative*

Alzheimer's 2020: Investment in Our Future

Terry Moran: Interview with Co-Chairs, Congressional Task Force on Alzheimer's Disease

Representative Edward Markey (MA)

Representative Chris Smith (NJ)

Senator Mark Warner (VA)

Senator Susan Collins (ME)

Vision for 2020 and Alzheimer's Facts

George Vradenburg, *Geoffrey Beene
Gives Back® Alzheimer's Initiative &
LEAD-Leaders Engaged on Alzheimer's
Disease*

Robert Egge, *Alzheimer's Association/
Alzheimer's Study Group*

By 2020: Research Momentum to Alzheimer's Breakthrough

Moderator: Terry Moran

Panel: Jeffrey Cummings, MD, *UCLA*

Steven T. DeKosky, MD, *University of
Virginia*

Samuel Gandy, MD, PhD, *Mt. Sinai*

Ron Petersen, MD, PhD, *Mayo Clinic*

New Poll Data: Public Awareness and Attitudes about Alzheimer's

Alysia Snell, *Lake Research Partners*

Advocacy for Research: What's Needed Now

Mary Woolley, *Research!America*

The Rock Star & The Scientist: Same Brain Waves

Moderators: Meryl Comer and
Terry Moran

Panel: Joe Perry, *Aerosmith*
Dale Schenk, PhD, *Elan*
Rudy Tanzi, PhD, *Harvard University*

Rock S.O.S Mascot: Blip, *ECAD-East
Coast Assistance Dog for Vets*

1:00 PM

Rock Stars of Science Tribute: Biomedical Research

Terry Moran: Interview with Co-Chairs, Congressional Biomedical Research Caucus

Representative Brian Bilbray (CA)
Representative Mike Castle (DE)
Representative Rush Holt (NJ)

Vision, Priorities for the NIH

Francis S. Collins, MD, PhD, *Director,
National Institutes of Health*

Musical Tribute to Congressional Champions of Research

Music Performance: Joe Perry,
Aerosmith

Francis S. Collins, MD, PhD, *NIH*
David Hull, *Joe Perry Project*
Rudy Tanzi, PhD, *Harvard*
Joe Ryan, *NHGRI*

HIV/AIDS and H1N1: Update & Forecast

Anthony Fauci, MD, *Director, National
Institute of Allergy and Infectious
Diseases*

2:15 PM

Frontiers of Cancer Research and Stand Up to Cancer (SU2C)

Moderator: Terry Moran

Panel: Delta Goodrem, *Singer/Actor,
Cancer Survivor*

Amy Dockser Marcus, *Wall Street
Journal*

Laura Shawver, PhD, *Phenomix
Corporation, SU2C Scientific Advisory
Committee*

Laura Ziskin, *Filmmaker, SU2C
Leadership Council, Cancer Survivor*

Special Performance: "Believe Again" Delta Goodrem

2:45 PM

Grand Finale: All Rock Stars

MASCOT

Blip, "Rock Stars of Science"
*honorary mascot; ECAD-East Coast
Assistance Dog for Vets*



Blip is as a therapy dog at a Westchester, NY, hospital and the Veterans Hospital in the Bronx. Blip, helps our returning veterans with PTSD overcome social isolation, hyper-vigilance and flash-backs. Blip has 24 children and two grandchildren who are service dogs that help the physically disabled.

MODERATOR / EMCEE

Terry Moran, *co-host,*
ABC News' Nightline



Moran became one of the three full-time anchors of Nightline following Ted Koppel's last broadcast in November 2005. He often anchors World News and other ABC

News broadcasts. Before becoming co-anchor of Nightline, Moran had been ABC News' chief White House correspondent from September 1999 to November 2005. Prior to his White House assignment, Moran covered Vice President Al Gore's presidential campaign. Earlier, Moran worked as a correspondent and anchor for Court TV, where he was recognized for his expertise in covering the Lyle and Erik Menendez murder trial in Los Angeles in 1993. He received the Lucia R. Briggs Distinguished Achievement Award in 2003. He appeared in the 2007 hit comedy, "The Heartbreak Kid," starring Ben Stiller.

ROCK STARS

Delta Goodrem, *singer/actor &*
cancer survivor



Goodrem is an Australian singer-songwriter, pianist and actress. Goodrem rose to prominence in 2002, starring in the popular Australian soap "Neighbours," and this assisted her in establish-

ing an international music career. Her repertoire falls under the pop and adult contemporary styles and heavily features the piano, which she usually plays barefoot while performing live. Goodrem has achieved eight #1 singles in Australia and multiple UK Top 10 singles. Her debut album, 2003's *Innocent Eyes*, made her one of Australia's highest selling female

recording artists, spending 29 weeks at #1, debuting at #2 in the UK.

In 2003, at the age of 18, Goodrem was diagnosed with Hodgkin's Lymphoma, a form of cancer that affects the immune system. She has since made a full recovery and is still in remission. She now devotes a great deal of her time promoting cancer charities.

David Hull, *bassist, Aerosmith &*
Joe Perry Project



Hull is an American bass guitar player. He is most notable for being the substitute bass player for Aerosmith during a portion of their 2006 "Route of All Evil" Tour

while the band's normal bassist Tom Hamilton was absent. In the early 1980s, Hull was the bassist and background vocalist for the Joe Perry Project, a band formed by Aerosmith guitarist Joe Perry, as well as a local Connecticut band named White Chocolate and later The Dirty Angels. Several of the songs on the Joe Perry Project's albums were co-written by Hull.

CONGRESSIONAL BIOMEDICAL RESEARCH CAUCUS CO-CHAIRS

Rep. Brian Bilbray (CA)



Bilbray has been an outspoken champion and supporter of issues important to the biomedical research community. Bilbray was elected to represent the

50th District of California in 2006. He serves on the House Committees on Oversight and Government Reform, Veteran's Affairs and Science and Technology. In addition, he is co-chair of the Congressional Biomedical Research Caucus, a 78-member bipartisan caucus dedicated to educating and advancing life science issues throughout Capitol Hill. He also serves on the House Diabetes Caucus,

Alzheimer's Caucus, Multiple Sclerosis caucus, Research and Development caucus and Science Technology Engineering and Mathematics caucus. He recognized the value of stem cell research to millions of Americans by voting to expand the number of stem cell lines available for research, voting twice against the Republican Party and President Bush on measures that would have weakened or destroyed the ability of researchers to use these life-saving lines. Bilbray has been an outspoken supporter for research funding, calling for more funding for NIH in the stimulus bill. He was one of only 20 Republicans who voted for FY 2010 Labor HHS appropriations bill that included millions for NIH research.

Rep. Mike Castle (DE)



A former Deputy Attorney General, state legislator, Lieutenant Governor and two-term Governor of Delaware, Castle is serving a record ninth term as

Delaware's lone member in the House of Representatives. Castle has played a key role in enacting many important laws that improve the lives of all Americans, including welfare reform, the balanced budget act, the Crime Bill, No Child Left Behind, vocational education, campaign finance reform, medical research and intelligence reform. Castle consistently uses his leadership as a negotiator to improve legislation, most recently ensuring important social programs like health and education do not suffer unnecessary funding cuts. Castle is the ranking member on the Subcommittee on Early Childhood, Elementary and Secondary Education. Some of Castle's priorities include obesity prevention and child nutrition, Head Start and the recruitment of highly qualified teachers. Castle also serves on the House Committee on Financial Services. Medical and diabetes research are among Castle's priorities.

Rep. Rush Holt (NJ)



Holt earned his PhD at NYU. He has held positions as a teacher, Congressional Science Fellow and arms control expert at the U.S. State Department. From 1989

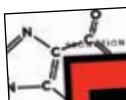
until he launched his 1998 congressional campaign, Holt was assistant director of the Princeton Plasma Physics Laboratory, Princeton University's largest research facility. He has his own patent for a solar energy device and was a five-time winner of the game show "Jeopardy." Holt serves on the Committee on Education and Labor, the Committee on Natural Resources and the House Permanent Select Committee on Intelligence. Holt is the only scientist and only member from the New Jersey delegation to sit on the Intelligence Committee. Holt is also the chairman of the Select Intelligence Oversight Panel. He is co-chair of the Research and Development Caucus and sits on Congressional caucuses concerning Children's Environmental Health, Renewable Energy, Sustainable Development, Alzheimer's, Diabetes, Biomedical Research, Internet, Community College, Farmland Protection, Human Rights and a Women's Right to Choose.

Rep. Jackie Speier (CA)



Speier (pronounced SPEAR) represents California's beautiful, diverse and economically vibrant 12th Congressional District. The district encompass-

es the southwest quarter of San Francisco and most of adjoining San Mateo County. Speier serves on: the Committee on Financial Services, the Committee on Oversight and Government Reform and the Select Committee on Energy Independence and Global Warming. Sworn into Congress on April 10, 2008, Speier continues the work she did for 18 years in the California State Assembly and Senate, where



THE FACT IS: IT'S URGENT.

Our most brilliant scientific minds are dedicated to finding cures for these diseases and our most celebrated artists stand behind them.

The star-powered cast of this portfolio joined the campaign to honor the researchers who are saving our lives, to make **science rock** as a career choice for the next generation, and to raise their platinum voices in demand for future research funding.

IN OUR LIFETIME, WE DESERVE TO SEE:

- OUR BRAIN SPAN MATCH OUR LIFE SPAN
- EARLY DIAGNOSIS IMPROVE OUR ODDS.
- OUR DNA BECOME THE BLUEPRINT FOR HEALTH
- RESEARCH FUNDING AS A NATIONAL PRIORITY

WE STAND TOGETHER AND
REFUSE TO ACCEPT "NO CURE"
AS AN ANSWER.

Go to **ROCKSTARSOFSCIENCE.ORG**
to add your name to the declaration and to
nominate your Rock Star of Science.
While you're there, check out **behind-the-scenes footage** and **exclusive interviews.**

Aligning your name with the Rock Stars of Science means you're helping to make this message more visible to the decision makers on Capitol Hill.



09 | IL TO RU ANTHONY S. FAUCI, SHERYL CROW, HAROLD VARMUS



FRANCIS S. FAUCI: JAMES VOGEL AND DRY; SHERYL CROW: JEFFREY MATTIS; HAROLD VARMUS: JEFFREY MATTIS

(From Cover)

**RUDY TANZI,
PH.D.**
PROFESSOR,
HARVARD/ MGH

- Neurology/Genetics—discovered new risk genes for AD
- Research Chair, Cure Alzheimer's Fund

JOE PERRY

- Rock 'n' Roll Hall of Fame best known as the lead guitarist and co-founder of Aerosmith. He is an accomplished songwriter and solo artist with four records to date, the last of which—released in 2005—includes a Grammy®-nominated instrumental, *Mercy*.

**FRANCIS S. COLLINS,
M.D., PH.D.**
NATIONAL INSTITUTES
OF HEALTH

- Former director of NIH/NIH
- Leader of the Human Genome Project
- Recipient of the Presidential Medal of Freedom



“That moment changes the way you see the world for the rest of your life.”

—Sheryl Crow, on being diagnosed with cancer

ANTHONY S. FAUCI, M.D.
DIRECTOR, NATIONAL INSTITUTE
OF ALLERGIES AND INFECTIOUS
DISEASES

- One of world's leading experts on HIV/AIDS
- White House and HHS advisor on infectious diseases and global health

SHERYL CROW

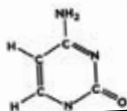
- Grammy Award®-winning singer/songwriter and devoted environmental, health, and humanitarian activist whose philanthropic work served as inspiration on her latest album, *Detours*.

HAROLD VARMUS, M.D.
PRESIDENT, MEMORIAL SLOAN-
KETTERING CANCER CENTER

- Nobel Prize winner for discovery of cancer genes
- Former Director of NIH
- Advisor to President Obama and Gates Foundation
- Chair of the GEOFFREY BEENE Cancer Research Center at MSKCC

DEDICATED

Dr. Harold Varmus chairs The **GEOFFREY BEENE Cancer Research Center** at Memorial Sloan-Kettering Cancer Center. Established in 2006, the Center is dedicated to making revolutionary discoveries about how cancer works at the cellular level and using them for new approaches to diagnosis, treatment, and prevention. Over \$100 million has been donated by GEOFFREY BEENE to fund research projects, professorships, training stipends, and symposia.



she authored more than 300 bills that were signed into law by both Democratic and Republican governors. For the 111th Congress, Speier has introduced her F.A.I.R. Plan (Fighting for Accountability, Innovation and Reform), a package of legislative proposals encompassing issues as diverse as regulating the Credit Rating Agencies, prevention and better treatment of MRSA (staph) infections in hospitals and changing the way Congress allocates money to eliminate politically connected earmarks.

CONGRESSIONAL TASK FORCE FOR ALZHEIMER'S DISEASE CO-CHAIRS

Rep. Edward J. Markey (MA)



Markey's career of activism and effectiveness spans three decades, since he was elected to represent Massachusetts' seventh district in 1976. He is a

senior member of the Energy and Commerce Committee and chairs its Energy and Environment Subcommittee as well as the Select Committee on Energy Independence and Global Warming. He is co-founder and co-chair of the bipartisan, bicameral Task Force on Alzheimer's Disease, Cystic Fibrosis Caucus and Privacy Caucus. Markey is a champion for medical research, improving access and quality of health care and protecting consumer health and privacy. For several years, he has led the charge in calling for increased appropriations for the nation's preeminent research institution, NIH. He co-authored legislation that created the NIH clinical trials registry and established incentives for pediatric medical device manufacturers. Markey helped secure health information privacy protections in the American Recovery and Reinvestment Act. In the 111th Congress, he has introduced legislation to raise the profile of, and funding for, Alzheimer's disease, improve the coordination of care to

chronically ill seniors and improve access to clinical trials for patients of rare diseases.

Rep. Chris Smith (NJ)



Smith is in his 15th term serving the 4th Congressional District of New Jersey. In addition to serving as co-chair of the bipartisan, bicameral Congressional Task

Force on Alzheimer's Disease, he also founded and chairs the Coalition for Autism Research and Education, the Spina Bifida Caucus and Lyme Disease Caucus. Smith ranks sixth among the 535 current Members of the House and Senate in having successfully brought to the floor the greatest number of bills that were later enacted into law. His most notable health laws include Title I of the Children's Health Act, which authorized comprehensive autism research, The Stem Cell Therapeutic and Research Act of 2005, The Veterans Health Care Improvement Act of 2004 and the VA Health Care Programs Enhancement Act.

Sen. Mark R. Warner (VA)



Warner was elected to the U.S. Senate in November 2008 and serves on the Senate's Banking, Budget, Commerce and Rules committees. He served

as Governor of Virginia from 2002-2006 after spending 20 years as a business leader in the high-tech industry. As a private citizen and philanthropist, Warner helped create the Virginia Health Care Foundation, which has provided health care to more than 600,000 under-served Virginians and SeniorNavigator.com, a referral network for older Virginians and their caregivers. As governor, Warner inherited budget shortfalls that ultimately grew to \$6 billion. He left office with a budget surplus that allowed Virginia to make the largest single investment in K-12 education in state history, key reinvestments in one of the nation's

best public university systems and record investments in the clean-up of the Chesapeake Bay. In 2004, Warner chaired the National Governors Association and TIME Magazine named him one of "America's Five Best Governors" a year later.

Sen. Susan M. Collins (ME)



Maine voters first elected Collins to the U.S. Senate in 1996. Collins is Ranking Member and former chairman of the Homeland Security and

Governmental Affairs Committee funding for home health care for elderly and disabled citizens. She also serves on the Appropriations Committee, Armed Services Committee and the Special Committee on Aging. Previously, she served for six years on the Committee on Health, Education, Labor and Pensions. A national leader who has consistently supported programs to expand access to health care and improve health care, particularly in rural areas, Collins coauthored the Access to Affordable Health Care Act, which takes significant strides toward the goal of universal health coverage by bringing millions into the insurance system. The bill also strengthens the health care safety net and addresses inequities in Medicare. In addition, she led the fight to restore critical Medicare funding for home health care so that elderly citizens and disabled can receive needed care in their own homes. She also founded the Senate Diabetes Caucus and led the effort to more than triple federal funding for diabetes research. As co-chair of the Congressional Task Force on Alzheimer's Disease, Collins has worked to increase funding for Alzheimer's research and strengthen support for family caregivers.

NATIONAL INSTITUTES OF HEALTH "ROCK DOCS"

Francis S. Collins, MD, PhD, *director, NIH*



Collins was officially sworn in on August 17, 2009, as the 16th director of the National Institutes of Health. He was nominated by President Obama on July 8 and

was unanimously confirmed by the U.S. Senate on August 7. A recipient of the Presidential Medal of Freedom and a 2009 National Medal of Science, Collins has made landmark discoveries of disease genes and led the Human Genome Project (HGP), an international multidisciplinary scientific enterprise to map and sequence all of the human DNA. All the data from the HGP is freely available to the scientific community without restrictions and has provided the foundation of many advances in biology and medicine. Collins has also led efforts to ensure that the HGP is translated into tools and strategies to advance biological knowledge and improve human health.

Anthony S. Fauci, MD, *director, National Institute of Allergy and Infectious Diseases, NIH*



Fauci was appointed director of NIAID in 1984. He is one of the world's leading experts on HIV/AIDS and a key adviser to the White House and Department

of Health and Human Services on infectious diseases and global health, including initiatives to bolster medical and public health preparedness against emerging infectious disease threats such as pandemic influenza. Fauci oversees NIAID research on the prevention, diagnosis and treatment of infectious diseases such as HIV/AIDS and other sexually transmitted infections, influenza, tuberculosis, malaria and illness from potential agents of bioterrorism. Fauci's own pioneering research on the

human immune system has advanced our understanding of the regulation of the human immune response, such as the way the AIDS virus destroys the body's defenses, leading to its susceptibility.

“ROCK DOCS”

David B. Agus, MD, *director, USC Center for Applied Molecular Medicine; director, USC Westside Cancer Center, Keck School of Medicine, University of Southern California*



Agus is a leading researcher and entrepreneur in personalized medicine for major diseases such as cancer.

As an oncologist, Agus' work has focused on the

use of genomics (information from an individual's genetic makeup) and proteomics (unique combinations of proteins at work within the body) to understand individual variations in cancer and response to treatment. He is also the founder of Oncology.com, the largest Internet resource and community for cancer patients and of Navigenics Inc., a genomics technology and wellness company.

Jeffrey Cummings, MD, *director, Mary S. Easton Center for Alzheimer's Disease Research at UCLA; director, Deane F. Johnson Center for Neurotherapeutics, University of California, Los Angeles*



Cummings modernized measurement of brain function in major neurological diseases like Alzheimer's. Cummings is an innovator in the measurement of brain

function and developed the Neuropsychiatric Inventory, one of the most comprehensive procedures now widely used in clinical trials around the world. His work has helped to standardize how brain function affects behavior and quality of life, advancing our

understanding of neurological diseases like Alzheimer's and Parkinson's and helping to accelerate drug development.

Steven T. DeKosky, MD, *vice president and dean, University of Virginia School of Medicine; former director, Alzheimer's Disease Research Center, University of Pittsburgh School of Medicine*



A pioneer in early detection of Alzheimer's, DeKosky, along with University of Pittsburgh colleagues William Klunk and Chet Mathis, isolated the Pittsburgh B

compound (PIB), a plaque-like substance secreted in the brain that allows the clearest scans possible of potential damage from Alzheimer's. Prior to this study, there had not been a non-invasive way to monitor the brains of people with Alzheimer's, a significant barrier to studying disease progression and treatment effectiveness. DeKosky and others are currently conducting a series of tests on PIB in the brains of early-onset Alzheimer's patients in their early 30s who have a genetic risk for the disease, to pinpoint when brain function begins to be affected, even before behavior is affected, so treatments can begin earlier.

Samuel Gandy, MD, PhD, *Mt. Sinai Professor in Alzheimer's Disease Research; professor of Neurology and Psychiatry & Associate Director, Mt. Sinai Alzheimer's Disease Research Center; chairman emeritus, National Medical and Scientific Advisory Council, Alzheimer's Association*

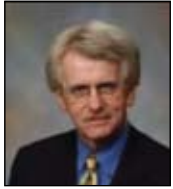


A leading researcher developing drugs for prevention and treatment of Alzheimer's through beta amyloid management, Gandy is an international expert in the metabolism

of the sticky substance called amyloid that clogs the brain in patients with Alzheimer's. In 1989, Gandy and his team discovered the first drugs that could lower formation of

amyloid. Gandy has written more than 150 original papers, chapters and reviews on this topic. Gandy has received continuous NIH funding for his research on amyloid metabolism since 1986.

Ron Petersen, MD, PhD, Cora Kanow
Professor of Alzheimer's Disease Research; director, Mayo Alzheimer's Disease Research Center, Mayo Clinic College of Medicine



A clinician, investigator and educator on Alzheimer's disease, Petersen is currently conducting a multidisciplinary study of various aspects of aging, mild

cognitive impairment and Alzheimer's disease. The research is designed to develop models for predicting a subsequent cognitive impairment in normal elderly persons, potentially to guide early treatment. Petersen was Ronald Reagan's personal physician and treated the former president's Alzheimer's. Petersen is one of the recipients of the 2004 MetLife Award for Medical Research in Alzheimer's Disease and the American Academy of Neurology's 2005 Potamkin Prize for Research in Picks, Alzheimer's and Related Disorders.

Dale Schenk, PhD, executive vice president, chief scientific officer, Elan Corporation



An inventor of the vaccination approach for the treatment of Alzheimer's, Schenk is the inventor of beta amyloid immunotherapy, which seeks to use the

body's own immune system to rid the brain of the plaque that is the hallmark of Alzheimer's. His work in this area—as well as in early detection, testing and other therapeutic pathways—has led to the most advanced potential treatment approaches for the disease.

Rudy Tanzi, PhD, Joseph P. and Rose F. Kennedy Professor of Neurology, Harvard Medical School; director, Genetics and Aging Research Unit, Massachusetts General Hospital



Tanzi specializes in genetic and environmental factors involved in diminished brain function in Alzheimer's disease, aging and Down syndrome. Tanzi has

identified several different genes that can lead to diminished brain function in Alzheimer's, aging and Down syndrome. He is also working to use information from gene defects that influence healthy aging of the brain and to develop novel therapies for Alzheimer's.

Harold Varmus, MD, former director, NIH (1993-1999)



Varmus, co-recipient of the 1989 Nobel Prize in Physiology or Medicine, has served as the president of Memorial Sloan-Kettering Cancer Center in New York City

since January 2000. He is a member of the U.S. National Academy of Sciences and the Institute of Medicine and has received the National Medal of Science, the Vannevar Bush Award and several honorary degrees. Varmus has been an adviser to the Federal government, pharmaceutical and biotechnology firms and many academic institutions. Varmus is the chairman of the Geoffrey Beene Cancer Research Center at MSKCC . He was recently appointed by President Obama as co-chair of the President's Council of Advisors on Science and Technology (PCAST).



WILLIAM

• Front man of the Black Eyed Peas, whose new album, *E.N.D.*, is due out in June, star of *30-Minute Orgasms* debuts May 1, and creator of edpbus.com.

ON THE BRAIN

These guys will get inside your head: In working to crack the code on Alzheimer's disease, they're out to save our minds with the medical equivalent of identity theft protection.

RONALD C. PETERSEN, M.D., PH.D.

KANOW PROFESSOR, MAYO CLINIC COLLEGE OF MEDICINE

- Director, Alzheimer's Research Center
- President Reagan's Doctor

STEVEN T. DEKOSKY, M.D.

UNIVERSITY OF VIRGINIA SCHOOL OF MEDICINE

- Pioneer, Early brain changes/early detection AD
- VP and Dean, UVA School of Medicine

SAMUEL GANDY, M.D., PH.D.

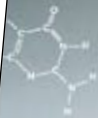
PROFESSOR, MOUNT SINAI

- Professor of neurology and psychiatry, Mount Sinai AD Research Center
- International expert in discovery of amyloid-lowering drugs



R+

09 | A. TO RISEAL, ERIC J. TOPOL, DAVID B. AGUS



ERIC J. TOPOL, M.D.
SCRIPPS TRANSLATIONAL SCIENCE INSTITUTION

- Chief Academic Officer/ Chief of Genomics Research
- Pioneer in genomics-based cardiology — critical heart care therapies

DAVID B. AGUS, M.D.
PROFESSOR, KECK SCHOOL OF MEDICINE, USC

- Director, USC Center Applied Molecular Medicine
- Founder, Oncology.com and co-founder, Navigics

SEAL

- Critically acclaimed singer/songwriter and multi-platinum-selling artist. Seal has recently released a chart-topping new album, *Seal*.

GEOFFREY BRINE



GIVES BACK
GIVEBACKS.COM



ROCK S.O.S.

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SPEAKERS, PANELISTS, HOSTS

Meryl Comer, president & CEO, *Geoffrey Beene Gives Back® Alzheimer's Initiative*; Executive producer, "Rock Stars of Science" for *Geoffrey Beene Gives Back®*



Comer is an Emmy-award winning reporter, producer and business talk show host with more than 30 years of experience in broadcast journalism. She was one

of the first women in the early 1980s to host a nationally syndicated TV business show. Comer was named president of the Geoffrey Beene Gives Back® Alzheimer's Initiative in November 2007. Winner of the 2005 Shriver Profiles in Dignity Award and the 2007 Proxmire Award, Comer has provided testimony before Congress on behalf of the Alzheimer's Association and served on the 2008 Alzheimer's Study Group charged with presenting a National Strategic Plan to Congress in March 2009.

Amy Dockser Marcus, *Pulitzer-Prize winning reporter*, *Wall Street Journal*



Dockser Marcus was awarded the 2005 Pulitzer Prize for Beat Reporting for a series she wrote about the physical, emotional and monetary challenges

facing cancer survivors. The *Journal's* Middle East correspondent from 1991 to 1998, she has written two books that grew out of her experiences there. *The View From Nebo: How Archaeology Is Rewriting the Bible and Reshaping the Middle East*, was named one of the top nonfiction books of the year by the *Los Angeles Times*. Dockser Marcus writes extensively about rare and overlooked diseases and the role of patient advocates in driving drug development. She received a Robert Wood Johnson Foundation Investigator Award in Health Policy Research for a project focusing on improving care for survivors of rare cancers.

Robert Egge, vice president, *Public Policy & Advocacy*, *Alzheimer's Association*



Egge leads the association's efforts to elevate Alzheimer's as a critical federal and state government priority and implement policies to better serve those

affected by Alzheimer's disease and related disorders. Immediately prior to joining the Alzheimer's Association, Egge served as executive director of the Alzheimer's Study Group (ASG), a blue ribbon task force of national leaders co-chaired by former House Speaker Newt Gingrich and former Nebraska Sen. Bob Kerrey. Egge worked closely with Gingrich, Kerrey and other ASG members such as Justice Sandra Day O'Connor, Dr. Harold Varmus and Dr. Mark McClellan to develop the group's national Alzheimer's assessment and policy proposals to overcome the mounting crisis.

G. Thompson Hutton, *The Trustee*, *Geoffrey Beene Foundation*, & **Mara Hutton**



Tom Hutton, a practicing attorney for over 35 years, became president and CEO of Geoffrey Beene, LLC in

2004. He is the founder and sole Trustee of the Geoffrey Beene Foundation (2006). Hutton established the Geoffrey Beene Gives Back® philanthropic initiative, in which all net profits from Geoffrey Beene, LLC fund critical philanthropic causes. He also orchestrated the creation of the Geoffrey Beene Cancer Research Center, headed by Dr. Harold Varmus, at Memorial Sloan-Kettering Cancer Center. Hutton has directed the funding of the Geoffrey Beene Cancer Research Center in the amount of \$106 million in value to date. Hutton also created the Geoffrey Beene Gives Back® Alzheimer's Initiative, which has spearheaded the Rock Stars of Science campaign and was a principal sponsor of HBO's 2009

documentary series, “The Alzheimer’s Project.” Among other medically based causes supported by Geoffrey Beene Gives Back® are the American Heart Association, American Diabetes Association, Rally for Research through the Alzheimer’s Association, HUMC—Hospice Inpatient Unit and Continuum Cancer Centers of New York. Geoffrey Beene Gives Back® also supports organizations dedicated to the protection of women and children, Make-A-Wish Foundation, Friends of Karen, veterans, various causes to feed the elderly and homeless and the protection of animals, as well as educational scholarships.

Mara Hutton volunteers her full working time to help carry out the mission of the Geoffrey Beene Foundation.

The Hon. John Edward Porter, chair,
Research!America



Porter is a partner in Hogan & Hartson’s Washington, DC, office and a member of the firm’s Health Practice Group. Prior to joining Hogan and Hartson,

Porter served 21 years as Congressman from Illinois’ 10th District. In Congress he served on the Appropriations Committee and as chairman of the Subcommittee on Labor, Health and Human Services and Education; as vice chairman of the Subcommittee on Foreign Operations; and as vice chairman of the Subcommittee on Military Construction. Porter has been honored by many organizations for his work to secure unprecedented funding increases for biomedical research through the NIH.

Joe Ryan, postdoctoral fellow & drummer,
Ethidium Spill



Ryan is a postdoctoral fellow studying the evolution of animal DNA, in particular the genomic events that led to the complexity and diversity exhibited throughout the

animal kingdom. He uses computational techniques to compare genomic data from relatively simple animals that branched off relatively early in evolutionary history, like sea anemones and comb jellies, to more complex animals, like flies and humans. Ryan plays drums in the National Human Genome Research Institute’s house band, Ethidium Spill and has toured the U.S. and Europe as the singer and guitarist of his own band, Impossible Hair.

Laura Shawver, PhD, Stand Up To Cancer
Scientific Advisory Committee; CEO,
Phenomix Corporation



Shawver has been involved with cancer research and drug development as a scientist, biotechnology entrepreneur, survivor and philanthropist. Prior to joining Phenomix, she was president of SUGEN, Inc.,

a biopharmaceutical company that focused on understanding key molecular pathways of cancer cells and developed the cancer drug Sutent™. The deputy editor of *Molecular Cancer Therapeutics*, as well as serving on other editorial boards, she is an active member in the American Association for Cancer Research. Shawver is also an ovarian cancer survivor and advocate. After her diagnosis and treatment, she established The Clarity Foundation to share and apply her knowledge of the genetic signature of ovarian cancers to provide hope for more cures today.

Alysia Snell, partner, Lake Research
Partners



Snell, a partner since 1995, brings extensive experience conducting quantitative and qualitative research on the significant issues of our day, as well as

synthesizing strategic communication for a wide array of institutions and initiatives to help clients effectively and productively

address the concerns of their constituencies. Snell is a lead partner on the issue side of the firm and focuses on reproductive choice, women's health issues, the environment, animal rights, low-income and working poor, senior issues and children—including public education, early education, health care, child care and afterschool programs.

George Vradenburg, chairman, Geoffrey Beene Gives Back® Alzheimer's Initiative; founding member, LEAD-Leaders Engaged on Alzheimer's Disease



Vradenburg is a prime example of the “encore career.” Nominally retired since 2003, he is a civic activist, driven by insatiable curiosity, a range of interests,

passion for public service and determination to make a difference. He serves as chairman of the board of The Phillips Collection, the Geoffrey Beene Gives Back® Alzheimer's Initiative and the DC Education Compact. Additionally, Vradenburg is vice chairman of the Chesapeake Crescent Initiative. He serves on the board of The Greater Washington Board of Trade, the Washington Scholarship Fund and DC Children First. He is a member of the Private Sector Senior Advisory Committee of the Department of Homeland Security's Homeland Security Advisory Council and he has founded business and nonprofit task forces on emergency preparedness for the greater Washington region. With his wife Trish, Vradenburg founded and co-chairs the National Alzheimer's Gala and the Alzheimer's Action PAC and publishes Tikkun Magazine, a Jewish and interfaith critique of politics, culture and society.

Mary Woolley, president & CEO, Research!America



Woolley is the president and CEO of Research!America, the nation's largest not-for-profit alliance working to make research to

improve health a higher national priority. Woolley is an elected member of the Institute of Medicine and a fellow of the American Association for the Advancement of Science. She serves on several boards and committees, including the Governing Council of the Institute of Medicine, the National Academies Board on Life Sciences and the National Council for Johns Hopkins Nursing. She is a founding member of the board of associates of the Whitehead Institute for Biomedical Research. She has served as president of the Association of Independent Research Institutes, as editor of the *Journal of the Society of Research Administrators*, as a reviewer for the National Institutes of Health and National Science Foundation and as a consultant to several research organizations. Woolley has a 30-year editorial and publication history on science advocacy and research related topics. She is a sought-after speaker and is frequently interviewed by science, news and policy journalists.

Laura Ziskin, filmmaker, Stand Up To Cancer Leadership Council & cancer survivor



Ziskin has been a motion picture and television producer and sometime executive for 25 years. Her film credits include “What About Bob?”

“The Doctor,” “No Way Out,” “Pretty Woman,” “To Die For” and the “Spiderman” trilogy. As the founding president of Fox 2000, Ziskin shepherded such films as “The Thin Red Line,” “Fight Club,” “Soul Food” and “Courage Under Fire,” in addition to producing the 74th and 79th Academy® Awards. Ziskin was diagnosed with cancer (stage 3 breast cancer in 2004). As a cancer survivor, she is determined to use all her resources to make cancer a first-tier issue in this country.



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— Josh Groban, *Energy at the Edge*

JEFFREY CUMMINGS, M.D.
UCLA

- Developed Neuropsychiatric Inventory on Brain Function
- Director, Eastern Alzheimer Center, Johnson Neurotherapeutics Center

DALE SCHENK, * PH.D.

- Executive Vice President and Chief Scientific Officer, Elian Corporation
- Discovered the most advanced approach to developing a new Alzheimer’s vaccine

JOSH GROBAN

- Classically influenced, internationally celebrated pop singer and official ambassador for Marlene’s Project **49664**—a campaign to raise awareness of HIV/AIDS in Africa

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JEFFREY CUMMINGS, JOSH GROBAN, DALE SCHENK



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100% of the net profits from GEOFFREY BEENE LLC fund causes that count: The GEOFFREY BEENE Cancer Research Center at Memorial Sloan-Kettering Cancer Center, the GEOFFREY BEENE GIVES BACK® Alzheimer’s Initiative, scholarships, the welfare of women and children, veterans support, and the protection of animals.



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“GEOFFREY BEENE GIVES BACK® Alzheimer’s Initiative is one of the marquee collaborations on HBO’s *The Alzheimer’s Project*, a pioneering multi-part documentary series airing this month on HBO and available to the public at hbo.com/alzheimers. Executive Producers: Sheila Heavis and Maria Shevuk.

Jeffrey Cummings (left) and Josh Groban (right) are pictured with Dale Schenk (center) in a promotional photo for the Rock Stars for Science campaign. Photo: © Scott D. Little for Getty Images



