

M I L E S T O N E S

DISCOVERIES
THAT MAKE A DIFFERENCE
THE CAMPAIGN FOR WEILL CORNELL MEDICAL COLLEGE



SPRING 2011

The Research Leads To Cures Initiative

The *Research Leads to Cures* Initiative marks a new phase in Weill Cornell's *Discoveries that Make a Difference* Campaign. This Initiative focuses on the scientists and the research programs that spearhead the medical research leading to tomorrow's cures.

The goal of *Research Leads to Cures* is to raise \$225 million to support endowments and faculty recruitment for 30 new scientists and related programs in the new Medical Research Building.

Its launch is the next and final step towards completion of the \$1.3 billion *Discoveries* Campaign, and comes as the new Medical Research Building is now rising on the Weill Cornell campus on East 69th Street, thanks to the magnificent generosity of our donors.

At Weill Cornell, a premium is placed on breakthroughs, which has helped to accelerate health benefits to our patients.

"Weill Cornell is a wonderful place for scientists to do research. I get up in the morning excited about going to work, excited about the new discoveries that are being made and about how we can translate these to patients."

Ronald G. Crystal, M.D.
Professor of Genetic Medicine
Bruce Webster Professor of Internal Medicine
Chairman of the Department of Genetic Medicine



Our tradition of outstanding research and medical innovations translates into exceptional patient care – into the most advanced and effective diagnoses, treatments, and even cures for certain diseases.

On pages 2 and 3, you will learn firsthand how our scientists and doctors interact, bringing benefits directly to our patients. On page 8, you will hear from a patient whose life was transformed in a dramatic way by the close and positive interactions between her doctor and Weill Cornell researchers.

An investment in research is an investment in human health and quality of life.

It not only enables immediate health benefits, but also serves as the foundation of future advancements for some of our most deadly diseases and disorders.

In the letter on this page, Dean Gotto and Board Chairman Weill share their thoughts on the people behind the *Research Leads to Cures* Initiative. In the letter on page 4, Campaign Chairman Appel describes how Weill Cornell is uniquely positioned – at this moment in time, at this place – to be a leader in research breakthroughs.

You are invited to learn their perspectives, and to join us in building a healthier future.

A Letter From CHAIRMAN WEILL & DEAN GOTTO

With the launch of the new \$225 million *Research Leads to Cures* Initiative, Weill Cornell Medical College is poised for unprecedented expansion of its research mission, thanks to the collective efforts of our entire community.

The goal of the *Research Leads to Cures* Initiative is to support the world's leading scientists who will be working on breakthrough research *inside* the Medical Research Building – which in its very design is a blueprint for 21st-century discoveries.

As with everything we do at Weill Cornell, this Initiative is at its core about people – the people who do the science, and the rest of us who benefit from their work through improved health and quality of life.

It is the most critical piece of the larger *Discoveries that Make a Difference* Campaign, which has largely focused on capital support for the new Medical Research Building. *To date, the overall Campaign has raised \$ 1.058 billion. This includes 106 individual gifts of \$1 million or more.*

Engendering such widespread support would be impossible without our gifted faculty, who are contributing their valuable time to work on

various subcommittees and outreach efforts for the Campaign.

This level of engagement is also made possible only by the exceptionally dedicated leadership of the Board of Overseers and its Campaign Steering Committee, led by Campaign Chairman Robert Appel. Their tireless efforts have played a pivotal role in bringing the Campaign to this important stage. Thank you for your dedication, friendship, and unwavering support.



Sanford I. Weill
Chairman, Board of Overseers
Weill Cornell Medical College

Antonio M. Gotto, Jr., M.D., D.Phil.
Stephen and Suzanne Weiss Dean
Weill Cornell Medical College

Save the date!

Weill Cornell Medical College is celebrating the dedication of the new Medical Research Building.

Wednesday, November 9th, 2011

413 East 69th Street, between York and First Avenues



Please send suggestions for items to be included in the new time capsule, which will be sealed and interred at the dedication ceremony. For more information, please visit weill.cornell.edu/timecapsule

INSIDE OUR CAMPAIGN

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What's Behind

Thanks to research breakthroughs, once-fatal or debilitating diseases are becoming **manageable, treatable – and sometimes curable** – at a rate faster than ever before.

How do discoveries move from the laboratory to the patient?

Who are the people leading this revolution in patient care and **improved quality of life** and health for us all?

Two prominent Weill Cornell faculty members – one a researcher, one a physician – describe their work, their goals, and the ever **closer link between the research lab and the doctor's office.**

INSIDE THE RESEARCH LAB

Ari Melnick, M.D. | Focus: Molecular Therapeutics and Personalized Medicine

Associate Professor of Medicine
Division of Hematology and Medical Oncology
Director of the Raymond and Beverly Sackler Center for
Biomedical and Physical Sciences

TUMORS: WHY NO TWO ARE ALIKE

“A basic concept of human biology is that we are all different from one another. You can tell that just by how different each of us looks – the shape of our face, our height, hair color, eyes. Well, it's even more different inside our cells. That's why tumors in each individual behave differently.

“So to be able to figure out how to treat cancers, we first have to understand in great detail how the small molecular ‘machines’ inside of our cells work, how their millions of gears fit together. We know that these gears might be slightly different in each person – which is why it's so important to develop personalized treatments.

“Our lab's goal is to see and understand these molecules at the nuts-and-bolts level, and to consider especially how they rule cancer cells and make them behave in such a dangerous fashion.”

'DESIGNER' MOLECULES THAT GO AFTER CANCER

“The increasing technological power to re-design molecules and turn them into treatments is accelerating greatly.

“For example, recent research identified mutations that alter important regulatory factors and occur frequently in non-Hodgkin's lymphoma and acute leukemia cells. Almost immediately following these discoveries – within



one or two years – our group and other collaborating scientists designed drugs to block these abnormal functions. Some of these drugs are expected to be in clinical trials by next year. This means that the discovery of cancer biology mechanisms can now be translated to benefit patients in only a few years, rather than decades.

“And the wonderful part is that these small-molecule drugs shut down the cancer cell but are fairly innocuous to normal cells. As a result, we can treat the cancer and achieve very powerful anti-tumor effects with almost no damage to normal tissues.”

AT WEILL CORNELL: INGREDIENTS FOR MEDICAL DISCOVERY

“I came to Weill Cornell because it is an outstanding place to perform this research.

“There is an unprecedented level of collaboration between clinicians, researchers, pathologists, and experts in mathematics, computational modeling, nano-technology. That's essential, because the number of data points we capture per patient in order to guide diagnostic and therapeutic decisions is in the millions, or billions.

“We also enjoy a very synergistic relationship with colleagues in other New York research institutions as well as institutions around the world. The fastest acceleration of bench-to-bedside discoveries will come from the kind of research environment we have here.”

“We are able to turn science
into medicine much faster.”

A CURE

INSIDE THE DOCTOR'S OFFICE

Gail Roboz, M.D. | Focus: Leukemia

Associate Professor of Medicine
Department of Medicine

FROM DEADLY TO CURABLE

"There are 2 subtypes of leukemia – Chronic Myeloid Leukemia (CML) and Acute Promyelocytic Leukemia (APL) – that have now gone from deadly to curable. And those transitions have been because of incredible interaction between basic scientists and clinicians.

"This is now possible because the molecular age is here. Molecular diagnostics in leukemia and in myelodysplastic syndrome (MDS – formerly known as 'preleukemia') have taken off, thanks to the work in labs such as Ari Melnick's – where they are making significant discoveries in this area. In bone marrow disorders such as leukemia, there are things we can do now to help a person that were not even possible two or three years ago.

"One problem with leukemias is that the molecular abnormalities are more heterogeneous – there's a lot going on. In order to crack the rest of these codes, there needs to be constant interaction between the scientists and the clinicians, which has been established incredibly effectively at Weill Cornell."

PUTTING PATIENTS FIRST

"Recently, a patient in her late 80s came to see me. She had symptoms of leukemia – was very anemic, was requiring significant blood transfusions, and she came to me for an additional opinion. Because of her age, nobody would do a bone marrow biopsy on her to help with diagnosis – which is really such a straightforward thing to do.

"Personalized medicine that felt like *Star Trek* just a few years ago is becoming a reality."

We did the bone marrow biopsy, and we found out that she has what is called a 5Q problem.

"This is a specific chromosome that is abnormal, which recently has been shown to respond fantastically well to a pill. We quite easily fixed her hemoglobin – she went from lying on the couch and not having any energy to do anything, to being active, enjoying life again, and feeling great with no transfusions. Just by doing a diagnostic test.

"Not getting a diagnosis because a person is older is absurd. It makes no sense. Because now, for some leukemia patients, there really are things we ought to do that make a big difference."

PATIENTS INVOLVED IN THEIR OWN CARE

"Patients now jump onto the Internet and they come to my office with a list of the diagnostic tests they want and they ask me: 'Are you going to sequence my genome?'

"They know that these genome sequencing tests – while still costing several thousand dollars – are coming down in price in the same way that technology breakthroughs like the iPhone came down in price pretty quickly. The tests are becoming much more readily available to the point where genome sequencing is not just for the scientists – it's already available for the patients.

"Scientist-clinician partnerships at Weill Cornell, combined with patient engagement, have put us on the cusp of new discoveries."



In Their Own Words

Hear inside stories from our scientists and doctors about their latest research and how it's helping our patients.

To see the full videos, please visit
weill.cornell.edu/campaign/research

The screenshot shows the Weill Cornell Medical College website. At the top, there's a navigation bar with links: HOME, SCIENTIFIC ACCOMPLISHMENTS, CAMPAIGN FAQ, LEARN MORE, GIVING OPPORTUNITIES, PRIORITY AREAS. Below the navigation bar is a large video player with the title "The Inside Story About Our Research Discoveries" and a play button. To the right of the video player is a banner for "RESEARCH LEADS TO CURES" with the text "DISCOVERIES THAT MAKE A DIFFERENCE" and "GIVING OPPORTUNITIES". Below the video player is the heading "Researchers at Weill Cornell..." followed by a paragraph of text. At the bottom of the screenshot, there's a row of small portraits of several people.

Dear Friends,

The *Research Leads to Cures* Initiative described on page 1 of this issue of *Milestones* is an especially exciting and compelling moment for Weill Cornell, for two reasons.

First, it comes at a time in history when – thanks to advances in technology and the sequencing of the human genome – we are witnessing more and faster medical breakthroughs than ever before.

At this time, investment in our scientists and their research promises to yield more dramatic health benefits more quickly than were previously possible. Scientists at Weill Cornell report that in many fields the time from research discovery to patient application is being condensed from what was once a five-year cycle down to a two- to three-year cycle.

Second, collaboration between scientists is the essential key to cures, and the *Research Leads to Cures* Initiative coalesces in a powerful way the hundreds of collaborations and dozens of partnerships that already exist between the physician-scientists at Weill Cornell and researchers around the world.

Weill Cornell scientists are located in a research-rich environment in Manhattan, which leads to and fosters close ties with medical researchers in neighboring institutions.

Research has also thrived through Weill Cornell's connection to and collaboration with Cornell University's many outstanding schools on its Ithaca campus. In fact, Cornell is the largest recipient of National Science Foundation grants in all of New York State.

And in collaboration with colleagues at Weill Cornell Medical College-Qatar, several joint research efforts hold great promise for helping prevent and treat devastating and widespread diseases, such as diabetes, metabolic disorders, and cardiovascular disease.

In sum, our scientists work in an environment that is one of the most interactive, synergistic, and engaged research institutions in the country.

The *Research Leads to Cures* Initiative – with a goal of raising \$225 million to support faculty recruitment and priority research programs – will provide the resources to accelerate and expand the discoveries already underway.

The moment is now. The mission is clear.

Please join us.

Sincerely,

Robert J. Appel
Campaign Chairman



Weill Cornell Medical College

Board of Overseers

Sanford I. Weill

Chairman

The Honorable Hushang Ansary

Vice Chair

Robert J. Appel

Vice Chair

Barbara B. Friedman

Vice Chair

Arthur J. Mahon

Vice Chair

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- Harold Ford, Jr.
- Paul A. Gould
- Jeffrey W. Greenberg
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- Herbert J. Siegel
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- Louis W. Sullivan, M.D.
- Samuel O. Thier, M.D.
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Life Overseers

- Raymond R. Herrmann, Jr.
- Margaret Osmer-McQuade
- Frank H.T. Rhodes
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- Patricia Carry Stewart
- Harold Tanner
- Roger J. Weiss

Campaign Leadership

Robert J. Appel

Campaign Chairman

Antonio M. Gotto, Jr., M.D., D.Phil.

Stephen and Suzanne Weiss Dean

Weill Cornell Medical College

Larry Schafer

Vice Provost for Development

Lucille Ferraro

Campaign Director

Patricia Gutter

Executive Director of Development



A CAMPAIGN PRIORITY

Research Collaborations with Cornell in Ithaca

Scientists at Weill Cornell Medical College and Cornell University in Ithaca are combining expertise and resources in dozens of collaborations designed to **move medical breakthroughs more quickly from the laboratory to the patient.** This ability to leverage strengths across two great research centers is what sets Weill Cornell apart from unaffiliated medical colleges and independent research institutions.

Translational bench-to-bedside research collaborations recently funded by the National Institutes of Health include:

Center on the Microenvironment and Metastasis

The Center is one of 12 new research initiatives in the country supported by the National Cancer Institute to search for **fresh perspectives to combat cancer.** The \$13 million grant to Cornell-Ithaca and Weill Cornell will draw from the fields of nanobiotechnology, bioengineering, theoretical physics, and chemistry, among others, to further the understanding of how cancer metastases travel through the human body. A significant portion of the Weill Cornell research will be conducted in the **Arthur and Rochelle Belfer Institute of Hematology and Medical Oncology.**

Partners:

Cornell University in Ithaca: **Michael Shuler, Ph.D.,** Director and Principal Investigator, Professor of Biomedical and Chemical Engineering

WCMC: **Barbara Hempstead, M.D., Ph.D.,** Senior Investigator, O. Wayne Isom Professor of Medicine and Co-Chief of the Division of Hematology and Medical Oncology

Other principal members: The University at Buffalo, The State University of New York

Cornell-Columbia Translational Research Institute on Pain in Later Life

The National Institute on Aging awarded Weill Cornell a \$2 million grant to fund the Edward R. Roybal Center for Research on Applied Gerontology, one of 12 such centers nationally. It creates a new translational research institute to study pain in later life and develop **innovative strategies for improving pain management among older adults.** The Division of Geriatrics and Gerontology serves as the program hub. This multidisciplinary study expands the Cornell Institute for Translational Research on Aging, which has been an active Roybal Center since 2003.

Partners:

WCMC: **M. Cary Reid, M.D., Ph.D.,** Director and Principal Investigator, Joachim Silbermann Family Clinical Scholar in Geriatric Palliative Care and Associate Professor of Medicine

Cornell University in Ithaca: **Karl Pillemer, Ph.D.,** Co-Principal Investigator, Professor of Human Development, Professor of Gerontology in Medicine at Weill Cornell

Other principal members: Columbia University Mailman School of Public Health; Memorial Sloan-Kettering Cancer Center; Hospital for Special Surgery; and Visiting Nurse Service of New York

Remembering Myra Mahon

The Weill Cornell community lost a great friend and devoted supporter early this year with the passing of Myra Mahon.

Myra was Co-Chair of the Women's Health Symposium Executive Steering Committee, Co-Chair of the Maurice R. Greenberg Distinguished Service Award Dinner, and a member of the Executive Committee of the NewYork-Presbyterian Hospital/Weill Cornell Medical Center's Lying-In Hospital.

The Medical College's Patient Resource Center was named in her honor in 2007, in gratitude for the Mahons' commitment and generosity. Myra's husband, Arthur Mahon, is Vice Chair of the Weill Cornell Board of Overseers, on which he has served on since 1986.



Myra's family, friends, and colleagues remember her as a woman of enormous intelligence, passion, elegance, conviction, and concern for the underdog and the underserved. She was valedictorian of her class at Marymount College in Tarrytown, N.Y., graduating *summa cum laude*, and went on to earn a master's degree in social work from Fordham University. Myra served as the Executive Vice President of the Tri-State United Way and as the Director of Development for the New York Archdiocese.

When Arthur surprised Myra with news that the Weill Cornell Medical College Patient Resource Center, a library and reading room located on the second floor of the Weill Greenberg Center, would be named in her honor, Myra was deeply touched. At a public ceremony in 2007, Myra personally dedicated the Center to "those who serve unseen."

"Myra was a wonderfully kind, intelligent, and generous woman," says Dean Gotto. "She helped make the lives of so many others immeasurably richer. Our hearts go out to Myra's beloved family."

Q&A *What Inspires Giving?* Meet Jeffrey Feil

Jeffrey Feil is a member of the Board of Overseers and one of Weill Cornell's most enthusiastic supporters. Chair of the *Initiative for the Brain* Subcommittee of the *Discoveries that Make a Difference* Campaign, and a member of the Medical College's Real Estate, Renovation, and Facilities Planning Committee, Mr. Feil has long been an active advocate for Weill Cornell's students, doctors, and researchers. He sat down with Larry Schafer, Vice Provost for Development, to discuss his and his family's enduring dedication to Weill Cornell – which, after nearly three decades, is still going strong.

LS: You've been on our Board of Overseers since 2003. Why did you decide to join the Board?

JF: Dr. John Caronna, who has been a friend and a resource for my family for a long time, recommended that I join. He warned me that I had no idea what I was getting into, and that I would be out of my comfort zone, but he assured me I would meet great people and learn things I couldn't even imagine. So I agreed! It's been very rewarding to see the Medical College grow into such a vibrant community.

LS: Your family has supported student scholarships at the Medical College for many years. Why has that been important to you?

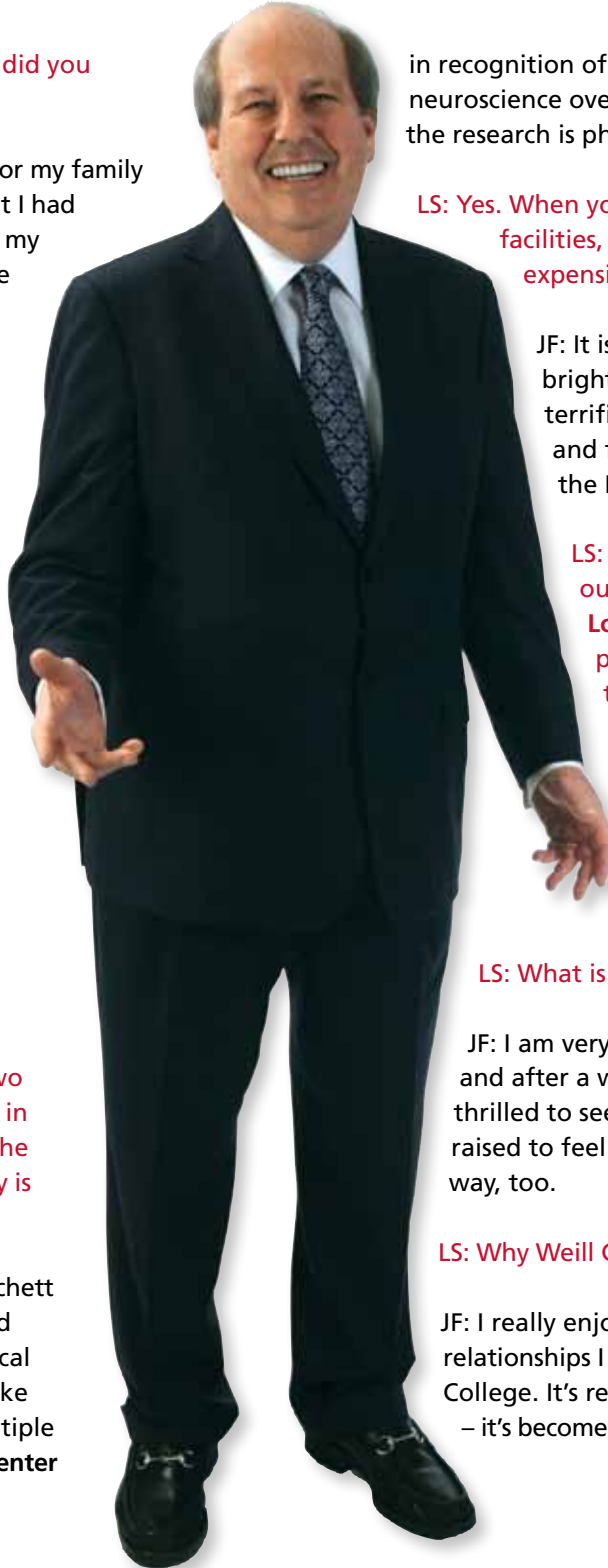
JF: My parents were so grateful for the care they received from doctors here. In recognition, my family started a scholarship in our parents' names – the **Gertrude and Louis Feil Scholarship** – in celebration of their 50th wedding anniversary in 1987. My parents were very proud of that fund. I remember my father receiving letters from the students, and he was always so happy to read them. It's been very joyful for all of us.

LS: So you think it's been a good investment?

JF: You bet! It's a great investment in our next generation.

LS: Much of the support you have given us has been for neurology research and neurological disorders, including two Clinical Scholar Awards in multiple sclerosis, a Professorship in medicine, and a Professorship in neurology. You also chair the Initiative for the Brain Subcommittee for this Campaign. Why is your family committed to neuroscience?

JF: We are very impressed with the work of Dr. R.A. Rees Pritchett (Louis and Gertrude Feil Professor of Clinical Medicine) and Dr. John Caronna (Louis and Gertrude Feil Professor of Clinical Neurology). They are extremely terrific doctors – doctors like them make Weill Cornell what it is. My sister does have multiple sclerosis, and we named the **Judith Jaffe Multiple Sclerosis Center**



in recognition of the care she's received here. The advances in neuroscience over the last few years have been remarkable, and the research is phenomenal. But the cost is eye-opening.

LS: Yes. When you think about the technology and the laboratory facilities, doing research in New York City is great – but it's expensive.

JF: It is very expensive to be here. But the best and the brightest are here. Weill Cornell is full of terrific people, terrific doctors, a lot of great minds making discoveries and finding cures. I always feel smarter after a day at the Medical College!

LS: We were delighted that you agreed to let us name our new building on 61st Street the Gertrude and Louis Feil Family Research Building, in honor of your parents. How did that make you feel? What do you think your parents would have said?

JF: I could use a Jewish expression – they would be *kvelling!* They would be so thrilled to see what's happening in the building. I can actually hear my father giving a speech about the great doctors and the wonderful research happening there.

LS: What is your personal philosophy on philanthropy?

JF: I am very fortunate that I've been able to succeed in life, and after a while, it's time to give back. My parents would be thrilled to see that they really have made a difference. I was raised to feel that way, and I think my own children see it that way, too.

LS: Why Weill Cornell? Why do you appreciate this place so much?

JF: I really enjoy all the friends I've made, and the close relationships I have with so many people I've met at the Medical College. It's really been a pleasure. I don't look at it as an obligation – it's become part of my life. I feel like I belong here.



Antonio M. Gotto, Jr., M.D., D.Phil., Stephen and Suzanne Weiss Dean; Judith Resnick; Overseer Burton Resnick; and Steven Paul, M.D., Director of the Helen and Robert Appel Alzheimer's Disease Research Institute

Celebrating FACULTY ENDOWMENTS

More than 75 leaders, donors, faculty members, and friends of Weill Cornell gathered to honor gifts to faculty endowments on Tuesday, March 22nd. The *Celebrating Faculty Endowments* Reception featured remarks from dedicated Weill Cornell donors and the educators, researchers, and physicians who have benefited from holding endowed positions.

"All of us in this room should feel proud to be a part of this exciting period of growth in Weill Cornell's history," said **Robert J. Appel**, Chairman of the *Discoveries that Make a Difference* Campaign, "particularly the doctors and scientists, who are the backbone of this medical center, and the donors who support the research that leads to cures."

Endowed gifts provide essential funding for Weill Cornell's top scientists, inspiring innovation and creativity and accelerating the research that will lead to new possibilities for prevention, treatments, and cures for some of our most persistent and daunting health issues.

For more information on endowed gifts, please contact Elizabeth Herrera, Director of Advancement Programs, at 646-317-7382, or eherrera@med.cornell.edu.

The Right Place, the Right

The Estate of Finbar Kenny *Supporting Neurology Research*

Marianne and Finbar Kenny shared a deep appreciation for the power of medical research to lead to improved treatments and cures for a range of neurological disorders. For nearly 20 years, they were loyal and consistent supporters of Weill Cornell, giving generously to the Medical College's neurology and neuroscience programs.

After Mrs. Kenny passed away in 2008, Mr. Kenny remained a dedicated supporter of the promising work of Weill Cornell's physicians and researchers. He maintained his close relationship with Frank Petito, M.D., Professor of Clinical Neurology at Weill Cornell, whom the Kennys long respected as a kind and compassionate physician and greatly trusted as a friend.

When Mr. Kenny passed away in 2009, a large portion of his estate was left to Weill Cornell in support of the Medical College's neurology and neuroscience research programs and faculty members. The gift, a substantial bequest of nearly \$15 million, will endow:

- Two Professorships – the **Finbar and Marianne Kenny Professorship in Neurology**, and the **Finbar and Marianne Kenny Professorship in Clinical and Research Neurology**;
- The **Finbar and Marianne Kenny Research Scholar Award in Neurology**, which will support the work of junior faculty members with exceptional research programs;
- And the **Finbar and Marianne Kenny Fellowship Fund**, which will support postdoctoral fellows and researchers in the Department of Neurology.

Nearly \$10 million will establish the **Finbar and Marianne Kenny Research Laboratories for the Advancement of Neuroscience**, to be housed in the new Medical Research Building.

"Mr. Kenny was a kind and generous man, and I was continually impressed by his and his wife's dedication to the science of medicine," says Dr. Petito, the new Finbar and Marianne Kenny Professor in Neurology. "I will greatly miss his friendship and encouragement, but his and Marianne's legacy will live on forever through the research they make possible, and the future generations who will benefit."

Nancy and Peter Meinig *Pushing Science Forward*

Nancy and Peter Meinig are longtime friends of Weill Cornell Medical College. A member of the Board of Overseers for nearly a decade, Peter also serves on the Time Capsule Committee and the Campaign Steering Committee for the *Discoveries that Make a Difference* Campaign.

The Meinigs have a long and important relationship with Cornell University, as well. Peter and Nancy both graduated from Cornell, and Peter serves as Chairman of the University's Board of Trustees.

"WE ARE PROUD TO PUSH SCIENCE FORWARD AND FOSTER COLLABORATIONS BETWEEN RESEARCHERS."

In addition to these leadership roles, the Meinigs are generous philanthropic supporters of both the Medical College and the University. Their most recent contribution to the *Discoveries* Campaign – a \$1 million endowed gift – will support top research priorities in the new Medical Research Building. Income from the **Nancy E. and Peter C. Meinig Dean's Research Fund for Scientific Recruitment and Advancements** will go toward the Medical College's highest priorities in supporting and recruiting faculty researchers, at the discretion of the Dean.

"We have the utmost respect for the leadership of the Medical College, and especially for Dean Gotto. We're confident that future leaders will follow in his tradition," says Mr. Meinig. "We are proud to make this gift, which we hope will push science forward and foster collaborations



Dean Gotto with Peter and Nancy Meinig

between researchers at the Medical College and in Ithaca."

Because the Meinig Dean's Research Fund is an endowed gift, it will benefit the Medical College in perpetuity. The principal will be invested in the University's Long Term Investment Pool, and the annual payout will be allocated to research and recruitment needs that the Dean of the Medical College deems its highest priorities.

"Peter and Nancy have been superb leaders of Cornell's Board and are great friends of Weill Cornell. It is a privilege to work with them in assuring the Medical College's future," says Dean Gotto.

People, the Right Time

Morton Ginsberg

Investing in Lymphoma Research

“Finding an opportunity to make a difference and having the audacity to take it may be the most important skills of all,” says **Morton Ginsberg**, whose recent \$1 million gift to the *Discoveries* Campaign will establish the **Morton Ginsberg Family Lymphoma Research Fund**.



Mr. Ginsberg graduated from Brandeis University and Harvard Law School, with honors from both institutions, served as Assistant U.S. Attorney under Robert Morgenthau, and went on to build rewarding careers in both law and real estate development. But he attributes his success to much more than education. Mr. Ginsberg says his years of experience in law and the business world – and the instincts he honed in both fields – taught him the importance of making worthwhile investments.

“The doctors and researchers at Weill Cornell are among the best in the world. I see this as a great opportunity to invest in their important work,” says Mr. Ginsberg.

A portion of his gift will support the work of John Leonard, M.D., Richard T. Silver Distinguished Professor of Hematology and Medical Oncology, whom Mr. Ginsberg admires as “an excellent researcher and a real leader in his field.” Dr. Leonard’s internationally recognized program treats patients with non-Hodgkin’s lymphoma, Hodgkin’s disease, multiple myeloma, and related disorders.

Another portion of Mr. Ginsberg’s gift will be directed toward recruiting physician-scientists who will carry out lymphoma research in the new Medical Research Building. The **Morton Ginsberg Family Principal Investigator Office Suite** will be named in recognition of his generosity.

“We greatly appreciate Mr. Ginsberg’s gift and his confidence in our program. These funds for lymphoma research and faculty recruitment will help Weill Cornell make great progress in this important field,” says Dean Gotto.

The William Randolph Hearst Foundation

Building on Tangible Results

The **William Randolph Hearst Foundation’s** \$1 million gift for the new Medical Research Building crystallizes the strategic approach, attention to detail, and appreciation for tangible results that through the years have deepened the relationship between the Foundation and the Medical College.

This partnership on behalf of medical excellence began nearly a quarter century ago, when **The William Randolph Hearst Foundation Microbiology Research Center** was created – a relationship that has spawned significant advances in research at Weill Cornell.



“Weill Cornell is pushing the boundaries of scientific knowledge for improvement of human health, and in our 20-plus year relationship, its very talented physicians and scientists are testament to the admirable progress it continues to make,” says Frank A. Bennack, Jr., a director of The Hearst Foundations and Vice Chairman and CEO of Hearst Corporation. Mr. Bennack also has close ties with Weill Cornell through his long-standing service as a member and Vice Chairman of the Board of Trustees of its clinical partner, NewYork-Presbyterian Hospital.

“Our discoveries in several areas have been greatly aided by the generosity of The William Randolph Hearst Foundation,” says Dean Gotto. “This grant for the Medical Research Building continues to build on that by helping to unite our basic and clinical research into an integrated research enterprise that will push the boundaries of scientific knowledge to improve health for all people.”

Weill Cornell’s consistent communication and information-sharing on discoveries made with the help of The William Randolph Hearst Foundation’s support is an integral part of the relationship. “We appreciate the good stewardship, and enjoy celebrating the scientific progress made by Weill Cornell with our ongoing support,” says Paul “Dino” Dinovitz, Executive Director of The William Randolph Hearst Foundation.

The Foundation also supports clinical and research excellence through gifts for the renowned **Hearst Burn Center**, the **Center for Aging**, the **Hearst Clinical Scholar Award**, a **Hearst Faculty Fellowship**, and support for student scholarships, among other areas.

Thank you!

Our deepest gratitude goes out to all of our supporters! The following donors recently made gifts to the *Discoveries* Campaign supporting faculty recruitment, endowed positions, and research programs in the new Medical Research Building:

- **Holly and Barry Feirstein’s** generous gift of \$250,000 will help create endowed faculty positions, to attract the top medical minds and recognize Weill Cornell’s most dedicated and promising scientists, educators, and physicians.
- The insightful gifts of **Thomas and Elizabeth Laffont** (\$150,000) and **Lee and Murray Kushner and Family** (\$100,000) will support the recruitment of outstanding faculty members doing cutting-edge research in the Medical Research Building.

Each and every gift brings us closer to breakthrough treatments and life-saving cures for us, our children, and future generations. Thank you for your support!

Research Leads to Cures

ONE PATIENT'S STORY:

HOW SCIENCE LED TO A HAPPY ENDING



Shari Leventhal and Dr. Orli Etingin

When Shari Leventhal and her husband, Steve Kauderer, arrived for their first appointment with Dr. Orli Etingin, they were not optimistic about what they might hear.

After suffering three miscarriages caused by a recurrent blood clotting disorder and a long search for help, Ms. Leventhal had nearly given up hope that she and her husband would ever be able to have children of their own. But they decided to get yet one more medical opinion.

Now – four healthy children later – Ms. Leventhal still recalls vividly that very first day when she and her husband walked nervously into Dr. Etingin's office on 70th Street and York Avenue.

"Her demeanor was calming and reassuring, and she had considerable knowledge and expertise. She had had experience with patients who had difficult medical histories similar to mine," Ms. Leventhal recalls.

"And she didn't hesitate to reach out to scientists, other doctors – she knows exactly who to call. **Her connections and willingness to seek that kind of advice and collaboration on behalf of her patients is exceptional.**"

For Dr. Etingin, Lisa and Sanford B. Ehrenkrantz Professor in Women's Health and the director of Weill Cornell's Iris Cantor Women's Health Center, treating each patient successfully comes

down to not just her own experience but also to the "amazing teamwork" between scientists and physicians. She routinely picks up the phone to reach Weill Cornell's top scientists in their laboratories and consult with them on behalf of a patient.

"Their research benefits my patients every day. They are the experts exploring new causes and treatments of medical conditions. And **by bringing that expertise to our patients, we're able to do a better job of treating them, taking care of them, and offering them cures,**" says Dr. Etingin.

"It is one of the most gratifying parts of my job," she says.

After seeing Ms. Leventhal and her husband, Dr. Etingin – whose own specialties are internal medicine and coagulation disorders – met with vascular biology scientists at Weill Cornell who are among the world leaders in this field.

Ms. Leventhal had a rare combination of blood disorders: her blood could clot too easily in certain circumstances, and she could bleed too easily in other situations because of a specific enzyme deficiency.

Based on Dr. Etingin's experience and the advice of other Weill Cornell specialists, the treatment included an innovative infusion of a clotting factor along with traditional anti-clotting medicine, all in careful coordination with the high-risk pregnancy team at Weill Cornell.

Now, 15 years after giving birth to her first child, Ms. Leventhal says her "whole family goes to Dr. Etingin. And my husband's whole family. We think she's phenomenal."

"In fact," says Ms. Leventhal, "we have found that **the whole physician-scientist interaction, and the expertise of doctors at Weill Cornell Medical Center is fantastic – second to none.**"

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