



American Heart Association®

Heart Ball

Madison Heart Ball
Centennial Celebration

100 years of saving and improving lives.

April 20, 2024

The Edgewater Madison



All Heart.

SSM Health, UnityPoint Health - Meriter and UW Health are honored to support the Madison Heart Ball and to provide care to every heart in our community.



SSMHealth.

UWHealth



UnityPoint Health
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Welcome to the 2024 Madison Heart Ball

Dear Esteemed Heart Ball Attendees,

As we gather tonight at the **2024 Heart Ball in Madison, Wisconsin**, I am deeply honored to serve as the Chair of this remarkable event.

Our hearts beat in unison, fueled by a shared commitment to combat heart disease and stroke. As Chair, I stand alongside a dedicated team of heart warriors, volunteers, and advocates — all of whom embody resilience, compassion, and unwavering hope.

Together, we weave a tapestry of impact:

1. As **advocates** we champion policies that promote heart health, ensuring access to quality care for all.
2. Through **research** our support fuels groundbreaking studies, pushing the boundaries of medical knowledge.
3. In **education**, we empower communities with life-saving information, equipping them to make heart-smart choices.

Together, we are relentlessly focused on the heart of our community. Your presence tonight contributes to lifesaving initiatives, research advancements, and education programs. Every step we take brings us closer to a world free of heart disease and stroke.

Tonight, as we dine, dance, and celebrate, let us remember that our collective efforts ripple far beyond this elegant ballroom. Each dollar raised, each connection forged, contributes to a healthier, more vibrant future.

Did you know?

- Heart disease is the leading cause of death for men, women, and people of most racial and ethnic groups in the United States. Every 33 seconds, someone in the U.S. succumbs to cardiovascular disease.
- In 2021, approximately 695,000 people in the United States died from heart disease— that's 1 in every 5 deaths.
- Coronary heart disease (CHD), the most common type of heart disease, claimed 375,476 lives in 2021. Heart attacks strike approximately 805,000 people in the U.S. each year, with 605,000 being first-time attacks.
- Heart disease deaths vary by sex, race, and ethnicity. For instance:
 - Among African American, American Indian, Alaska Native, Hispanic, and white men, heart disease is the leading cause of death.
 - For women from the Pacific Islands and Asian American, American Indian, Alaska Native, and Hispanic women, heart disease is second only to cancer.

To my fellow attendees, thank you for your generosity, your spirit, and your belief in the power of unity. Let us raise our glasses to the heartbeats we protect, the lives we touch, and the legacy we create.

Thank you for being part of this extraordinary evening. May your hearts be as warm as the smiles around you and may the bonds have forged tonight last a lifetime.

With heartfelt gratitude,

Thomas N. Shorter, 2024 Madison Heart Ball Chair





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2024 Heart of Madison Volunteer Leadership

2024 Heart of Madison Chair

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Husch Blackwell

Executive Leadership Team

Brent Johnston
Shared Imaging Services

Anthony Ladner
NPI Financial

Nicholas & Katie Kidd
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Joshua Rekoske
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Heart Ball

Program of Events

5:30 p.m.
Registration, Social Reception, & Silent Auction
Nolen Gallery

5:30 p.m. - 6:45 p.m.
VIP Reception
Sky Bar

7 p.m.
Dinner & Program
Grand Ballroom

9 p.m.
Music & Dancing
Grand Ballroom



Welcome to the 2024 Madison Heart Ball



Ed Sloane

First Business Bank (Retired)
Chairman of the Board,
Madison Board of Directors
American Heart Association



Craig Sommers

SSM Health – St. Mary's
President of the Board,
Madison Board of Directors
American Heart Association



Tyler Knowles

Heckmann Financial
Leadership Development Chair,
Madison Board of Directors
American Heart Association

To say this 2024 is a big milestone for the American Heart Association would be a massive understatement. This year we celebrate 100 years of the Association and while we're proud of the work done over the last century, we're beyond excited for what's next.

The Madison Heart Ball stands as a moving occasion, allowing us to pause, reflect, pay homage, and celebrate in the remarkable progress achieved through the unwavering dedication and passion of those who champion the American Heart Association.

Through the Madison Heart Ball, supporters like you are inspiring and creating meaningful change. From the ballroom to bringing innovative science and research to life in our local communities, from the dance floor to driving equitable health for all, everything we do is made possible by you.

A special thank you goes out to Thomas N. Shorter for serving as our centennial chair and helping lead this year's campaign. Also, a big thanks to our amazing Executive Leadership Team for its commitment to the American Heart Association's mission. And to all of the volunteers, thank you for your tireless work and commitment to make this all happen. We couldn't do it without you!

This evening, we also have the opportunity to meet the Ladner family. Thank you, Anthony and Allie, for sharing the story of your son's harrowing journey. Because of the many advances in heart health, Charlie is thriving today following open-heart surgery when he was just days old. We're honored and grateful you can join us tonight!

We greatly appreciate your dedication to the American Heart Association's mission. We look forward to celebrating with you tonight as you are making a difference in all of our lives. Thank you!

Sincerely,

Ed Sloane, Craig Sommers and Tyler Knowles



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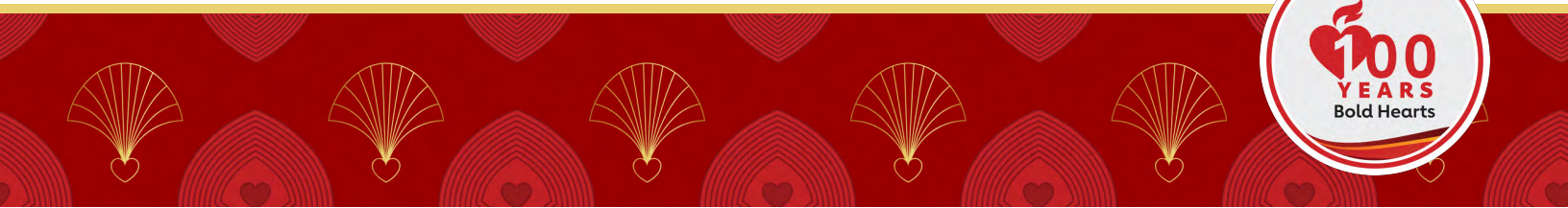
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Meet the Ladner Family

Anthony and Allie Ladner found out they were expecting baby Ladner #2 shortly after their daughter Eloise's first birthday. The pregnancy was a breeze, and all tests and ultrasounds pointed to a healthy baby boy. Charles "Charlie" came barreling into the world on May 25, 2018, at 1:23 a.m.

As Charlie was placed on Allie's chest, it was noticeable that he wasn't crying or turning pink like healthy babies. Allie, a certified nurse midwife and women's health nurse practitioner, immediately knew something was wrong.

She signaled for the doctor, and they immediately jumped into action. In the early morning hours, Charlie was diagnosed with Transposition of the Greater Arteries (TGA). Anthony and Allie kissed their new baby boy goodbye as he was flown to Children's National in Washington, D.C.



On Day 4 of life, Charlie had open-heart surgery. And on Day 10, Allie and Anthony took home a newborn with stitches in his chest and a very special mended heart. The Ladners left the hospital that day feeling lucky and blessed but filled with uncertainty about Charlie's future. Would Charlie be able to walk? Ride a bike? Would school be a challenge?

Now, at 5 years old, Charlie is the epitome of a happy, healthy kindergartener. He runs without restrictions, rides his bike without training wheels, and tells his teacher that the most challenging thing about kindergarten is learning multiplication and division.

You don't want to miss the Ladner family's story.

2024 Madison
HEART WALK

7:30 AM | September 14
McKee Farms Park

**I WALK
TO SAVE LIVES**





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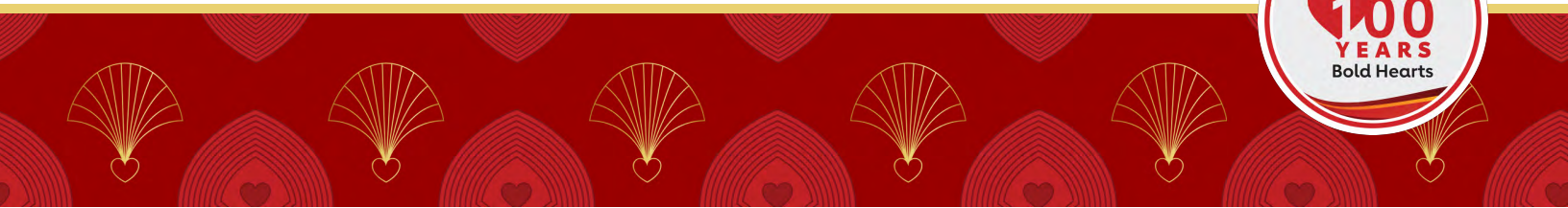
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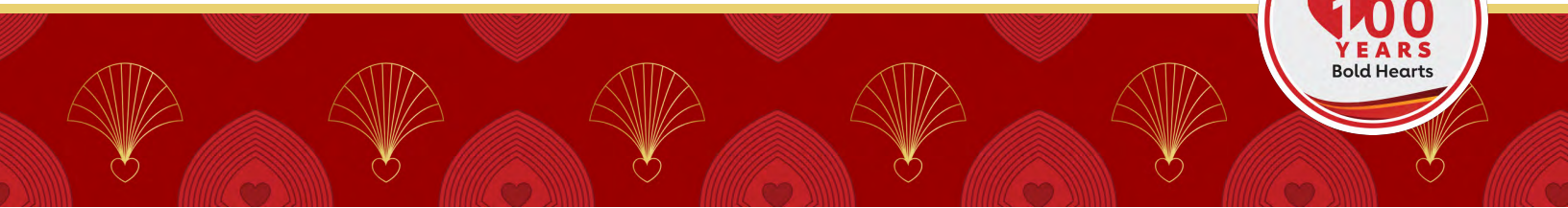
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Quartz sponsors the **Madison Heart Ball** to share our message about the importance of prevention and early detection of cardiovascular disease.

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American Heart Association

Thank you for your dedication and commitment to
driving impactful change, advancing scientific research,
and promoting healthier lifestyles for our community.

Together, let's make a difference and contribute to a

Healthier Tomorrow!



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Wines for Humanity

Wisconsin Basketball

Wisconsin Men's and Women's Golf

Wisconsin Men's Hockey

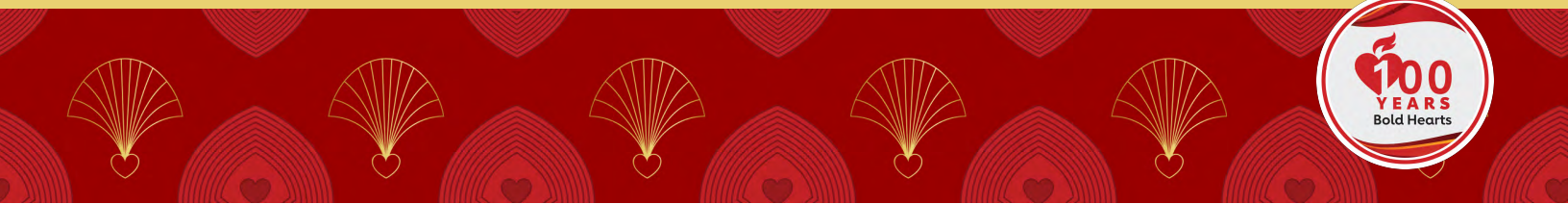
Wisconsin Men's Soccer

Wisconsin Volleyball

Wisconsin Women's Basketball

WKOW

Wollersheim Winery & Distillery





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Live Auction Rules



All items will be bid for on a competitive basis by hand signaling or bidder number. If two or more people bid simultaneously, the auctioneer will determine who made the first bid. The auctioneer's judgement is final. Once the auctioneer has declared "sold," the sale is final. The person making the final bid, as announced by the auctioneer, is responsible for accepting the bid and sale price. The winning bidder will receive a receipt after payment is made.

Conditions of Sale for Benefit Auctions: The property offered in this auction will be offered and sold by the American Heart Association. Any questions should be directed to the American Heart Association which serves as auctioneer in conducting the auction sale and participates on the following terms and conditions, as amended by any posted notices or oral announcements during the sale and participates on the following terms and conditions, which govern the sale of all the property offered at the auction. The American Heart Association does not assume any risk, liability or responsibility for the authenticity or the authorship of any property offered at this auction (that is the identity of the creator or the period, culture, source of origin, as the case may be, with which the creation of any property is identified.) ALL PROPERTY IS SOLD "AS IS" AND THE AMERICAN HEART ASSOCIATION DOES NOT MAKE ANY REPRESENTATIONS OR WARRANTIES OF ANY KIND OR NATURE, EXPRESSED OR IMPLIED, WITH RESPECT TO THE PROPERTY, AND IN NO EVENT SHALL THE AMERICAN HEART ASSOCIATION BE RESPONSIBLE FOR THE CORRECTNESS OF ANY CATALOGUE OR NOTICES OR DESCRIPTIONS OF PROPERTY, NOR BE DEEMED TO HAVE MADE ANY REPRESENTATIONS OR WARRANTY OF PHYSICAL CONDITION, SIZE, QUALITY, RARITY, IMPORTANCE, GENUINENESS, ATTRIBUTION, AUTHENTICITY, PROVENANCE OR HISTORICAL RELEVANCE OF THE PROPERTY.

Any property may be withdrawn by the American Heart Association at any time before the actual sale without any liability therefore. The American Heart Association reserves the right to reject a bid from any bidder. The highest bidder acknowledged by the auctioneer shall be the purchaser. In the event of any dispute between bidders, the auctioneer shall have sale and final discretion either to determine the successful bidder or to re-offer and resell the article in dispute. If any dispute arises after the sale, the American Heart Association's sale records shall be conclusive in all respects. If the auctioneer determines that any opening bid does not commensurate with the value of the article offered, he may reject the same and withdraw the article from sale, and if, having acknowledged an opening bid, he decides that any advance thereafter is insufficient, he may reject the advance. On the fall of the auctioneer's "hammer," the highest bidder shall be deemed to have purchased the offered lot subject to all of the conditions set forth herein and thereupon (a) assumes the risk and responsibility thereof (including without limitation damage to frames or glass covering the prints) and (b) will sign a confirmation of purchase at the American Heart Association's premises by the purchaser at his/her expense no later than (3) business days following the sale. If the foregoing conditions and other applicable conditions are not complied with, in addition to other remedies available to the American Heart Association by law, including, without limitation, the right to hold the purchaser liable for the bid price, the American Heart Association at the option, may either (a) cancel the sale, or (b) resell the property on (3) business days notice to purchaser and for the account and risk of the purchaser, either publicly or privately, and in such event the purchaser shall be liable for payment of any deficiency, all other charges due hereunder and incidental damages.





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Silent Auction Rules

- Silent auction bidding will close at 7:45 pm. Items may be claimed at 9:30 pm at checkout tables.
- Each attendee is provided a bidder number.
- A bid must be made prior to claiming item(s).
- Mastercard, Visa, American Express and Discover are accepted.
- After payment, each winning bidder will receive an electronic receipt.
- A winning bidder may be able to obtain an income tax deduction if the amount of the winning bid exceeds the item's fair market value. Please consult your tax advisor.
- Some items are subject to sales tax.
- The donors provide values set forth on auction items, unless otherwise specified, and are not warranted by the American Heart Association, Midwest Affiliate for tax purposes or general value.
- All services (trips, reservations, etc.) are subject to availability and, unless otherwise stated, are subject to expiration dates. Restrictions are listed on certificates.
- The decision of the American Heart Association, Midwest Affiliate officials shall be final and, in the event of a dispute, they shall determine the winning bids.
- All sales are final. There will be no exchanges, returns or refunds. Please keep all certificates in a secure place. Gift certificates cannot be replaced if lost or stolen.

American Stroke Association.
A division of the American Heart Association.

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MADISON
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The Sylvee



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