

Industry News

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Colors denote seasons, emotions, actions and more

COMING UP ROSES

Another October pink shindig and sports event benefiting breast cancer research was the annual Pink Ribbon Golf Classic, which opened Oct. 5 with cocktails at the magnificent oceanfront manse of Alice and Henry Scanlon. The Ponte Vedra home was decked with arrangements of pink roses by Glenn Certain Studios, and RSVP Caterers provided an array of hors d'oeuvres and desserts - Oreo truffles shaped like pink golf balls on tees - yum. Donna WeMett organized the affair sponsored by honorary co-chairs Tabitha Furyk with her spouse PGA Tour golfer Jim Furyk and Robin Wahby of New York Life with her hubby Dan Wahby of Eli Lilly.

Celebs at the party were NPR radio host Odette Struys and sportscaster Cole Pepper. Odette said the tournament will raise about \$150,000 for breast cancer research at Mayo Clinic and Baptist Medical Center - Beaches.

In addition to noshing and sipping, folks bid at silent and live auctions and bought raffle tickets for a trio of IPPOLITA sterling and gemstone bangles valued at \$1,400, donated by Underwood Jewelers. A drawing will be at an IPPOLITA trunk show at the Ponte Vedra store at 6 p.m., Thursday, Nov. 10; chances are \$20. PINK PUTTING

On Oct. 6, teams of pink-clad golfers had breakfast sponsored by Auto Spot Goodyear before teeing off on Ponte Vedra Inn & Club links. Damara Merten was overall event coordinator, and Shelley Dickerson directed the tournament that wrapped up at an awards lunch sponsored by Margaret and Robert Hill at the Inn & Club Seahorse Room. Event founder Susie Buckey won the Team Challenge for raising \$11,000 for the classic. Richard Pelletier's antics on the golf course in a hot pink dress, pink wig and high heels won him the Best Dressed Individual award; his hilarious get-ups have become a Pink Ribbon legend. PhRMA, Kathy & Brady Rackley, the Inn & Club and Baptist Health were all contributors to the tournament.

Awards were followed by a talk by registered nurse Cindy Van Horn, a breast cancer survivor and Mayo Clinic Breast Clinic supervisor, who spoke from a personal and professional perspective about the effects of breast cancer on the entire family. When diagnosed with breast cancer in 2003, "I was in shock and my family was scared," she said. "Whenever you're diagnosed, it's not just you, it's your whole family and circle of friends. ... It's important for spouses to step up and help you through it, but the trajectory of anxiety is the same for the husband as the wife, and children are affected as the illness transforms their mother."