

INDUSTRY GROUP NEWS

NATIONAL OFFICE PRODUCTS

Industry launches Committed to Hope initiative with campus tour



The National Office Products Industry gathers at City of Hope for the annual tour.

Leaders from the National Office Products Industry recently traveled west to take part in the traditional kickoff of their fundraising year in support of City of Hope.

Nearly 90 executives journeyed to City of Hope's Duarte, Calif., campus for the annual tour. The trip, on Feb. 21 and 22, served as the official beginning of the 2011 Committed to Hope initiative honoring this year's *Spirit of Life*® awardee, Jay Mutschler, senior vice president of Staples Advantage.

Tour stops included buildings funded through the office products industry's support — the Center for Biomedicine & Genetics, City of Hope Helford Clinical Research Hospital and the Arnold and Mabel Beckman Center for Cancer Immunotherapeutics & Tumor Immunology.

Prominent City of Hope doctors and scientists addressed the industry leaders.

Those visiting campus heard from Stephen J. Forman, M.D., Francis and Kathleen McNamara Distinguished Chair in Hematology and Hematopoietic Cell Transplantation, who leads City of Hope's bone marrow transplant program, one of the largest and most successful of its kind in the world.

Karen Abody, M.D., associate professor of neurosciences, spoke about her research into an innovative method to deliver anticancer therapy directly to cancer cells in the brain.

Later, David Josephson, M.D., clinical assistant professor of surgery, demonstrated the state-of-the-art surgical robot employed by City of Hope's Prostate Cancer Program, a national leader in gentler procedures for the disease.

Attendees also learned about the connections between cancer and diabetes under investigation at City of Hope from Fouad Kandeel, M.D., Ph.D., chair of the Department of Clinical Diabetes, Endocrinology & Metabolism.

The campus tour was preceded by a welcome reception at the five-star Langham Huntington, Pasadena, the evening before. Participants returned to the Langham for a dinner reception on Feb. 22, featuring Clarke Anderson, M.D. and patient speaker Alexandria Cervantes.



(left to right) Wayne Beacham, Jay Mutschler and Scott Light at the industry tour.



Jay Mutschler with wife Serena in front of City of Hope's famous Golter Gate.

A message from the chair

Now is an exciting time to be a City of Hope supporter. Physicians and scientists are making progress like never before in the mission to cure and prevent life-threatening disease.

I feel it's doubly exciting for those of us in the National Office Products Industry. Our group has built tremendous momentum, reaching new heights each year in our fundraising efforts for City of Hope.

All signs indicate our success will continue with this year's Committed to Hope initiative. The *Spirit of Life*® honoree, Jay Mutschler of Staples, has led us to raise more than \$4 million already.

Congratulations to Jay and his colleagues at Staples — as well as to all of you — for this magnificent start. Our success is propelled by companies that develop new programs, such as hosting events, employee giving drives and product promotions.

Another new program established by the National Office Products Council will add one more chapter to our industry's legacy of backing the fight against life-threatening illnesses.

Hope Starts With Us will direct personal-giving funds to a new faculty endowment in diabetes research — a long-lasting sign of our dedication to making a difference for patients all over the world. In this newsletter, you can read more about this effort to address a growing epidemic.

Of course, part of the value of our industry's philanthropic drive is the fellowship that comes from our shared commitment to City of Hope. In this spirit, I'd like to draw your attention to an upcoming event and encourage you to attend.

I'm referring to the U.S. Open Golf Outing hosted by Staples in June. This event offers world-class golf and great networking to benefit an important cause. You'll find more information in the calendar section of this newsletter.

I hope to see you there, as we show once more that we are Committed to Hope.

Wayne Beacham
Chairman and Chief Executive Officer
S.P. Richards Co.



Staples-sponsored concert raises more than \$600,000 for City of Hope



At the third annual Concert for Hope presented by Staples, a sold-out audience enjoyed sets by Disney Music artists Selena Gomez and the Scene, Jonas Brothers and Allstar Weekend as well as YouTube sensation Christina Grimmie.

The event, held March 20 at the Gibson Amphitheatre at Universal CityWalk in Los Angeles, drew more than 6,000 fans and raised more than \$600,000 for research, treatment and education at City of Hope. The concert series has garnered more than \$2.5 million since its inception.

Both Gomez and Grimmie toured City of Hope's campus and met with faculty and staff members to learn about research and patient care programs. They also visited individual patients in the Pediatric Family Center.

"This was a personally moving experience, being able to meet patients at City of Hope," Gomez said. "I'm honored to support an organization that's committed to helping these amazing and courageous children and teens."

Staples' support comes through a \$700,000 donation package including sponsorships of Concert for Hope, Walk for Hope Nationally Presented by Staples and the Nashville Celebrity Softball Game, as well as participation in industry support events and programs.

Personal-giving clubs to fund diabetes research endowment



City of Hope researchers search for a cure for diabetes.

A new National Office Products Industry initiative will direct funds from personal giving to establish an endowed professorship in diabetes research.



National Office Products Council Chair Wayne Beacham announced the personal giving program at the industry dinner that followed this February's campus tour kicking off the Committed to Hope initiative.

In honor of City of Hope's 100th anniversary in 2013, the industry will raise \$1 million over the next three years through its personal-giving clubs, Friends for Hope and Legions of Hope.

The money will provide support in perpetuity for the National Office Products Industry Professorship in Diabetes Research. Rama Natarajan, Ph.D., professor in the Department of Diabetes and Metabolic Diseases Research, serves as the first holder of the chair.

"We urge everyone — every level and every segment of the industry — to participate in personal giving" said

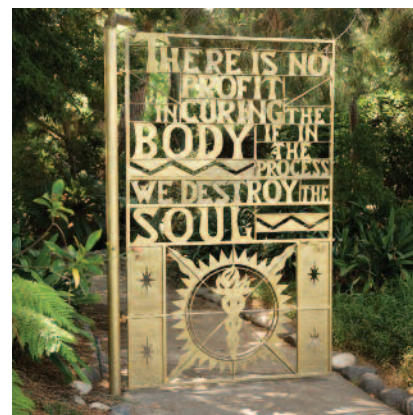
Beacham, chair and chief executive officer of S.P. Richards Co. We certainly have a lofty goal, and we've set the even loftier goal of 100 percent participation. But we know we can do it."

The personal-giving initiative receives a boost thanks to a pair of matching gifts.

The first 25 executives to begin new Friends for Hope memberships will have their donations matched dollar-for-dollar through a \$25,000 pledge from Jamie Fellowes of Fellowes Inc. Membership is \$1,000 per year. Friends for Hope members receive a gold City of Hope lapel pin, an exclusive golf shirt and special recognition in the *Spirit of Life*® Gala commemorative journal.

Irwin Helford, formerly of Viking Office Products, has pledged \$15,000 to match Legions of Hope memberships dollar-for-dollar. Memberships are \$300 per year. Benefits comprise a sterling silver City of Hope lapel pin and recognition in the *Spirit of Life* journal.

Industry members can make donations to Hope Starts With Us for as little as \$25. Online gifts may be made at www.cityofhope.org/nopi-match.



Golden Gate at City of Hope

"Diabetes endangers the health of hundreds of millions around the world, and the numbers are growing," Beacham said. "Our industry has the opportunity to make an enduring difference by delivering lasting support to City of Hope researchers. They are doing outstanding work investigating the

connections between cancer, diabetes and heart disease — and advancing potential cures."

Decades of discovery, new advances on the horizon

Nearly 26 million Americans — more than 8 percent of the U.S. population — suffer from diabetes. City of Hope researchers are committed to developing better treatments, and eventually cures, for this illness and its complications.

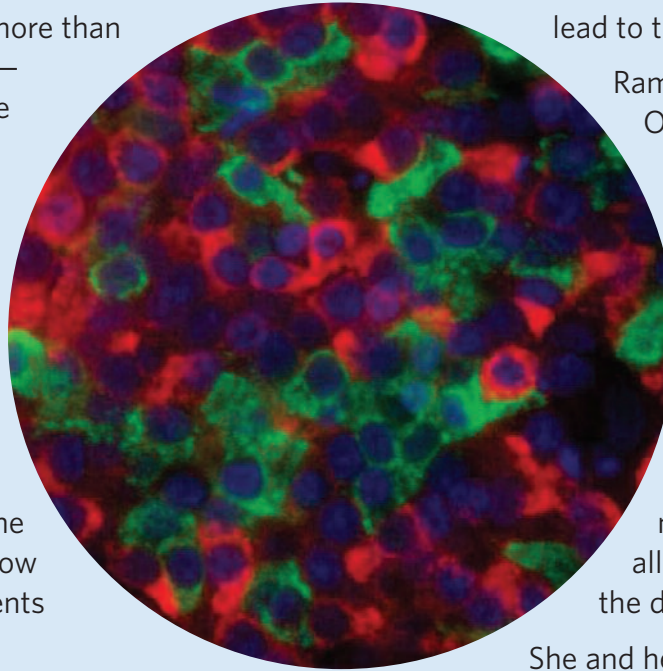
City of Hope researchers already have changed the way diabetes is understood and treated. For instance, a City of Hope team genetically engineered bacteria to produce the first synthetic human insulin — now used by millions of diabetes patients worldwide.

Today, City of Hope is an international leader in developing islet cell transplantation, a promising treatment for type 1 diabetes.

Researchers also are developing an “artificial pancreas” that could ease the burden presented by the never-ending need to check blood sugar and inject insulin.

Other investigators explore the promise of molecular medicines that directly target type 2 diabetes and other metabolic diseases linked to obesity. Additionally, City of Hope is among a handful of top research centers studying the links between cancer and diabetes, aiming to accelerate progress against both diseases.

Scientists at City of Hope also are breaking new ground in combating the biological processes that



lead to these dangerous complications.

Rama Natarajan, Ph.D., the National Office Products Industry Professor in Diabetes Research, aims to shed light on the molecular mechanisms that lead to debilitating diabetes complications such as heart disease and kidney failure. Her team already has uncovered cellular pathways linked to such severe side effects, research that may lead to new therapies to alleviate or undo the damage of the disease.

She and her colleagues explore the role that controllers of gene activity called microRNAs play in diabetic complications. These microRNAs may represent therapeutic drug targets for diabetes.

Natarajan also studies epigenetic modifications — chemical changes that turn genes on and off — that may contribute to the development of diabetic complications. A greater understanding of epigenetics could open the door to a wealth of new therapeutic targets for diabetes.

Additionally, Natarajan collaborates with City of Hope cancer researchers to study aspects of the body’s inflammatory response that seem to influence both diabetic complications and brain tumors.



Rama Natarajan, Ph.D.

DONOR SPOTLIGHT

Georgia-Pacific's Scott Light helps shepherd the Committed to Hope initiative



The role of *Spirit of Life*® dinner chair can be a demanding one. It calls on a leader to rally his colleagues in the National Office Products Industry to find new and innovative ways to support City of Hope's research, treatment and education.

But Scott Light, president of communication papers and office products at Georgia-Pacific, is up to the challenge. His motivation is both altruistic and deeply personal.

"Unfortunately, nearly everyone has been affected in some way by the diseases that City of Hope seeks to cure, and that goes for me as well," Light said. "I personally support City of Hope because I feel their work discovering new treatments is a

noble cause and essential to improving the lives of patients worldwide."

Light has worked with Georgia-Pacific for 13 years, serving stints with Frito-Lay and Price Waterhouse before that. Multitalented, he has held responsibilities running the gamut from engineering to finance to sales.

He first became involved with City of Hope through the industry fundraising initiative about 10 years ago when he was a sales leader for Georgia-Pacific's paper business. Upon getting the chance to visit the City of Hope campus, he recognized immediately the dedication of the faculty and staff.

"The passion of the staff for their work is truly inspirational. The compassion and caring that you see firsthand for patients and their families and the stories they tell about the difference City of Hope has made in their lives is almost overwhelming when you visit the campus. And

hearing from the doctors and researchers on their current projects and potential benefits of their discoveries provides a real sense of hope for the future," he said.

For now, Light is focused on his responsibilities promoting the success of the Committed to Hope initiative honoring Staples' Jay Mutschler. He also looks forward, though, to his own turn as honoree in 2012.

"I view the reward as a reflection of the leadership and commitment that Georgia-Pacific has demonstrated in the office products channel over the years as well as our history of supporting causes that provide societal benefits," said Light. "It's a tremendous honor and very humbling when I look at the list of past companies and honorees - all of whom have had such a positive impact on this industry and the shown real dedication to improving the lives of others."



U.S. OPEN
GOLF OUTING

Trump National Golf Club and Congressional Country Club
June 15 to 16, 2011 • Washington, D.C.

Hosted by 
that was easy.

Join esteemed members of City of Hope's National Office Products Industry for the U.S. Open Golf Outing to help support City of Hope's mission to cure cancer and other life-threatening diseases.

To register, visit: www.cityofhope.org/nopi

For more info: Contact Cathleen Tighe at 866-905-HOPE or email ctighe@coh.org





City of
Hope

the
Power of Hope
CAMPAIGN

National Office Products Industry NEWSLETTER

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SAVE THE DATE

2011 ALL-INDUSTRY EVENTS

JUNE 15 TO 16

U.S. OPEN GOLF OUTING
HOSTED BY STAPLES
Trump National Golf Club — Washington, D.C.

JULY 11

THE OFFICE CITY AND THE GODFREY GROUP
GOLF OUTING
*Peninsula Golf and Country Club
San Mateo, Calif.*

SEPTEMBER 14

HOWARD WOLF GOLF CLASSIC
SPONSORED BY TBD
Cantigny Golf Club — Wheaton, Ill.

SEPTEMBER 15

SPIRIT OF LIFE® GALA
The Palmer House Hilton — Chicago, Ill.

Please visit cityofhope.org/NOPI for the entire 2011 calendar listing.