



Walk to Cure Diabetes



# Walk Talk



Weekly Walk Newsletter

## Message from Corporate Chair

### 2010 Walk To Cure Diabetes

**Carlos Perea, SVP & Chief Human Resources Officer  
BJC HealthCare**

Welcome to Walk To Cure Diabetes week 2!! Families are setting dollar goals as they prepare to send out donation request letters and emails. Make your messages personal. Corporate teams are also setting goals, recruiting coworkers and growing Walk teams by in-house promotions.

On that note, BJC HealthCare is buzzing with plans – you’ll read about them in this Walk Talk. So many of our employees are still talking about the great time we had at the kick-off luncheon. We’re all focused on JDRF fundraising.

It’s only a matter of weeks until we meet in Forest Park for the Walk. Sunday, October 3<sup>rd</sup> is around the corner. Now is the time to promote the Walk...create your team tee shirt, schedule an internal kick-off, host lunch time raffles, and sell JDRF Walk sneakers. Every dollar helps fund the research that will find a cure for diabetes.

A special shout out to the Starnes Family. Diana, you’re doing an awesome job as this year’s Family Walk Chair. There wasn’t a dry eye at the luncheon when you spoke about your son Grant.



### Presenting Sponsors



### Silver Sponsors



### Bronze Sponsor



### Supporting Sponsors





Walk to Cure Diabetes



# Walk Talk



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## Team Talk

*“When it comes to the JDRF Walk To Cure Diabetes, we go all out.”*

Susan French, HealthLink, Inc.  
Walk Team Captain

HealthLink’s network includes more than 50,000 providers serving approximately 850,000 medical members. We take that same business approach to our JDRF Walk To Cure Diabetes team fundraising. This will be our 4<sup>th</sup> year...and we hope the best year!



Our Walk planning committee covers all the fund raising bases: selling used DVD’s and books, and a super fun mystery raffle with great prizes and gift certificates. We almost have too much fun doing this much good for JDRF.

Last year we had 162 walkers wearing our custom designed tee-shirt. Jeff Wulfert, our senior designer, won 1<sup>st</sup> place a few years ago. We always look forward to wearing his HealthLink design. And folks who can’t join us on Walk day, can buy the shirts and join us in spirit.

Please stop by the HealthLink booth at this year’s Walk To Cure Diabetes on Sunday – October 3<sup>rd</sup>. We’ll have trinkets and treasures (including Frisbees and coloring books) to give away. See you soon!

\*\*\*\*\*

**I-Promotions – We’re people helping people.**  
by Amanda Rodgers



i-Promotions, is a proud St. Louis company, offering eye care supplies and promotional products for all occasions - trade shows, wedding favors, and logo products.

At i-Promotions, we are committed to people helping people. Giving back to those in need is important to us. The Juvenile Diabetes Research Foundation is an organization that we have been proudly supporting for four years.

To raise money in the past for our i-Care Walk Team, we have had company bake sales, Luau’s, Fall Potlucks and more. In addition, we have also involved our community, family and friends by sponsoring a Yard Sale, BBQ and Picnic (with silent auctions and raffles). Local businesses donated to these events, as well as our vendors.

This year, i-Promotions is introducing JDRF Bear Pals...magnetic plush animals that are sure to please! We will be selling them to friends, family and customers, but are also making them available for a fundraising option for all teams looking to raise money.

We are looking forward to another year of working with JDRF! See you in Forest Park on October 3<sup>rd</sup>. A cure is just steps away.



Walk to Cure Diabetes



*Dedicated to finding a cure*

# Walk Talk



Weekly Walk Newsletter

## Team Talk

*"It took me three weeks to stop crying."*

Amy Macias

Our son, Owen, was diagnosed on February 18, 2010 at the age of 6. My husband Brian and I noticed his weight loss and his continually using the restroom and drinking at night. He came home from school and told us "he fell asleep." I immediately called his pediatrician and told her that we were concerned about diabetes.

When we found out that Owen did have type 1 diabetes our hearts sank. We were so scared. We stayed at Children's Hospital with Owen for three days and were educated about diabetes, how to administer insulin, diet changes, etc. It took me three weeks to stop crying. I still get upset every now and then, but I know that we can manage it with the help of family, friends, and JDRF.



Our family is committed to raising money for the research to cure Owen and all the other kids like him. We recently hosted a fundraiser at Shivers Frozen Custard in Godfrey, IL and made about \$550.

All three of our local Los Tres Amigos restaurants are donating 10% of the day's proceeds – the last Wednesday of the month now through October. At the July fundraiser, we made over \$800 from the 10% donation, selling JDRF paper sneakers and donation buckets.

We plan on having a fundraiser at Owen's school and another one at the school where I work. My sister is also doing a "jeans day" where she works. Our family is using social networking sites such as Facebook to communicate information about our fundraisers. The local newspaper has written two articles about Owen and these fundraisers. It's all about spreading the word.

JDRF has helped us tremendously with everything from education to emotional support to help with fundraising. We are grateful to Chris Reilly and Marie for all they have done for our family.



# Walk Talk



## Corporate Corner

- Set Goals:
  - *Goal for this week - Schedule your Internal Kick Off*
    - Contact the JDRF staff to set a date, time & location
    - 10 - 15 minute presentation - JDRF does all the work!
    - Show the Walk Video & Sign up walkers
    - Make it fun- Incorporate a theme - Hawaiian, favorite team, etc. (have people dress up or hand out themed prizes!)
- Communicate:
  - Spread the word!
    - Send an e-mail or memo inviting everyone to attend the Walk with their family
    - Have Team Captains canvass their department to sign up walkers
    - Have your CEO send out a voicemail or email to all employees encouraging them to participate or donate to their favorite walker
- Incentive!
  - Design a Team T-shirt
    - Hold a team t-shirt design contest
    - Make it a bold color that will get noticed at the Walk
    - Give one to EVERYONE on your Walk team

## Family Forum

### Five Steps To A Successful Letter Writing Campaign

**Step 1: Develop Your Mailing List:** The larger your distribution list, the larger your results! List ideas include: address book, rolodex, holiday card list, team/league rosters, church/club directories, vendors, fraternal/alumni groups, classmates, teachers, roommates, neighbors, friends, co-workers, business colleagues, businesses you frequent, and your email address book.

**Step 2: Write Your Letter:** Explain why it's important to you and/or your family that a cure for diabetes is found. More to come in next week's Walk Talk!

**Step 3: Mail Your Letters Soon, Walk is right around the corner.**

**Step 4: Collect The Money & Turn In Your Donations.**

**Step 5: Send Thank You Notes:** Announcing your team's success and acknowledging your contributors' generosity will ensure their future support!



# Walk Talk



## Team Building Tip of the Week

### Spread The Word!

# 1.

Memos, E-mails, Newsletters, Posters, Bulletin Boards, Videos, Break Room and Cafeteria Displays, Time clock Notices

Personally Ask: Co-Workers, Family, Friends, Neighbors, Church, Civic Groups

### Hold An Internal Kick-Off

# 2.

Call JDRF staff to help plan and organize a 10-15 minute fun and informative presentation.

Show the JDRF Walk video, hear from a child with diabetes, promote your company goal, announce incentives, learn how to raise money for diabetes research.

If your goal is 100 walkers, then you would need to recruit 10 Team Captains.

### Design A Team T-Shirt

# 3.

Make it Bright and Bold! Include the JDRF Walk Logo! Be original! Be creative!  
Contact JDRF staff for more information 314-729-1846.

## Incentive Prizes

Walkers who raise \$200 or more can select one of our gift catalogs featuring a variety of prizes.. Great gifts for kids, like games and bikes, are available at all levels! Only one prize per walker, please.

To view the fundraising levels and fabulous prizes available, please [click here](#).

Register on line at [walk.jdrf.org](http://walk.jdrf.org) Come see our online fundraising features at Walk Central.

## Sneaker Zone



Join our partners during their Fall Sneaker campaigns! JDRF has a "Secret Shopper" program. Call JDRF and ask how you can become a "Secret Shopper."

Visit

*Advance Auto Parts*

*Casey's General Stores*

*Dobbs Tire & Auto*

*Gordman's*

*Hy-Vee*

*Marshalls*

*Save-a-Lot*

*USA Drug*

*Walgreens*

to buy your own sneaker and thank the cashier for helping JDRF.



Walk to Cure Diabetes



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# Walk Talk



Weekly Walk Newsletter

## Walk Team Fundraisers

### Are you ready for some FOOTBALL?!?!

Raise money and win prizes for your JDRF Walk team by purchasing or selling tickets to the **JDRF Day at the game, Sunday, December 19th, Rams vs. KC Chiefs**. For every \$40 ticket you buy JDRF will get \$15...AND for every ticket sold to the Rams vs. Chiefs game, Edward Jones is donating a ticket to the first game of the season, Sunday, September 12th, Rams vs. Arizona Cardinals. Tickets are limited, call 314-729-1846 or [metrostlouis@jdrf.org](mailto:metrostlouis@jdrf.org). [www.stlouisrams.com/JDRF](http://www.stlouisrams.com/JDRF)

### Friday, August 20th, Mouse Races, Imperial, MO

American Legion, 910 Montebello Rd., doors open at 6pm and the races start at 7pm. Door prizes, 50/50, music, silent auctions, snacks. Tickets are \$5 each in the front office or call 636-479-4421, X 0. \$7 at the door. Questions? Contact Jennifer at [Jennifer.L.Disko@saint-gobain.com](mailto:Jennifer.L.Disko@saint-gobain.com).

### Saturday, August 28th, Second Annual Kickball Tournament, Carlyle, IL

\*In conjunction with Carlyle's Harvest Thyme Festival 8 person team/3 girl minimum, \$15 per person or \$120 team Contact Tracy at [tracyn85@hotmail.com](mailto:tracyn85@hotmail.com).

### Saturday, August 28th, "Triathlon" (bowling, golf and washers), St. Louis area locations, MO

10am - ?, \$125 per person which includes bowling, lunch, golf, dinner, washers tournament and prizes. [ckschindler@earthlink.net](mailto:ckschindler@earthlink.net).

### Sunday, August 29th, Kaitlyn's Krusaders 6th Annual Golf Tournament, Waterloo, IL

Acorn's Golf Links at 3933 Ahne Rd., \$300 per foursome (\$75/golfer), includes 18 holes, cart, lunch, beverages, awards presentation and BBQ dinner. Registration at 12:30, shotgun start at 1:00. <http://www.smgrep.com/kaitlyn> or [KrisS@smgprep.com](mailto:KrisS@smgprep.com)

### Saturday, September 11th, JDRF Ozarks BBQ & Silent Auction, Springfield, MO

5-8pm at Springfield/Route 66 KOA. Inflatables, music, games, swimming, food & fun! RSVP by September 8th to 417-569-0606.

### Saturday, September 11th, Walk for JDRF in Shelbyville, IL

At Daisy Lane Trail in Forest Park. Registration is \$20 and includes a meal. Fun games too! For more information, contact Crystal at [austincrystal86@yahoo.com](mailto:austincrystal86@yahoo.com).

### Sunday, September 12th, JDRF 5K Run / Walk, Florissant, MO

8am start at the James J. Eagan Center. Register on-line until 9-8 by visiting [www.getmeregistered.com](http://www.getmeregistered.com). Day of race registration from 7:30-8am. For more information, call 314-921-4466.

### Saturday, September 18th, Music Trivia

Save the date...more info. soon. [ckschindler@earthlink.net](mailto:ckschindler@earthlink.net)

### Saturday, September 18th, Metro East 4th Annual JDRF Golf Tournament, Alton, IL

At Spencer T. Olin Golf Course, 4701 College Ave., Tee Time 1:00  
\*In loving memory of Jennifer Catherine Smith\* Call 618-465-3111 or 314-355-8128. <http://www.spencertolingolf.com>

### Saturday, September 18th, Fun Bowl, Ellisville, MO

West County Lanes from 3-6pm, \$17.50 per person includes 3 games of bowling and shoe rental. 50/50 raffle, silent auction & fun, contact Stacy at 636-227-3919 or [tmg4jdrf@att.net](mailto:tmg4jdrf@att.net).

### Saturday, September 18th, Trivia Night, Alton, IL

At the VFW on Alby St., doors open at 6pm, Trivia starts at 7pm. Cash prizes, silent auction and beverages included. Contact Dawn at 618-974-3640 or [DBrantleypl@aol.com](mailto:DBrantleypl@aol.com).

### Saturday, September 25th, "Ride to Stop Diabetes" Poker Run, Quincy, IL

All vehicles welcome, \$25 Driver, \$5 Passenger, includes t-shirt and poker hand. Check in from 10am - 1pm. Last bike in at 5pm. 50/50 drawing, door prizes, prizes for 1st, 2nd and worst hand. After party at "The Dock", band TBA at 8pm. Contact Matt 217-242-4394, Bryan 217-224-1004 or visit [www.tnt-actionsports.com](http://www.tnt-actionsports.com)

### Saturday, September 25th, 3rd Annual 5K Walk / Run to Cure Diabetes, Waynesville, MO

8am at Waynesville City Park, \$20 adults, kids 12 and under \$10. Free t-shirt if registered by Sept. 1st. Register and donate online at [www.copingandhoping.com](http://www.copingandhoping.com). Contact Kellie with questions at 573-528-2584 or [kellie@copingandhoping.com](mailto:kellie@copingandhoping.com).

### Saturday, September 25th, JDRF Walk to Cure Diabetes, St. Charles, MO

Join the Lion's Club for "Oktoberfest" in historic St. Charles, Frontier Park on the Riverfront. Register on-line at [www.walk.jdrf.org](http://www.walk.jdrf.org).

### Saturday, October 2nd, 3rd Annual JDRF "Golf for a Cure," Millstadt, IL

Triple Lakes Golf Course, registration at noon, shotgun start at 1pm, \$280 per foursome scramble. Includes green fees, cart, beverages and dinner, contact Tim at 636-326-5113.

### Sunday, October 3rd, JDRF Walk to Cure Diabetes, Forest Park, MO

The theme for this year's Walk is ROCK STAR in honor of our new, National Walk Chairman, Nick Jonas!



Walk to Cure Diabetes

# Walk Talk



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Weekly Walk Newsletter

## Walk Team Fundraisers con't

### Sunday, October 3rd, 2nd Annual JDRF Brunch & Brew, St. Louis, MO

JDRF Young Leadership Council hosts a fun and feisty post-Walk Brunch & Brew at Seamus McDaniel's on 1208 Tamm Ave. in Dogtown, 10:30am-2pm, \$10 per person. Contact [YLCJDRF@gmail.com](mailto:YLCJDRF@gmail.com).

### Sunday, October 10th, 10th Annual BBQ-Chili Cook Off, Millstadt, IL

Event is presented by the Millstadt Optimist Club. Noon to 5pm, rain or shine. Liederkrantz Park, \$12 adult admission and kids under 10 are free. Featuring snoots, ribs, pork steaks and chili!!! [www.millstadtoptimistclub.com](http://www.millstadtoptimistclub.com) or contact Brian at 618-971-9411.

### Sunday, November 14th, Dine Out for Diabetes on World Diabetes Day

Go on-line for a list of participating restaurants. [www.jdrfstl.org](http://www.jdrfstl.org)



Walk to Cure Diabetes

# Walk Talk



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Weekly Walk Newsletter

## Registration Report

**NOTE: This list consists of only those teams with registered walkers**

### Frontier Park, Saint Charles

Team Name	Walkers
Barbaglia Family-Andrew's Support Staff	3
Brandon's Brigade	1
Bryan's Friends For Life	1
Chrum Family - Ryan's Rangers	4
Go Crowson	5
Lauren's Life	1
Lemkemann Family - Sami's Squad	38
McCarty Family - Team Liam	22
Nigus Family - Joshua's Team	12
Ponder Family - Corey's Crew	12
Sykora's Soldiers	8
Team Bowen	1
Team Griesenauer	1
Truber Family	1
Walking Wegners	4
<b>Total Pre - registered</b>	<b>114</b>



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## Registration Report

**NOTE: This list consists of only those teams with registered walkers**

Team Name	Walkers	Team Name	Walkers
9400 steppers	1	Gimme Some Sugar	7
Abigail's Army	7	Glowski Family - Kidbomb Team	2
Adam's Army-Fighting for a Cure	8	Godsil Family - The Sugar Checkers	3
Alissa's Angel's	1	Gorton Family and Friends	1
Allison Family - Ryan's Hope	4	Gosselin Family - Team Jayson	9
Alpha GAMS	1	Grantham Family - Fighters For A Cure	1
Amanda Pritchett - Find a cure for my Betes	1	Grimco, Inc.	2
Angela's Bottle Makers	1	Guetersloh Family - Joshua's Army	4
Atkins (Jake)	7	Haas Family- Justin's Team	6
Austin- Nick's Family	2	Hansen Family - Robbie's Rascals	1
Ava's Family	1	Hawkin's Taekwondo Tigers	
Barbaglia Family - Andrew's Support Staff	5	Kicking for a Cure	1
Barnes Retina Institute	9	HealthLink, Inc	2
Bates Family Team	1	Hillen Family - The Jake Walkers	9
Beaudreau Family - Gavin's G-Crew	5	Hoekstra Family - In The Nick Of Time	8
Behan Family	5	Hoffmann Family - Steve-o's Striders	3
Berry Family	2	Hopley Family	6
BJC HealthCare	4	Hornsey Family	4
Bockstruck Family - Jake's Jammers	1	Houska's Crew	1
Bodine Family - Aaron's Army	1	Hussey Family - Shannon's Gang	5
Bollinger/Spahr Family - Corey's Cardinals	12	i-Promotions i-Care Team	1
Bradstreet Family - G-Force	1	Jack Family	6
Bridging the Gap - Team Amanda	6	Jackson Family Walk Team	1
Brooklynn's Finest - Morrison Family	4	Johnson Family - Stephy's Stompers	5
Brooks Family - Dani's Dazzling Diamonds	4	Joshua's Fighters	4
Carney Family	2	JP Morgan	1
Cash America	1	Junge Family- Kaden's Crew	8
Cole Family - Christian's		Kellerman/Harrison Family - Alli's	
Crusaders for a Cure	3	Angels w/ Hayden's Halos	4
Cousins For A Cure: Luke and Brennan	4	Kern Family - Brooke's Bugs	2
Coventry/Group Health Plan	3	Kiersten & Kaitlyn Rockin for a Remedy	7
Craig Family - Matthew's Mile Walkers	5	Kimball Family - Team Alexis	6
Crosswhite Family-Ashleigh's		Klein Family - Kelly's Walkers	1
Hope for a Cure	5	Kline Family - Bella's Bunch	5
Crowley Family	9	Knuckles- Graf Family	6
CSC St. Louis Community Team	1	Kozuszek Family - Pullin for Seldon	20
Davis/Carroll Family - KayLee's Friends	1	KPMG Team	12
DIVA DiABETICS	8	Kroeger Family-Mitchell's Mighty Musketeers	8
Eaton Family - Aubrey's Army	9	Kurowski Family-Lizzie's Crusaders	2
Edward Jones	15	Laramie Family - Hope For Holly	1
Energizer	1	Laspe Family - Cousins' for a Cure	7
Ethan's Heroes	4	Lauren's Family Team	6
E'z team	1	Levens Family - Caroline's Crew	1
Family Villeneuve	3	Lewis County Walk	1
Foster's Team	3	Lindenwood U - Court's Crew	1
Gaylord Family - Kristen's Team	2	Littge Family - Emma's Entourage	10
Gem City Kids-Quincy, IL	1	Lowery Family - Let's Shut-Out Diabetes	4
Gerler Family - Ellie's Little Pumpers	11	Luther Family - Carson's Crusaders	1
		Macias Family- Owen's Army	26



Walk to Cure Diabetes



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## • Registration Report

Team Name	Walkers	Team Name	Walkers
Mad Dogs for Michael Dubowski	8	SLU Delta Gammars	1
Madison's Marchers	1	Snyder Family - Allie's Allies	1
Madura Family - Team Abby	1	Sondag Family Bryce's Army	11
Maggie's Marchers	1	South Side Church of God & Friends	1
Marglous Spencer Speedster's	6	Spradling Family - Team J-Bird	1
Marshalls	1	Stanley Family - Team Lauren	1
Mausshardt Family - Three Mouseketeers	1	Stars of Hope - Appel/Mussatto	10
McCarthy Team	8	Studyvin Family - Study Buddies	4
McClanahan Family - Madilynn's Marchers	1	Sugar Free for Haley	2
McKinney Family - Meredith's Hope	1	Sykora's Soldiers	23
McMichael Family - Robert's Racers	8	Tarrant Family - Savannah's Superstars	7
Megan Rekart's Racers	11	Team Brad Lamm	1
Mikko Family - Zach's Crew	3	Team Coping & Hoping	1
Miles Family - Drew's Crew	10	Team Hailey and Becca	1
Milzark Family-Maddy Moo Needs You!	5	Team Jorj	3
Mitalovich Family - Shawna's Soldiers	4	Team McCorkle	1
Monsanto Company	6	Team O'Shaughnessy - Adrienne's Angels	1
Morrow Boys	7	Team Schuck	1
Mouser Family - Paige and the Pacers	6	Terry Peterson Family	2
Nabe Family	2	The Fighting Finch's	1
Noonan Family - Christopher's Crusaders	1	The Jacob Express	1
Novsek Family - SYD -		Treetop Enterprises	19
Support Your Diabetic	4	Tullock Family - Tommy's Troop	9
Null Family - Aeriana's Angels	2	Ulmer Family	5
On the Ball for a cure!	4	Vickie Buckner Team	1
Ose Squad	2	Voss Family - Lace up for LACEY	3
Palans Family Team	5	Voudrie Family - Hannah's Heroes	1
Paul Family - Becky's Buddies	4	Walgreens	6
Pfeifer Family - Kath's Krew	1	Walking for Mommy....Megan's Team	5
Poe Family - Lizzie's Linebackers	5	Webb Family - Lauren's Hope	1
Porter Family	3	Weiss Family - Parker's Pitchers	14
Prudential Alliance Realtors	1	Wienstroer Family - Team Ted	11
R.A.W. For Christianne	2	Williams' Walking Warriors	4
Rapp Family - Arch City Theater Troupe	1	Williamson Family - Riley Grace's Race	4
Red Power Team	4	Windler Family - Patrick's Stars	5
Reid Family - Kaylea's Angels	2	Wintermann's Walkers for a Cure	24
Reilly Family - Shea's Crusaders	3	Wisecup Family - Brett's Brigade	1
Rennegarbe Family - Tricia's Walkers	1	Wright Family - Zacharys Zoo	5
Ripple Family- Ashley's Team	5	WUSM Team	5
Ritch Family - Sierra & Mommy	1	Yates Family - Konor's Crusade	4
Roarty Family	1	Ziegler Family - Dilly Do's Crazy Crew	1
Roeder Family - Christi's Crusaders	5	Zumbehl Family - Alex's Angels	3
Rosentreter - Dylan's Dill Pickles	17		
Rutledge/Lee Family ~ Team Brandon	4		
Sadie's Squad	1		
Sagle Family - Team Courtney	1		
Schnabel Family - Gabbys Soldiers	7		
Schneider Family-The Vincentrifugal Force	8		
Schwarting Family	3		
Segura/Ellis Family - Elijah's Quest	1		
Sentnor Family - Bryn's Buddies	3		
Sigma Aldrich	1		

**Total Pre - registered 818**

Walker totals include online registrations as of 5pm Thursday of each week. If this report does not accurately reflect the number of pre-registered walkers for your team, please contact the JDRF Office at 314-726-6778 or email [tparkhurst@jdrf.org](mailto:tparkhurst@jdrf.org).