

SECTION

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# The Record BUSINESS

TUESDAY, JUNE 19, 2007

## EVENTS

The **Dwight Morrow High School Alumni Alliance** will present "A Night of Music and Comedy" on Friday at 7:30 p.m. in the Academic Hall/Dizzy Gillespie Auditorium, 274 Knickerbocker Road, Englewood, to celebrate the high school's 75th anniversary and raise money for student programs.

The event will feature celebrity alumni including musician Ernie Isley and the Alumni All-Star Band, comedians Rick Overton, David Feldman and Michael Dermansky, actor Clarke Peters and former New York Jet Bruce Harper.

Tickets are \$50 and \$100. Limited front-row seating is \$225.

On Saturday from noon to 2 p.m. the alliance will hold a barbecue and provide campus tours. A basketball game featuring celebrities and alumni will take place from 2 to 4 p.m. Admittance to the game is \$5.

For tickets or more information, e-mail [dmhsalumni@epsd.org](mailto:dmhsalumni@epsd.org), call 201-446-7286 or 973-597-9100, or visit Ben & Jerry's, 46 E. Palisade Ave., Englewood.

The **Heroes and Cool Kids** golf outing will be held at 11 a.m. Monday at Edgewood Country Club, 449 Rivervale Road, River Vale. It will be followed at 5 p.m. by a cocktail reception, dinner and auction. Celebrities expected to participate include Hall of Famer Yogi Berra and former boxer Gerry Cooney. For more information call, Susan Randolph, 201-641-0699.

The event will benefit Heroes and Cool Kids, a Norwood group



Joanne English-Rollieson, left, a breast cancer survivor and board member of the Englewood Hospital and Medical Center Foundation, recently hosted the "Spring Bling - Think Pink Benefit" at her Englewood home, raising \$1,000 for the hospital's Breast Service Center. With her is Dr. V. Merle McIntosh, associate medical director of the hospital and chief of the center.

that brings current and former professional athletes to schools to discuss their life experiences and encourage good values.

**Bergen County's United Way** will hold its 10th annual Teterboro Airport 5K Run on July 21 at 8:30 a.m. to benefit the 2-1-1 phone service system.

2-1-1, operated by the United Way, is a free statewide 24-hour information and referral service that connects people with social services and community programs.

The organization needs volunteers to help with registration, refreshments, water distribution and cleanup at the run, from 6:30-10:30 a.m. Volunteers must pre-register by Sunday.

For further information or a volunteer application, contact Cheryl Moses at Bergen County's United Way at 201-986-7708 or [cmoses@bergenunitedway.org](mailto:cmoses@bergenunitedway.org).

The **ARC of Bergen and Passaic Counties** in Hackensack, will hold its 18th annual golf classic July 9 at the Valley Brook Golf Course, 15 Rivervale Road, River Vale.

Registration is at 11 a.m. and tee time is at noon, with an open bar and buffet dinner at 6 p.m. The cost for a four-person team is \$600, an individual player \$150, and dinner guests \$75.

Contact Janet A. Masio, 201-343-0322 or fax 201-343-0401 for information.

## DONATIONS/GRANTS

The **Great Atlantic & Pacific Tea Company** in Montvale raised nearly \$176,000 earlier this month to benefit **Alex's Lemonade Stand**, a national non-profit organization dedicated to pediatric cancer research.

The company participated in the 2007 Lemonade Days fundraising event by setting up more than 1,500 lemonade stands in A&P's Waldbaum's, Food Emporium, Super Foodmart, Super Fresh and Food Basics stores.

This year's donation is a \$50,000 increase from the 2006 total. The company is one of the original corporate sponsors of Alex's Lemonade Stand, having supported it since 2004.

**YJCC Okinawan Karate**, at the Bergen County Y, a Jewish Community Center in Washington Township, held the first fund-raiser for the Bobby Barrow Memorial Camp Shalom Scholarship Fund. The event, a Kick-a-thon, which took place at the YJCC on May 6, raised more than \$3,500 to benefit a new scholarship fund that will help send a needy handicapped child to the YJCC's Camp Shalom this summer.

For more information on YJCC Okinawan Karate or the The Bobby Barrow Memorial Camp Shalom Scholarship Fund, call Lisa Schwartz at 201-666-6610, ext. 316, or e-mail [lschwartz@yjcc.org](mailto:lschwartz@yjcc.org). For more information on Camp Shalom or karate for special needs children, call Gina Wellington at 201-666-6610, ext. 268, or e-mail [gwellington@yjcc.org](mailto:gwellington@yjcc.org).

# Rollieson celebrates life

## Cancer survivor hosts benefit, raises \$1,500 for hospital

BY SOPHIA GONZALEZ  
Staff Writer

The chemotherapy had spread like a poison. Joanne English Rollieson watched as it killed her appetite, turned her nails black and made her hair fall out.

"Doctors don't tell you that you're going to get better," Rollieson said. "They give you options."

Death stared Rollieson in the face. But Rollieson saw only one thing — life.

Presenting a \$1,500 check to Englewood Medical Center, the "Think Pink Benefit" donation is testimony to Rollieson's reclaiming of life. The second annual benefit invited cancer survivors and patients, doctors, friends and family to the Rollieson home to raise money for breast cancer.

The two-time cancer survivor sat across from her husband in one of the lobby chairs of the Breast Cancer Center. For the occasion, she wore a crisp white suit and pink blouse. Her husband matched with a cream-colored suit and pink tie.

Rollieson flipped through the pages of a photo album taken from the event. Every now and then she stopped to point to someone or something in a photo.

She said the event included cocktails, hors d'oeuvres and performances from the Bernard Davis Band and Ms. Bergen County's Tianna Daniels.

Raffles included a free spa day, personal chef for two, shopping spree and personal training session. She pointed to vendors like her mother, who Rollieson said donated a portion of her "quillow" sales to the event. A "quillow," she said, is "a pillow that opens up into a quilt."

Of course, there was the obvious caveat: Everyone had to wear pink.

"From bubblegum pink to hot



STAFF PHOTO BY JOE CAMPOREALE

Breast Cancer survivor Joanne and husband Ronald Rollieson hold a \$1,500 Think Pink Benefit check they donated to the Breast Cancer Center at Englewood Medical Center.

pink — everyone came out in all shades," said Rollieson, who chose hot pink as her signature color.

For Rollieson, the celebratory mood was a stark contrast to her battle against Hodgkin's Disease 25 years ago, and then again in

November 2005 with breast cancer.

Rollieson, who owns a real estate firm in Englewood, said that she noticed a heaviness in her chest one day while doing jumping jacks at the gym. She sought doc-

tors for a medical opinion, which resulted in the discovery of a tumor the size of a golf ball lodged deep in her chest cavity.

The treatment was aggressive, she noted.

Rollieson endured chemothera-

py to first shrink the tumor, then a lumpectomy, more chemotherapy, radiation and now a pill called Aremidex.

Her only side effects now are

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### 89 ROLLIESON

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muscle and joint pain. Or in other words: "Walking like an old lady until I can get my joints working."

But with chemotherapy, Rollieson remembers how the sessions stripped her of her physical strength and appetite. Trips to restaurants became an ordeal as

she struggled to eat "a colorful plate."

"A couple of times my husband would take me out to a restaurant. And I'd say, 'Honey, this tastes horrible,'" said Rollieson, recalling the flavorless, metal-like taste of food. "They must've brought out three plates of food."

Unable to stomach much food, her strength came in the form of family, friends and prayers.

Those who once looked to Rollieson for advice and leadership took turns at cooking her meals and cleaning her house. Her husband Ronald and son Marco Gaslin ran the company in her absence.

"My son went to Jamba Juice to get me protein shakes and he would say, 'Put it all in there,'" Rollieson said, her voice suddenly cracking.

Looking back, Rollieson believes that it was her support group that saw her through. And it is the reason for the Think Pink Benefit.

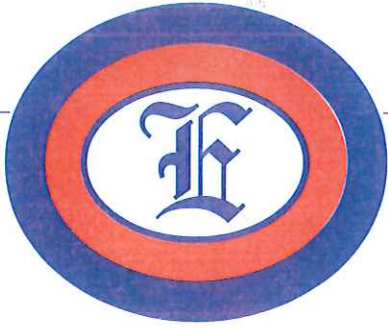
A recognition ceremony at this year's Think Pink honored six guests who have survived breast, prostate and ovarian cancer.

Associate Director of the Breast Cancer Center Dr. V. McIntosh delivered a special presentation to give special attention to breast

cancer detection and prevention. Photos in Rollieson's album showed them all in their Think Pink best attire.

Rollieson closed the album gently, her manicured hands grazing over the cover. "At Think Pink, we dance," she said, her voice solid and unfaltering. "We eat. We celebrate life."

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NORTHERN VALLEY SUBURBANITE MAY 28, 2009 21

### HEALTH

#### ENGLEWOOD CLIFFS

## 'Spring Bling' fundraiser raises money for local hospital

The town of Englewood Cliffs was seeing pink for the third year in a row as attendees of Joanne and Ronald Rollieson's "Think Pink Spring Bling" Breast Cancer Fund Raiser wore shades of pink in support of the event. In attendance were friends, family and local dignitaries such as Dr. V. Merle McIntosh, Chief of Breast Care Services for Englewood Hospital and Medical Center, and Teaneck's deputy mayor, Lizette Parker.

The festivities were heightened by the great food catered by Sharon Johnson, exclusive vendors with products that focused on the "Think Pink" and "Bling" themes, a special appearance by the Rollieson's goddaughter, Tiana Daniels who sang "Summer Time", music played by DJ Dan Shivers and live entertainment provided by two bands, The Key of Life and the Michael Jazz Trio, who inspired dancing and an upbeat atmosphere. The occasion was truly a party with a purpose.

The Rolliesons are committed to supporting Englewood Hospital's Medical Center due to Joanne's position on the hospital's

board for over 10 years and her personal battle with breast cancer in 2005 which she has successfully beaten. She attributes her healing to the exceptional care she continues to receive at the Breast Care Center at Englewood Hospital and Medical Center. This personal journey has heightened the couple's awareness of the disease and made them committed to educating the community about the increased incidences of breast cancer, where by 1 out of 8 women are diagnosed with the disease. To further educate, stimulate interest and awareness of the disease, Dr. V. Merle McIntosh spoke at the event providing information about Englewood Hospital's state of the art digital imaging equipment, and sparked a lively conversation with the party's attendees on the importance of early detection.

To demonstrate the success of this third annual event, the Rollieson's were proud to donate \$2,500 this year, to Englewood Hospital and Medical Center, which was \$1,000 more than last year's event. They want to publicly thank all of the participants of this year's fundraiser for their generos-

ity in helping to make the event a success. They look forward to opening their doors again next year and hosting another festive "Think Pink Spring Bling" fundraiser. Joanne stated, "Every year that I survive this disease, I will celebrate and educate through this fundraiser in hopes to save a life!"

If you are interested in being a part of next year's fundraiser, contact Joanne at her place of business, English Realty, located at 158 W. Englewood Avenue, Englewood, where she can be reached at 201-568-0001 or 201-538-3740. All donations and contributions are tax deductible.

# LIFESTYLES

## MEET YOUR NEIGHBORS

**JOANNE AND RONALD ROLLIESON**

Real estate broker and sales trainer for English Realty

**YEARS IN TOWN** 5

**FAMILY** Two sons, expecting first grandchild.

# After her bouts with cancer, a couple keeps giving back

**BY MIKE CURLEY**  
Staff Writer

After surviving her second bout with cancer, Joanne Rollieson of Englewood Cliffs, along with her husband, Ronald, made it her mission to help support others dealing with the disease.

Most recently, they raised \$5,000 at their annual Spring Bling-Think Pink party for the Leslie Simon Breast Care and Cytodiagnosis Center at the Englewood Hospital. This was the fourth year the two have held the fundraiser, and the most money they've raised in one year, with more than 150 guests attending the party at their home.

Joanne Rollieson, a two-time cancer survivor, was first diagnosed with Hodgkin's disease when she was 21, then was diagnosed with Stage 2 breast cancer five years ago. Both times, she was treated at Englewood Hospital and Medical Center. "I got extraordinary treatment there both times I had cancer," she said.

Since recovering from breast cancer, she said she had vowed to include the hospital in her fundraising efforts. She spent 15 years on the hospital's board and for the last several years has helped coordinate fundraising for the institution.

"I felt any time you are diagnosed with a disease such as cancer two times – and the first time it was so severe they did not expect me to live – the second time was like a wake-up call for me telling me God gave me another chance for a reason," she said, "So what are you going to do with it?"

As part of her efforts, Joanne has put a focus on support groups, like Gilda's Club of Northern New Jersey, for which she is co-chairwoman of the Black Task Force, which helps bring awareness to African-American communities of free programs and services offered to cancer survivors and friends and family.

She is also a staff member of the Keep the Faith cancer support group at the Community Baptist Church, which currently worships at BergenPAC in Englewood. She is also a participant in Tennis for Life, an active cancer support group for breast cancer survivors.

Tennis for Life gives free tennis lessons to cancer survivors for life. "There are so many things people don't know are available for cancer survivors," she



PHOTO COURTESY OF ENGLEWOOD HOSPITAL AND MEDICAL CENTER

Dr. Miguel Sanchez, left, medical director of the Leslie Simon Breast Care and Cytodiagnosis Center, with Joanne and Ronald Rollieson.

said, "Part of my goal and mission is to share some of the great things that are available."

Ronald Rollieson said: "It's not an easy thing to see your wife go through cancer," adding the support team at Englewood Hospital was good to them during her treatment. "It makes me thankful that my wife is still here and makes you want to give back," he said. The Spring Bling party, he said, has been an "interesting journey." He added, "It's a celebration of life. Everyone has a great time, and there's a warmth in the room that I can't emphasize enough."

Joanne added there is information on cancer at the parties, and several people have, after attending the event, coming back to inform her that the information led them to get tested and catch their cancer early.

"People have come to me after the parties and said after the parties, 'Thank you, Joanne, I believe you saved my life,'" she said.

The two said they plan to keep going with their fundraising efforts, and have big plans for next year's Spring Bling.

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# EHMC CANCER UNIT ER PARTY NETS \$5,000

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**At the party from left are: Englewood Hospital's Chief of Pathology Miguel A. Sanchez, MD, medical director of The Leslie Simon Breast Care Center, with hosts Joanne and Ronald Rollieson at Spring Bling-Think Pink.**

ENGLEWOOD CLIFFS – Thanks to Joanne and Ronald Rollieson of this borough and a bevy of supporters including more than 150 guests, volunteers and area businesses, \$5,000 was raised at the fourth annual Spring Bling-Think Pink for The Leslie Simon Breast Care and Cytodiagnosis Center at Englewood Hospital and Medical Center.

The donation was raised at a party at the home of the Rolliesons. The festive evening included a dress code of shades of pink, decorations and flowers, food offerings and music by Ray, Goodman and Brown. The group touched the crowd with "Special Lady," dedicating the favorite to all of the breast cancer survivors in the room.

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