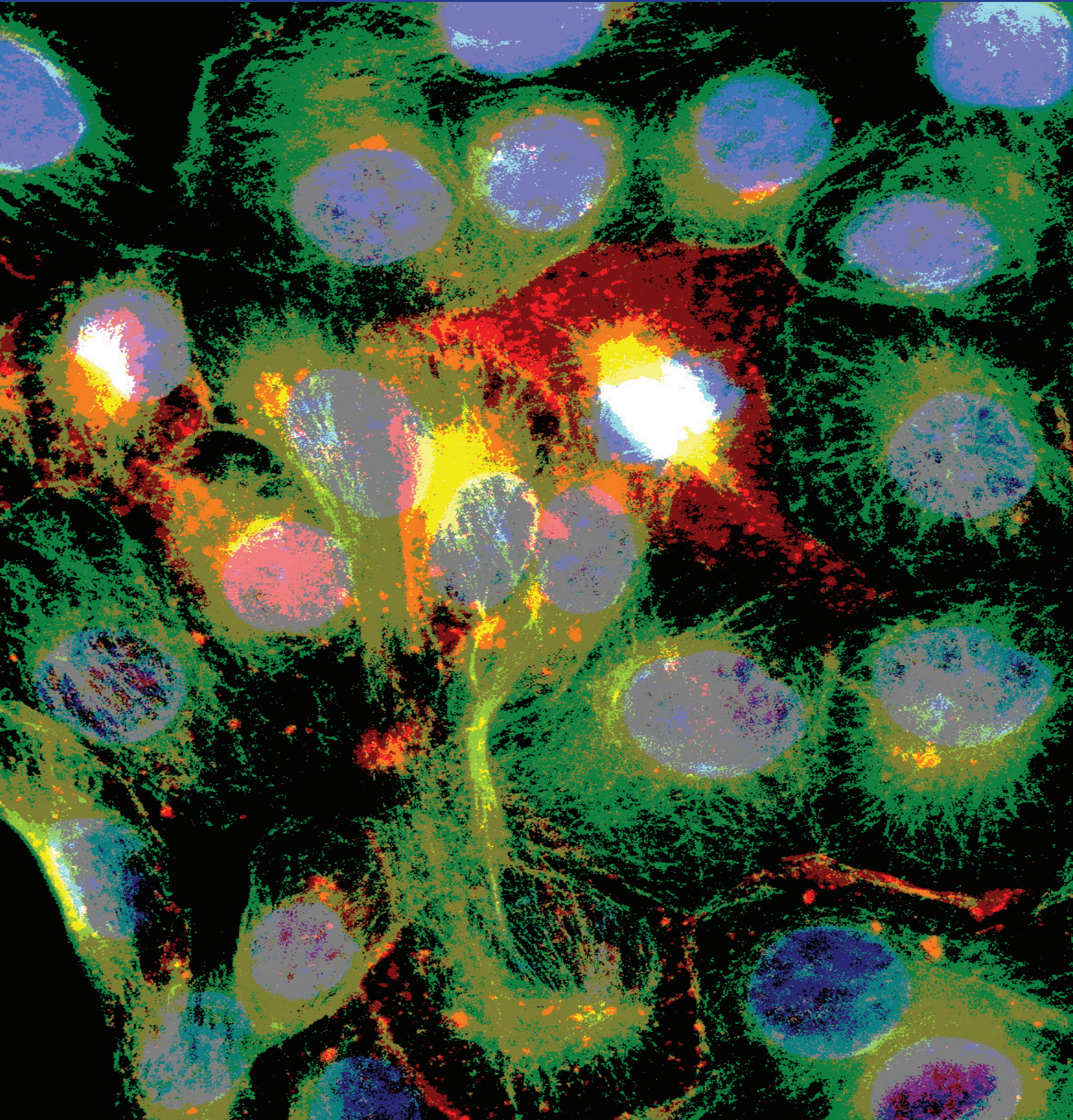




Peter Michael
FOUNDATION

Year in Review 2013



Reaching For The Stars

Dear Valued Friends;

Many years ago, two of the three of us at Peter Michael Foundation worked for a Chicago advertising agency whose motto was "Reach For The Stars". That motto stuck with us.

2014 marks the 10th Anniversary of the Peter Michael Foundation's single-minded focus on prostate cancer. And from the beginning, the Foundation has always reached for the stars in every sense of the word.

In the mid-90's, it was called the Sir Peter and Lady Michael Foundation for the Arts. The Michael family sponsored dinner concerts at the winery and Yo-Yo Ma was one of the original featured artists.

In 2002, Sir Peter shifted his philanthropic interests to cancer and established the Pelican Cancer Foundation in the UK. Pelican is an acronym for **P**elvic and **L**iver **C**ancer.

The next year, Sir Peter decided to re-focus the US foundation exclusively on improving the detection, treatment, management and ultimately the cure of prostate cancer. It was driven principally by his alarm at the collateral damage done to personal friends who had radical prostatectomies. The publication of the cookbook, *Hands and Hearts*, in 2004 served as the impetus for the Peter Michael wine-paired dinners by celebrity chefs to raise money and make friends for the cause. We're almost touching the stars at the venues where our dinners are held, like the mountaintop aerie, Côte Deux Mille, at the Peter Michael Winery and the roof-top gardens and lofts of Manhattan.

We work with the medical stars of radiology, urology and oncology around the country and in Europe through the research we underwrite, the international colloquia co-hosted with Pelican, and the patient referrals and support we provide.

There are two other items worthy of your attention:

www.petermichaelfoundation.org has been completely redesigned with more information and new features. One of those is an online auction offering rare wines and exclusive experiences. Like our live auctions, the amount above the Fair Market Value is generally tax deductible as a charitable contribution and donations will support prostate cancer research.

Cancer Solutions LLC is a for profit subsidiary under the ownership and governance of the Peter Michael Foundation. It was established in order to more quickly advance the Foundation's prostate cancer mission by putting a commercial focus on a very few, high potential projects. The first of these is described on the next page.

But you, our supporters and friends are the true stars! It's all happening because of your faith and involvement with the mission.

Thank you from all of us.




Sir Peter Michael


Walter B. Menzel
Executive Director

Cancer Solutions LLC

Peter Michael Foundation (PMF) is a ten year old 501(c)(3) whose mission is to dramatically improve the diagnosis, treatment, management and, ultimately, cure of prostate cancer. PMF does this through sourcing, vetting and underwriting innovative prostate cancer research with exceptional scientists and clinicians at leading medical centers around the US.

Cancer Solutions LLC is a wholly owned subsidiary that allows PMF to pursue select projects of the highest potential that can be accelerated and benefit from the people and resources that a commercial focus brings. Prostate Management Diagnostics Inc (PMDI) is the first initiative that meets those criteria.

Innovative Business Strategy

There is an established investment approach called double bottom line which encompasses financial and social impact performance. It's been further refined in many states with the legalization of B Corporations that are hybrid for profits and non profits in a single business entity. In our case, PMF remains a non profit and Cancer Solutions LLC is a for profit subsidiary managed and governed by PMF. Our mission and goals remain the same: to improve prostate cancer management. The new structure additionally has the potential to create a return for investors and an endowment for PMF.



Washington University in St. Louis

PMF hosted a dinner in 2009 at the Saint Louis Racquet Club which began a relationship with a number of Saint Louis' business and civic leaders. Washington University in St. Louis has the third largest cancer treatment center in the US. This encouraged us to do a deep dive into Urology, Oncology, Radiology and Genomics at Washington University and ask for a proposal to replace the PSA test.

Game-Changing Science and Medicine

Why replace the PSA test? Because as Dr. Richard J. Albin, inventor of the PSA test said recently, the test is "hardly more effective than a coin toss". Over \$2 billion

is spent annually on unnecessary therapy as a result. This does not include the great human cost of treatment side effects. The Genome Institute and the School of Medicine at Washington University in Saint Louis have proposed a new way to look at gene mutations to improve the diagnosis, stratification and monitoring. All combined, the goal is to be able to have a urine or blood based test that definitively tells a man whether he has prostate cancer or not and, if he does, whether it is the indolent or aggressive type. This is no simple project, but one worth the time and expense because of the potential to revolutionize prostate cancer management.

We invite you to be a donor to this project and take a charitable contribution tax deduction. Or, if you qualify as an accredited investor, make an investment in the project and potentially earn a return. Accredited investors can also do both, make a donation and an investment.

To learn more, please email **walter@petermichaelfoundation.org**.

2013 Supporters

Nikos Antonakeas
Andrew A. & Marsha August
AXA Foundation
Essel W. Bailey, Jr.
James N. Bailey & RoAnn Costin
James Bailey
Joseph R. Barone
Steve* & Christina Bergren
Jon R. & Kate Berquist
William & Holly Boller
Bonhams
A. Frank & Florence Bonner
Jean Renfrow Botzis
Nancy L. Bowles
Gregory H. & Lisa Boyce
Boyce Family Foundation
George & Deborah Brannon
Antonio & Elena Canova
Thomas A. Carlson, MD
Chambers & Chambers
Wine Merchants
Edward & Donna Chernoff
Lois Chiles
Michael & Sara Click
Randall C. & Cindy Clifton
Desiderio G. & Laura Co
Michael & Melissa Colantuoni
Arthur B. Cook
John & Lori Cook
Matthew R. Cooperberg, MD
Ronald R. & Trish Coulson
J. Taylor & Suzanne Crandall
Fred Craves
Craves Family Foundation
Ronald & Linda DeKoven
Dean E. & Michele Dennis
Ralph W. & Myra W. Dixon, Jr.
David & Loretta Doon
J. Scott & Kimberly Duda
Peter L. Dwares
Michael L. & Juanita Eagle
Steve & Cynthia Earle
Chris & Sara Ehrlich
George S. Elliott
Dan & Beverly Elmore
Lisa M. Elmore
Robert & Denise Esselstein
Ellen I. Fair
TJ & Margaret Farnsworth
Lawrence F. Flick
John Fogelson
Norman A. & Jill Fogelson
Rob & Brett Freelen
Eliot M. & Cynthia Fried

Richard H. & Ann Grace
George A. & Margaret M. Grasso
Ray A. & Darlene Gravett
Dorian H. & Peggy Gunter
Glen F. & Claire Hackmann
Tommy Haddock
Pasi M. Hamalainen*
Sara Ellen Hamrick
Martin P. & Lisa Hardy
Martin L. & Carolyn Harkey III
Donald C. Harkins
Michael J. Harrington &
Davi Weisberger
Haig & Lisa Harris
Lyle & Bette Hart
Alison Hartig
Donnie Haye
Richard R. Hermanson
Mark Hoplamazian & Rachel Kohler
Timothy K. Hsia
Floyd H. Jayson
Charles R. & Helen Jeffords
Marie & Darryl Kalil
Jim Kaufmann
Harry & Linda Kellogg, Jr.
Paul E. Kennedy
Richard K. & Terri Kim
Kissick Family Foundation
Kasey Kissick
Jeffrey Klinger
C. Richard & Pamela Kramlich
Michael K. & Michelle Kwatinetz
Kathleen Ladd
Allison Littlefield
Jackie Locklear
Jim & Julianne Lynch-Daniels
Robert Macia & Sarah Musser
Mark & Brenda MacLennan
Macquarie Group Foundation
Mars, Inc.
Allison McCloskey
Barrett S. & Barb McGrath
Brian McHenry
Jessie Barker McKellar Foundation
John A. McNealey
Anne Welsh McNulty
Donna D. Melby
Michael Meyers & Chad Labenz
Paul & Emily Michael
Sir Peter & Lady Michael
Neville J. Monteith
Scott M. Multack, MD &
Patricia Diviero
Michael J. Muoio

William J. & Wendy Nolan III
Erik A. & Allison Noteboom
Jake & Dana Nunn
Eliza Kraft Olander
Timothy & Mary B. Ord
Gregg & Cindy Pacchiana
Steven R. Patierno, PhD
Jane Phillips
Luigi & Grace Race
Mark & Tara Rein
James Reuss & Anna M. Seal
Mark & Julie Robson
Scott & Helen Rodde
William G. & Kristina Rucker
Joseph P. Russoniello
Patricia A. Scates
Charles & JaDell Schadewitz
Robert & Polina Schlott
Gregory R. & Laura Schnackel
Andy Schoelkopf
Joseph Schoendorf
O. Griffith & Barbara Sexton
Marie & Amy Shepard
Robert E. Sherwood
Silicon Valley Bank
Gregg & Karen Silver
William J. Sims
Joseph T. & Marcia Skiba
Daniel J. Staub
Sy & Laurie Sternberg
J. Vance & Regina Suttle
Joseph Linton & Sarah Suttle, III
Paul P. & Kimberley Tanico
Peter E. & Fran Tatalias
Alfred & Patricia Taranto
Carl & Marilyn Thoma Foundation
Larry D. Thompson
Eddie & Nancy Tillman
C. Philip & Corbett Toussaint
Viniar Family Foundation
Stephanie Vivier
David & Ashley Wagstaff
Brad & Aryn Weinberg
James H. & Lisa White
Peter J. Whitted, MD & Diane Whitted
Timothy F. & Janene Winstead
David Wisland
Douglas & Jane Wolf
Thomas C. & Carol Wood
Walter C. & Gayla Wood
Carl E. Wynn Foundation
Eilean Yates
Lewis & Francyne Zlotnick

In Honor Of
Dan Elmore
Maury A. Jayson, MD

In Memory Of
Orlando Gavilon, Sr.
Betty Lou Jeffords
Leo & Edith Multack
Theodore Roosevelt Scates, Jr.
Preston Thurtle
Dave White, Jr.
Mike Yates

In Kind Supporters
barbwhite DESIGNS
Robert C. & Terrye Bellas, Jr.
Blankiet Estate
Boardsports
Rupert Banner/Bonhams
Patrick Meade/Bonhams
Colgin Cellars
Carey A. Cullinane, MD
Darioush
Joshua Ets-Hokin Photography
William R. Fink/Isis Imports
Fiji Water
Grace Family Vineyards
Paul Hobbs Winery
Farrington House Inn & Restaurant
Dennis Ivan
Chef Douglas Keane
Peter Michael Winery
Military Vehicle Technology Foundation
Myriad Restaurant Group
Drew Nieporent
Oenotri Restaurant
Peter Olivetti Photography
Sarah Oliver Handbags
Opus One Winery
Judith C. Pitman
Riedel
Weldon Owen Publishing

* Passed away in 2013

Apologies
If there are any errors or omissions,
please bring them to our attention
and accept our apologies in advance.

Partner Profile



Dr. Thomas A. Carlson

Cardiologist, Austin TX

Dr. Thomas A. Carlson modestly claims that his involvement with the Peter Michael Foundation is a “selfish thing” but in fact he is one of our most generous and loyal supporters. Starting back in 2006, Tom attended our first ever Stars event at the Peter Michael Winery where he purchased a 5 liter bottle of Peter Michael 2003 Les Pavots Estate Cabernet during the auction. He has returned to either Calistoga or New York every year, much to our delight as Tom truly understands and appreciates the work of the Foundation.

As an interventional cardiologist with the Austin Heart practice in Texas, Tom has spent the past 20 years seeing patients at all levels of care including the Cardiac Catheterization Laboratory, emergency and critical care, transplant and mechanical

support, and out-patient treatment. When his cardio-vascular colleagues ask him why he spends so much time supporting a prostate cancer foundation, Tom’s response is three-part:

First, the “selfish” part – he gets to fly out to a beautiful part of the world and spend the weekend in Napa for the annual Stars event. He drinks world-class wines, eats food prepared by award-winning chefs, and reunites with the guests and staff who have become friends over the years.

Tom’s second reason is that unlike larger organizations, the Peter Michael Foundation’s resources go directly to medical research. Tom has watched his donations contribute to the rapid expansion of the Foundation’s scope of work, rather than get bogged down in politics or bureaucratic machines. When Tom first began contributing to PMF in 2006, the Foundation was supporting one fellowship at UCSF. In the eight years since, he has witnessed the enormous growth to include fellowships at Memorial Sloan-Kettering, MD Anderson, Stanford, UCSF, Duke, University of NC, and now the Washington University venture. Tom appreciates the fact that the PMF staff remains small so that his dollars go to research.

Lastly, on a personal level, Tom knows that if he lives long enough he will almost inevitably get prostate cancer. Through his work, he sees men both young and old needlessly put in harm’s way from the effects of prostate cancer surgery and the downsides of the resulting symptoms. So his “selfish” motive is supporting a cause that might one day help him. While food & wine are among Tom’s hobbies, he has also raced road bikes for years and now cycles around the world (preferably in wine destinations). Two years ago he cycled through Tuscany, and last year he rode up Mont Ventoux (one of the most challenging climbs in the Tour de France), during a vacation in the south of France that included a visit to the Krug Champagne House (which he purchased at a Stars auction).

The Peter Michael Foundation is honored to count Tom among its friends. We value his advice as a doctor, enjoy his company at our events, and deeply appreciate his unwavering support. And yes, he still has that 5 liter bottle of Les Pavots in his cellar.

2013 Events

Silicon Valley and New York

Stars & Stripes | Military Vehicle Technology Foundation | Portola Valley, CA

Chefs Tyler Rodde & Curtis Di Fede | Oenotri, Napa



Sir Peter and Paul Michael. Grand Entrance.

(l to r): Paul & Donna Beaupre, Brenda MacLennan, Mark Robson, Elena Canova, Julie Robson, Mark MacLennan, Tony Canova

Sanjiv Sam Gambhir, MD, PhD



(l to r): Patrick Meade, Ellen Fair, Christina & David Gray, JaDell & Charlie Schadowitz

Allison Littlefield & Hiruy Amanuel

(l to r): Darren Bechtel, Samantha DuVall, John Fogelsong

(l to r): Jake & Dana Nunn, Sir Peter Michael, Pam & Dick Kramlich

StarsNewYork | Studio 450 Penthouse & Terrace | New York

Chef Nobu Matsuhisa | Nobu, Manhattan



Studio 450 Terrace

Scott & Helen Rodde

Kimberley & Paul Tanico

(l to r): Mike Eagle, Donna Melby, Larry Thompson, Denise Esselstein, Juanita Eagle, Bob Esselstein



l to r: Chad LaBenz, Emily Michael, Michael Meyers

Wendy Nolan & Ann Jackson

l to r: Jieun Teal, Executive Chef Matt Hoyle (seated), Drew Nieporent, Meena Thronkumpola, Anne Yamamoto

Scott Rodde & Dean Dennis

l to r: David Wagstaff, Ashley Wagstaff, Andy Schoelkopf, Steve Baker, Jenny Koehler

2013 Events

STARS at Peter Michael Winery and North Carolina

Stars | Peter Michael Winery | Knights Valley, CA

Chef Douglas Keane | Cyrus, St Helena



Michelle Kwatinetz, Terrye Bellas

Kathy, John & Kasey Kissick

Côte Deux Mille observation deck

Emily & Paul Michael, Lady & Sir Peter Michael



Linda & Ronald DeKoven

Under the umbrella at Côte Deux Mille

Matt Cooperberg, MD, MPH

(l to r): John, Robert, Thomas & James Bailey

Chef Douglas Keane, hands on

Laura & Gregory Schnackel

SouthernStars | The Fearington House | Pittsboro, NC

Chef Colin Bedford | Fearington Inn, Pittsboro



Fearington House Inn Estate

Garden Room, Fearington House

Chef Colin Bedford

The Fearington House

l to r: Jenny Koehler, Walter Menzel, Morgan Melkonian, Barb White



Peter Michael Le Caprice 2007

l to r: Walter Menzel, Morgan Melkonian, Chef Colin Bedford, Jenny Koehler

Passed Canapes

Peter Michael Wine Pairings

2014 Events

Come as a guest and leave as a friend at a PMF dinner

StarsNewYork | May 8, 2014

Chef **Daniel Humm**

of Eleven Madison Park and NoMad

James Beard Awards for Outstanding Chef,
Best of the Best and Relais & Châteaux Grands Chef

StarsKnightsValley | August 2, 2014

Chef **Michel Richard**

of Citronelle, Central and Villard

James Beard Awards for Outstanding Chef,
Best New Restaurant and Best Chefs in America

Seating is limited. Call or email to make reservations:

jenny@petermichaelfoundation.org

415.339.0400



Peter Michael
FOUNDATION

Peter Michael Foundation, 1 Gate Six Road, Building B, Suite 201, Sausalito, CA 94965

The Peter Michael Foundation is a 501(c)(3) corporation. Federal ID #94-3238961.