

KEEP MEMORY ALIVE

Supporting the Mission of Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER'S | HUNTINGTON'S | PARKINSON'S
MULTIPLE SYSTEM ATROPHY | MULTIPLE SCLEROSIS

Director of Development

Keep Memory Alive

Las Vegas, NV

www.keepmemoryalive.org

Send Nominations or Cover Letter and Resume to:

Maureen Huminik

Vice President

617-262-1102

mhuminik@LLLSearches.com

The Opportunity:

LOIS L. LINDAUER SEARCHES is proud to partner with Keep Memory Alive in its search for the position of Director of Development.

Care for today. Research for tomorrow.

With the support of Keep Memory Alive, Cleveland Clinic Lou Ruvo Center for Brain Health offers patients and caregivers a complete continuum of care, infusing education and research into all that they do to care for patients with neurological diseases.



Housed inside what is considered to be Las Vegas' most fascinating piece of architecture – and the only Frank Gehry-designed facility in the city – Cleveland Clinic Lou Ruvo Center for Brain Health offers a unique

model of integrated care, social services, and research. With more than 30 clinical trials in its portfolio, the center is among the largest Alzheimer's clinical research programs in the country.

The Director of Development will work to expand the scope and reach of Keep Memory Alive and Cleveland Clinic Lou Ruvo Center for Brain Health's already impressive track record of fundraising to bring an increased sense of urgency to improved treatments and the quest for a cure for brain disorders.

Client Overview – Keep Memory Alive



Keep Memory Alive (KMA) is a 501(c)(3) nonprofit organization that was created to increase awareness and raise funds for the research, management, and treatment of brain disorders. It exclusively supports Cleveland Clinic Lou Ruvo Center for Brain Health, which provides care to patients with memory and movement disorders.

LRCBH, officially the Cleveland Clinic Lou Ruvo Center for Brain Health, opened on May 21, 2010 in Las Vegas, Nevada and is operated by the Cleveland Clinic and was designed by world-renowned architect, Frank Gehry of Gehry Partners in Santa Monica,

California. The Center's treatment programs are designed to provide excellent care and to respect the dignity of patients and their families. Research helps to advance Cleveland Clinic's groundbreaking clinical trials and offers hope for improving brain health.

Keep Memory Alive was founded in honor of the memory of Lou Ruvo, a victim of Alzheimer's Disease, by his son Larry Ruvo, Senior Managing Partner of Southern Wines and Spirits, together with his wife Camille, Mirage Resorts CEO Bobby Baldwin (who also lost his father to Alzheimer's Disease), and Bobby Baldwin's wife Donna. KMA supports the mission of the Lou Ruvo Center for Brain Health and has held several star-studded galas attended by celebrities and notables from around the world. This includes KMA's annual Power of Love™ fundraising gala, initially launched in February 1995 and hosted by Larry Ruvo as a memorial dinner in his father's honor. KMA has become one of Las Vegas' most important charity initiatives and a key participant in the national fight against Alzheimer's disease and other brain disorders.

The ceremonial groundbreaking of the Lou Ruvo Center for Brain Health occurred on February 9, 2007. Today, the Center operates as an outpatient treatment and research facility in downtown Las Vegas on land deeded to Keep Memory Alive by the City of Las Vegas as part of its 61 acre Symphony Park. The Center is approximately 65,000 square feet and includes 13 examination rooms, offices for healthcare practitioners and researchers, and a physical and occupational therapy clinic.

Also in 2009, Keep Memory Alive announced the selection of Cleveland Clinic as its medical partner for the clinical programs at the Center. Cleveland Clinic has consistently been ranked by *U.S. News & World Report* as one of the nation's top hospitals – its Neurology/Neurosurgery program is currently ranked #6 in the U.S. With the announcement of this partnership, the Center became known as the Cleveland Clinic Lou Ruvo Center for Brain Health, a leading clinical trial and translational research organization with multiple clinical trial sites across the nation at various Cleveland Clinic locations.



LRCBH conducts clinical trials to advance new treatments and diagnostic approaches for patients with Alzheimer's, Huntington's and Parkinson's disease, as well as frontotemporal dementia and multiple sclerosis.

The Center works in partnership with pharmaceutical and biotechnical companies and the National Institutes of Health (NIH) to bring the best treatment options to its caregivers and patients. It collaborates with other leading academic institutions globally to advance our understanding of brain diseases. Together with its patients, caregivers, supporters, and collaborators, it is making great strides to Keep Memory Alive for many generations to come.

Since opening in July 2009, Cleveland Clinic Lou Ruvo Center for Brain Health has had 74,000 patient visits and now sees over 225 new patients monthly.

Accomplishment Highlights:

Since the inception of Keep Memory Alive, the organization has been able to achieve the following:

- Opened a spectacular Frank Gehry-designed building housing LRCBH's clinical and research operations.
- Joined Cleveland Clinic, one of the country's top five hospitals in *U.S. News & World Report's* annual ranking of best hospitals, and top six in neurology and neurosurgery.
- Built one of the largest Alzheimer's disease clinical trials programs in the country, including more than 40 trials with participation of more than 500 individuals.

- Expanded beyond Alzheimer's to attract specialty-trained physicians and research staff in Parkinson's, Huntington's, Frontotemporal Dementia, Multiple System Atrophy, and Multiple Sclerosis.
- Provided more than 74,000 patient appointments with its medical providers and treated 12,000 unique patients.
- Grown from two faculty to 13, and from 18 employees to 125.
- Provided no-cost social services support to more than 5,000 individuals who have accessed more than 21,000 visits to its patient and family service programs.
- Provided more than 20,000 hours of education to students spanning K-12 to medical residents.
- Volunteers provided more than 77,000 unpaid hours of compassionate, welcoming support to patients and families.
- Published more than 200 articles in peer-reviewed journals with just 13 faculty.
- Established a Fellowship in Behavioral Neurology and Neuropsychiatry accredited by the United Council of Neurologic Subspecialties; the first fellow started in July 2014.
- Employed five of the 10 best neurologists listed in *Las Vegas Life* magazine.
- Employed the only physical therapists in Nevada board certified by the American Physical Therapy Association as Neurological Clinical Specialists.
- Installed a PET imaging machine for advanced brain imaging, including a recently approved Alzheimer's scan.
- Formed the only Huntington's disease Comprehensive Clinic in Nevada; developing the only Multiple System Atrophy Comprehensive Clinic in Nevada.
- Been the only program in Nevada to receive the "Partners in Care" designation from the National Multiple Sclerosis Society and expanded its MS program with a \$1.35 million grant from the Conrad N. Hilton Foundation.
- Founded a Retired Athletes Clinic, providing treatment for professional athletes suffering from repeated head trauma. Also chosen by the NFL players association to be one of three institutions to which retired football players with memory concerns will be referred for comprehensive assessment.
- Enrolled more than 600 professional fighters in a research study assessing the longitudinal impact of head trauma, and secured funding from top boxing and mixed martial arts promoters.
- Hosted Regina M. Benjamin, MD, MBA, Surgeon General of the U.S., who advocates for increasing public health awareness of head trauma.
- Secured the Director of National Institutes of



Health and leader of the Human Genome Project, Francis Collins, MD, PhD, to keynote a November 2014 global meeting at LRCBH to develop a novel Roadmap for Research in Multiple System Atrophy.

- Been spotlighted in a Larry King CNN special airing in 212 countries, *Unthinkable: The Alzheimer's Epidemic*.
- Raised more than \$200 million through the integrated fundraising entity, Keep Memory Alive, to advance progress towards a cure.
- Named Nobel Laureate, Stanley Prusiner, MD, as chair of LRBCH's scientific advisory board.
- Been recognized by *Kiplinger* as a top reason Las Vegas is a comeback city in 2011 and by *MSNBC* for diversifying industry in gaming-centric Las Vegas.
- Recently recruited the inaugural Director for Neuroimaging Research at LRCBH to expand its research efforts.
- Held a 70th birthday party for Muhammad Ali, raising millions for healthcare delivery.
- Celebrated the 80th birthdays of Quincy Jones and Sir Michael Caine, raising much-needed funds to support the mission of Keep Memory Alive.
- Recognized Gloria and Emilio Estefan for their tireless efforts in supporting multiple sclerosis and other charities.

Position Overview – Director of Development

The new Director of Development will secure philanthropic gifts through a process of identifying, qualifying, strategizing, cultivating, soliciting, and stewarding major gift prospects. S/He will identify individual major gift prospects using various databases, trustees, physicians, and other staff members. The successful candidate will be responsible for managing a portfolio of 125 individuals and develop individual strategies that include personal visits with past, current, and prospective donors. The new Director of Development will advise donors as to the funding opportunities available and steward philanthropic gifts appropriately through stewardship reports.

This is an ideal role for an experienced frontline fundraiser who possesses exceptional communication and presentation skills and brings a track record of major gift success. The successful candidate will be entrepreneurial and possess the ability to present sophisticated major gift opportunities. Reporting to the Executive Director of Development, the ideal candidate will be comfortable in a metrics-based environment and will be committed to a "best practice" approach.

Qualified Candidates Will Demonstrate and Have Experience with the Following:

- Minimum of five years of experience in fundraising.
- Direct solicitation of gifts of more than \$25,000 and capital campaign experience required.
- Demonstrated success and experience in major gifts fundraising strategies for cultivation and direct solicitation; personally maintaining long-term, mutually beneficial relationships with major gift donors.
- Ability to think critically and act strategically.
- A self-starter and team player.
- Keen eye for detail.
- Enterprising, achievement-oriented, and innovative.
- Strong passion for the mission of Keep Memory Alive and Cleveland Clinic Lou Ruvo Center for Brain Health.

Location

Las Vegas, NV:



The most populous city in the state of Nevada, Las Vegas is an internationally renowned major resort city known primarily for gambling, shopping, fine dining, and nightlife, and is the leading financial and cultural center for Southern Nevada.

The city bills itself as The Entertainment Capital of the World, and is famous for its mega casino-hotels and associated entertainment. It is among the top three leading destinations in the United States for conventions, business, and meetings. In addition, the city's metropolitan area has more AAA Five Diamond hotels than any other city in the world, and is a global leader in the hospitality industry. Today, Las Vegas is one of the top tourist destinations in the world. The city's tolerance for numerous forms of adult entertainment earned it the title of Sin City, and has made Las Vegas a popular setting for films, television programs, and music videos.

A growing retirement and family city, Las Vegas is one of the wealthiest major cities in the country. Established in 1905, Las Vegas was incorporated as a city in 1911. An effort has been made by city officials to diversify the economy by attracting health-related, high-tech, and other commercial interests. No state tax for individuals or corporations, as well as a lack of other forms of business-related taxes, have aided the success of these efforts.

Already operating in Symphony Park are the Cleveland Clinic Lou Ruvo Center for Brain Health (opened in 2010), The Smith Center for the Performing Arts (opened in 2012) and the DISCOVERY Children's Museum (opened in 2013). On land across from Symphony Park, the World Market Center Las Vegas opened in 2005. It currently encompasses three large buildings with a total of 5.1 million square feet. Trade shows for the furniture and furnishing industries are held there semiannually. Zappos CEO Tony Hsieh has taken a personal, as well as a professional, interest in the urban area and is contributing \$350 million of his personal wealth toward a multifaceted revitalization effort called "the Downtown Project."

The city is home to several museums including the **Neon Museum** (the location for many of the historical signs from Las Vegas' mid-20th century heyday), The Mob Museum, the **Las Vegas Natural History Museum**, the DISCOVERY Children's Museum, the Nevada State Museum, and the Old Las Vegas Mormon State Historic Park.

The city is home to an extensive **Downtown Arts District** that hosts numerous galleries and events. "First Friday" is a monthly celebration that includes arts, music, special presentations, and food in a section of the city's downtown region called 18b, The Las Vegas Arts District. The festival extends into the Fremont East Entertainment District as well. The Thursday prior to First Friday is known in the arts district as "Preview Thursday." This evening event highlights new gallery exhibitions throughout the district.

The Las Vegas Academy of International Studies, Performing and Visual Arts is a Grammy award-winning magnet school located in downtown Las Vegas. The Smith Center for the Performing Arts is situated downtown in Symphony Park. The world-class performing arts center hosts Broadway shows and other major tourist attractions, as well as orchestral, opera, ballet, choir, jazz, and dance performances.

Las Vegas has 68 parks. The city owns the land for, but does not operate, four golf courses: Angel Park Golf Club, Desert Pines Golf Club, Durango Hills Golf Club and the Las Vegas Municipal Golf Course. It is also responsible for 123 playgrounds, 23 softball fields, 10 football fields, 44 soccer fields, 10 dog parks, six community centers, four senior centers, 109 skate parks, six swimming pools, and more.

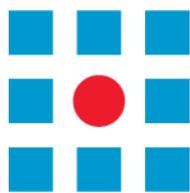
Las Vegas is surrounded by mountain ranges on all sides. Much of the landscape is rocky and arid with desert vegetation and wildlife. The peaks surrounding Las Vegas reach elevations of over 10,000 feet. Within

the city there are many lawns, trees, and other greenery. Due to water resource issues, there has been a movement to encourage xeriscapes. Las Vegas' climate is a subtropical, hot desert climate, typical of the Mojave Desert in which it lies. The city enjoys abundant sunshine year-round; it has an average of about 310 sunny days per year.

Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. LLLS does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

**To learn more, call
Maureen Huminik, Vice President at
617-262-1102
or send nominations or cover letter and resume to
mhuminik@LLLSearches.com.
All inquiries will be held in confidence.**



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Appendix

Leadership:



Jennifer Svihus
Executive Director of Development
Keep Memory Alive

Jennifer joined Keep Memory Alive in February 2016. Jennifer brings over 25 years of development experience, most of it in the health care sector. Most recently she was a VP of Philanthropy for Sutter Health in California. Jennifer has significant experience in program building and major gift fundraising and has been a part of many successful fundraising campaigns. She has a Bachelor's in Communications from the University of the Pacific and an MBA in Healthcare Administration from Chapman University.



Larry Ruvo
Co-Founder and Chairman
Keep Memory Alive

Larry Ruvo has been a part of the wine and spirits distribution business in Las Vegas since 1970. He is well-known in the Las Vegas community for his business leadership and for his charitable giving to local, state, and national organizations, with a philanthropic focus on education and children.

Among Mr. Ruvo's many civic accomplishments, he established UNLVino, one of the largest annual wine tasting events in the country. Now, almost 40 years later, Mr. Ruvo continues to sponsor the event, which has raised millions of dollars to fund scholarships for the University of Nevada William F. Harrah College of Hotel Administration.

Mr. Ruvo has received numerous awards, including the UNLV President's Medal, the Governor's Philanthropist of the Year Award, Man of the Year awards from the University of Nevada Las Vegas, the Food & Beverage Directors Association, and the Community Leadership Award from the Points of Light Foundation. He has also been honored by the United States Congress on several occasions.

Mr. Ruvo is the founder of Keep Memory Alive and has served on other boards, including the Las Vegas Alzheimer's Association, the Nevada Tourism Alliance and the Council for a Better Nevada. He is also a founding member of the Nevada Chapter Young Presidents' Organization, a Trustee for the UNLV Foundation, a former member of the World Presidents' Organization, and Bailli of the Chaine des Rotisseurs in Las Vegas.