

AZ Insider: Great New Party Idea

Written by Written by Kathy Shayna Shocket

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"The AZ Insider" with Kathy Shayna Shocket: Get the inside scoop on Arizona's social scene and celebrity news.



Alisa Jost and staff of Southwest Cardiovascular Associates

Kathy's got the dish on the first-class party idea that should become a trend.

This fabulous event took place at Neiman Marcus where fantastic party ideas, just as trendy as Botox parties, took the spotlight. It's cholesterol-testing and can be creatively woven into almost any type of festivity from casual to first-class. In fact, it was a part of the wonderful pulse of the 2011 Heart Ball committee meeting.

The upscale gathering which featured a couture fashion show and make up presentation, casually began with the chance to have your cholesterol tested.

The testing, facilitated by the staff of the Southwest Cardiovascular Associates, was an especially popular addition to the meeting. So was the breakfast buffet that followed showcasing low-fat blueberry muffins and low-fat raspberry scones.



Julie Prusak and Lynne Love

The elements of the meeting were a heart-healthy reflection of the ball that Chair **Julie Prusak** and her committee are helping to plan because the annual Heart Ball benefits the American Heart Association. (However, keep in mind, this healthy twist can be a part of other types of meetings or celebrations. And you could become a part of this being a new trend.)

Alisa Jost, wife of cardiologist **Dr. Charles Jost** and managing director of his practice, helped facilitate the cholesterol-testing. (Hubby, Dr. Jost, was in Paris at a medical conference.) I love this photo below that I candidly snapped of Alisa and **Dana Jirauch**, arm in arm, as they absorb the success of the event. Dana is this year's Heart Ball Sweetheart. **Patricia Leach** is Honorary Chair.



Alisa Jost and Dana Jirauch

Cardiologist **Dr. Christina Reuss** of Heartcare spoke to the 70 women about heart disease and interpreting the numbers of the cholesterol test.



Sandy Hecomovich and Nancy White enjoy Dr. Christina Reuss' speech

The medical advice of taking a low dose aspirin daily to help prevent heart disease promoted **Sandy Magruder** to show me the aspirin she carries in her purse. I snapped this picture as she was showing committee member and always fashionably dressed **Victoria Granberry**.

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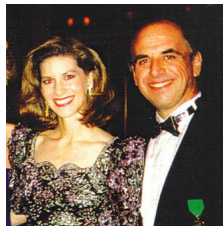
Victoria Granberry and Sandi Magruder

The Phoenix Heart Ball committee's mission is to raise funds and awareness to promote prevention of cardiovascular disease through education.



Pat Leach and supporters at opening of Halle Heart Children's Museum

The newly renovated Halle Heart Children's Museum interactive cardiovascular learning center in Tempe teaches 25,000 children per year how to make heart healthy choices about nutrition and exercise. The curriculum also saves lives by teaching children how to identify and respond to emergency warning signs of heart attack and stroke.



Dana and Chuck Jirauch at 1992 Heart Ball

Pat Leach and Dana Jirauch are among the many former Heart Ball chairwomen who have strides in this event being so successful and are still at the helm today.

The 2011 Heart Ball is November 19 and tickets for the black-tie formal affair at The Phoenician resort start at \$750 per person.



Kathy Shayna Shocket is a Phoenix based writer. If you have a good item for The AZ Insider, you can email her at redkarpetgirl@aol.com.