



**WILL ROGERS
INSTITUTE**

Humanitarian

EDUCATION FOR TODAY. RESEARCH FOR TOMORROW.



Dr. Bruce A. Beutler Awarded Will Rogers Annual Prize for Research

The Will Rogers Institute's annual prize for outstanding contributions to lung research has been awarded to Dr. Bruce A. Beutler. He is the third recipient of the prestigious \$50,000 prize.

Bruce A. Beutler, M.D., is the chairman of the Department of Genetics at the Scripps Research Institute in La Jolla, CA. He is an immunologist and geneticist, and he is considered among the best in his field.

Dr. Beutler has made fundamental discoveries about the molecular basis of innate immunity and inflammation. Innate immunity encompasses the various common mechanisms by which humans, animals and plants defend themselves against infections. Inflammation is the side effect of this defense. Innate immunity and inflammation are intimately involved in defending against lung infections, or pneumonias, including those due to bacteria (e.g., pneumococcus), viruses (e.g., influenza) and fungi (e.g., valley fever due to coccidioidomycosis). Sepsis, total body inflammation in its most severe form, is life threatening.

Dr. Beutler's work in the 1980s showed that



Dr. Bruce A. Beutler

the production of a protein called tumor necrosis factor or TNF is greatly increased early during an infection and that this substance is responsible for the symptoms and signs of infection, including the signs of sepsis. In the 1990s, he researched the cause of the increased production of TNF and showed that its production is regulated by a molecular "fire alarm," a detector of bacteria called the toll-like receptor 4 (TLR4). TLR4 detects endotoxin, a coating material on many types of bacteria (including those that infect the lung) such as *E. coli*, salmonella and *Y. pestis* (the bacteria that cause bubonic plague). Endotoxin can stimulate inflammation and sepsis even when

the bacteria are killed by our defenses or by antibiotics. In the 2000s, Dr. Beutler's laboratory worked out the pathways by which TLR4 and other TLRs regulate inflammation and host defense. Dr. Beutler's work has answered some of the oldest and most basic questions in medicine: why infections (including pneumonias) with different microbes give rise to often similar illnesses with fever and malaise, what causes sepsis, and why sepsis is life threatening even if the infectious microbes are killed by our defenses or by antibiotics.

Dr. Beutler received his undergraduate degree from the University of California San Diego and his M.D. from the University of Chicago. He did his residency at the University of Texas Southwestern Medical Center. Dr. Beutler has received many awards and accolades throughout his career, such as the Albany Medical Center Prize in 2009 and the Frederik B. Bang Award in 2007, among others. He has co-authored more than 300 papers that have been cited more than 38,000 times by other scientists.

The Inside Story:

■ ENCOURAGING HEALTH AND NUTRITION AT WORK ■ DOWNLOAD FREE HEALTH BOOKLETS ■ WRI GOES GREEN ■ SURVIVING THE HOLIDAYS: TOP HEALTH TIPS ■ FLAVORS OF FALL: SWEET POTATO SOUFFLE ■ AND MORE...



Past WRI Prize Recipient Announced as Director of the National Institutes of Health

Francis S. Collins, M.D., Ph.D., was officially sworn in on Monday, August 17, 2009, as the 16th director of the National Institutes of Health (NIH). Dr. Collins was the first recipient of the Will Rogers Institute's annual prize for outstanding contributions to genetic research. A physician-geneticist noted for his landmark discoveries of disease genes and for his leadership of the Human Genome Project, Dr. Collins served as director of



Bruce Snyder, chairman, WRMPFF; Dr. Crandall, medical advisor, WRMPFF; Dr. Collins; and Rory Bruer, board member, WRMPFF.

the National Human Genome Research Institute at the NIH from 1993-2008.

The NIH is dedicated to improving the health of Americans by conducting and funding medical research. It also trains scientists and communicates medical and health sciences information to patients, their families, health care providers and the general public. Visit the NIH Web site at nih.gov for more information. — *nih.gov*

Fort Sanders Regional Medical Center Hosts Respiratory Therapy Symposium

The Eighth Annual Will Rogers Institute Respiratory Therapy and Critical Care Seminar took place in October at the Fort Sanders Regional Medical Center in Knoxville, TN. The respiratory services staff at Fort Sanders Regional Medical Center coordinated a daylong seminar featuring 15 presenters for clinicians throughout the region and from as far away as Nashville. The seminar offered six continuing education units and was attended by 175 professionals, including a newly targeted clinical group, sleep center

The WRI awarded a \$200,000 grant that will fund a broad scope of cardiopulmonary services and programs.

technicians. Grant funds provided by the WRI paid for the 68 attendees who are employees of Covenant Health.

The \$200,000 Will Rogers Institute Fellowship awarded to the Patricia Neal Rehabilitation Center and Covenant Health for the 2008-2009 grant year has provided funding for cardiopulmonary health-related equipment and renovations, staff education, patient education and assistance, smoking cessation education and the telemanagement program.

Benton County Boys & Girls Club Promotes Healthy Lifestyles



Boys & Girls Club of Benton County, AR

The WRI is pleased to partner with the Boys & Girls Clubs of America in its commitment toward promoting healthy lifestyles and fitness. Each year, the WRI recognizes one club that has shown a level of excellence in embracing these ideals with an award and a \$5,000 grant. This year's recipient is the Boys & Girls Club of Benton County, AR.

The Benton County organization enthusiastically approaches healthy lifestyle changes and goes above and beyond to make a difference in its club's kids' lives.

- Club kids scramble to be the first to answer the nutrition and health question of the week.
 - Club units compete against each other to be the most fit and the most nutrition savvy.
 - Snack bars have been transformed from sweet treats to healthy snacks only.
 - Vending machines selling unhealthy snacks and soft drinks have been removed.
 - Club staff act as positive role models, with one staff member shedding more than 60 pounds.
- Congratulations, Benton County!



Sometimes Newborns Need a New Start



Last year, the Will Rogers Institute committed \$400,000 in grants to support neonatal intensive care units. The money provided much needed equipment such as critical airway carts, Neopuff™ infant resuscitators, incubators and inhaled nitric oxide therapy technology.

Our goal is to fund five to 10 more ventilators in 2010. The cost for each of these very special ventilators ranges from \$40,000 to \$80,000. The value of each life saved is without measure.

The neonatal program is only one of the many partnerships the WRI has developed with hospitals and medical schools across the U.S. Please visit our Web site for a complete list and to make a donation.

NEONATAL GRANT RECIPIENTS:

Children's Hospital Boston, Boston, MA
Cook Children's Medical Center, Fort Worth, TX
East Tennessee Children's Hospital, Knoxville, TN
Prentice Women's Hospital, Chicago, IL

Sinai Children's Hospital, Chicago, IL
St. Francis Medical Center, Los Angeles, CA
St. Mary's Medical Center, Knoxville, TN
Southwest Washington Medical Center, Vancouver, WA
The Medical Center Neonatal Intensive Care Unit, Columbus, GA

Encourage Health and Nutrition among Your Workforce

Workplaces can be a breeding ground for bad health — from junk food in vending machines to the lazy habits of cubicle-bound workers. There are ways you can foster a health-conscious environment:

- Add fresh fruits to the usual offerings of cake and ice cream during birthday parties. Serve nutritious snacks such as carrot sticks or olives instead of doughnuts at staff meetings.
- Encourage workers to go outside. Urge employees to get out of the workplace during their lunch hours or break times and go for walks. Do it yourself to set the example. Provide maps of good walking routes.
- Give employees the facts. Post the calorie and fat contents of the items in the vending machines or the cafeteria.



Severe COPD Linked to Mental Decline



A new study suggests that severe chronic obstructive pulmonary disease (COPD) appears to be linked to lower cognitive function in older adults, making it more difficult for them to remember and perform

daily tasks. The results suggest that patients with severe COPD have a 22 percent increase in the difficulty they experience with daily tasks.

“Our findings should raise awareness that adults with severe COPD are at greater risk for developing cognitive impairment, which may

make managing their COPD more challenging, and will likely further worsen their general health and quality of life,” said study author Dr. William W. Hung.

The researchers suggested that periods of low oxygen levels, or hypoxia, may reduce cognitive ability or exacerbate illnesses like Alzheimer's disease that have an impact on memory and attention.

Health care professionals need to be aware that patients with severe COPD are at increased risk for cognitive decline and have greater challenges and needs, Hung concluded.

— *American Journal of Respiratory Care and Critical Care Medicine*

“Will Said: Pick the Quote Made Famous by Will Rogers”



- A) “To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”
- B) “Rumor travels faster, but it don't stay put as long as truth.”
- C) “If you would know the value of money, go and try to borrow some.”

Answers: A) Ralph Waldo Emerson B) Will Rogers C) Benjamin Franklin

Healthy News



Holiday Survival Guide — Our Top Health Tips

Jackie Keller, Founding Director, NutriFit

You can enjoy this holiday season with these healthful tips and continue winning at the weight-loss game! Here are some helpful hints to guide you as you enter this challenging time of year.

- **Don't skip meals** — especially breakfast. Studies show that those who eat a complete balanced meal in the morning eat fewer and better quality calories throughout the day. Not only does it provide a psychological boost to anyone trying to lose weight, but also by starting the day off with the right foods you'll be less inclined to ruin your efforts later.
- **Never arrive hungry** — tempting foods are a lot harder to resist when you're hungry and your blood sugar is low. Eat something on the way to your event, like string cheese or a dozen almonds and a piece of fruit, half of a peanut butter sandwich, or whole grain crackers and cottage cheese or yogurt. Your willpower will soar while your resolve to resist stays in place.
- **Portion control is paramount** — eliminating certain foods entirely may be extremely difficult. If you can't resist your favorite food, do the next best thing: eat a small portion and limit yourself to that.
- **Stay focused on fitness** — finding the time to exercise can cause additional stress during the holiday season. Make it a habit to use the stairs, take walks during your lunch breaks, park far away from the mall entrance when shopping, and do stretches and simple calisthenics in your bedroom any time you have just a few minutes to add in something active. Twenty minutes of daily exercise is all you need to help keep your metabolism on track; 30 minutes is better, but anything you do is better than nothing.
- **If you must order a drink, make it red wine or a wine spritzer** (wine with club soda) — always have a glass of water in the other hand, and while you're at it, hold your alcoholic drink in your nondominant hand and your water chaser in your dominant hand. You'll drink more water and eat less food (as both hands are occupied). Make a bargain with yourself to drink two glasses of water for every alcoholic beverage. There's only so much liquid your body can hold!
- **Drink plenty of water** — stay well hydrated. You will look and feel better. Drink before you eat, as the thirst mechanism isn't very sensitive and thirst can often be mistaken for hunger.
- **Eat almonds, peanuts, walnuts and pistachios** — all are rich in vitamins and antioxidants. They also contain healthy fats that will satisfy you and improve your health. Have half an ounce of nuts as an afternoon snack and it'll help you manage your dinner appetite.
- **If you can't resist the box of chocolates** — pick one plain dark chocolate square and enjoy. Dark chocolate contains less sugar and more healthful flavonoids than other chocolates.



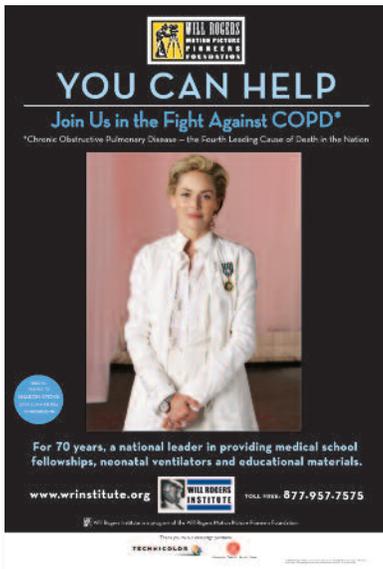
Flavors of Fall: Sweet Potato Souffle

1/4 cup chopped pecans	1/4 cup sugar	1/2 cup brown sugar, packed
4 cups cooked sweet potato, cubed	1 tsp. vanilla extract	2 tbsp. reduced-fat margarine
1/2 cup fat-free egg substitute	5 tbsp. unbleached all-purpose flour	1/4 cup Grape Nuts cereal

- Preheat the oven to 350° F. Spray a 1 1/4-quart casserole dish with non-stick cooking spray and set it aside.
- Toast the pecans by placing them on a baking sheet and toasting them in the oven until they are fragrant and a golden brown color.
- Using a food processor, process the sweet potatoes, egg substitute, sugar, vanilla and 2 tbsp. of flour until the mixture is mostly smooth, leaving some small chunks of sweet potato for texture. Transfer the mixture to the prepared casserole dish.
- In a small bowl, use your fingers to rub together the brown sugar, the remaining 3 tbsp. of flour and the margarine until crumbly. Stir in the pecans and the cereal. Sprinkle the mixture on top of the casserole.
- Bake the souffle for 25 to 30 minutes or until golden brown. Serve immediately.

Yield: 6 servings. Serving Size: 1 cup. Prep Time: 5 min. Total Time: 30 min.

Nutritional Information: Calories 299; Protein 3.6g; Carbohydrates 60.6g; Cholesterol 0mg; Sodium 78mg; % Calories from Fat 16; Total Fat 5.3; Dietary Fiber 2.7g.



Fund-Raising Tradition Helped Raise More Than \$100M

Since 1936, the Will Rogers Institute (WRI) has raised more than \$100 million for medical school fellowships, neonatal ventilators and educational materials. Because of you, our sponsors and participating movie theaters and studios, we continue to help find cures for pulmonary diseases, to help critically ill babies thrive and to educate the public about health and fitness. Visit wrinstitute.org to learn more about our summer fund-raising program, research and fellowship programs, and more.

Thank You for Being Part of Our Summer!

Going Green: Will Rogers Donates 1,035 Trees to American Forests

In partnership with the Green Print Alliance, the Will Rogers Motion Picture Pioneers Foundation (WRMPPF)* has donated 1,035 trees to the American Forests Global Relief Program. This number represents more than four acres of restored forestland.

Chromatic Lithographers, Inc., in Glendale, CA, has been the printer for the WRMPPF since 2003. Chromatic and its subsidiary, Litho Sales, in association with American Forests, have established the Green Print Alliance.

The Green Print Alliance vigorously promotes the use of Forest Stewardship Council and Sustainable Forestry Initiative certified



papers. Utilizing certified papers in print projects lessens the impact on the environment and helps reduce deforestation, water pollution, habitat destruction and the displacement of indigenous people. Chromatic and the Green Print Alliance have planted a total of 10,400 trees to date.

The WRMPPF is proud that the print materials it creates are educational, beneficial and environmentally responsible. We are pleased to work with businesses that share our concerns.

To learn more about the Green Print Alliance and how to contribute to sustainability, please visit greenprintalliance.com.

*The WRI is a program of the WRMPPF.

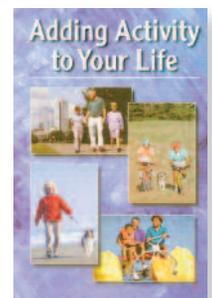
New! Free Downloadable Health Booklets

WRI is now offering free downloadable health booklets online at wrinstitute.org.

Available Titles:

- A GUIDE TO MANAGING STRESS
- ADDING ACTIVITY TO YOUR LIFE
- CONTROLLING CHOLESTEROL
- DIABETES
- HEALTHY EATING: GETTING BACK TO BASICS
- MANAGING HIGH BLOOD PRESSURE

For a complete list of booklets available by mail, please see the back of this newsletter or visit wrinstitute.org.



Will Rogers Dioramas Open in New Gallery

Thirteen miniatures portraying the life of Will Rogers from his birth and boyhood on the Indian Territory Ranch to the airplane crash that claimed his life have been relocated to a new gallery at the Will Rogers Museum in Claremore, OK. The popular dioramas are the work of artist Jo Mora. Funding assistance came from the Cherokee Nation, the WRMPPF and the State of Oklahoma.

Our Mission

TO PERPETUATE THE MEMORY OF WILL ROGERS BY PROMOTING AND ENGAGING IN MEDICAL RESEARCH PERTAINING TO CARDIOPULMONARY DISEASES AND BY EDUCATING THE GENERAL PUBLIC ON TOPICS OF HEALTH AND FITNESS.

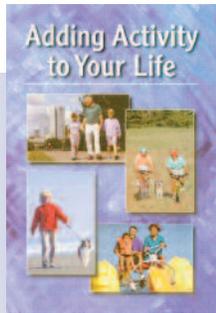
Free Health Booklets

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- ABOUT EMPHYSEMA
- ABOUT SLEEP APNEA
- ADDING ACTIVITY TO YOUR LIFE
- ASTHMA IN CHILDREN
- CHOLESTEROL CONTROL
- DIABETES
- EXERCISE AND ASTHMA
- FACTS ABOUT TB
- GOOD NUTRITION
- HIGH BLOOD PRESSURE
- LIVING WELL WITH ASTHMA
- LUNG CANCER
- LUNG DISEASES
- MANAGING YOUR CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)
- QUITTING SMOKING WHILE STILL A TEEN
- SECONDHAND SMOKE
- SMOKING ADDICTION
- STRESS MANAGEMENT
- TEENS AND STRESS
- WALKING FOR FUN AND FITNESS
- YOUR CHILD'S HEALTHY WEIGHT

There is a 25-booklet maximum per order.

Visit wrinstitute.org or call (877) 957-7575 to order.



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Winter 2009

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