

## American Heart Association of Santa Barbara

# Go Red For Women

By **Jean Agern Mangus** / Special to CASA

**P**UT YOUR HAND OVER YOUR **HEART** and promise to take care of it. That's the message of *Go Red for Women*, the American Heart Association's national call to increase awareness of heart disease—the leading cause of death in women. Heart disease kills one woman every minute in this country.

"I feel passionate about empowering women to learn how to prevent heart disease, as well as educating ourselves around the issues of heart disease, and sharing with others in our community this knowledge to improve women's lives," shared Myrna Gaskin, Event Co-Chair.

The year's annual *Go Red for Women* Health Expo, Fashion Show, and Luncheon took place at Fess Parker's Doubletree Resort.

Among the activities, Cottage Hospital took blood pressures, Heart Watch did cholesterol screenings, Sharon Smith, R.D. explained good nutrition, and Stacey Cooper, BootyCampSB encouraged activity.

Boutique shopping featured Barnes and Noble, Classy Bag Lady, Moonlite, Pegboard Highway, Ronna's Gifts, The Treasured Accessory and Tracy Allen Fine Jewelry. If you couldn't find something there as a gift or for yourself, you weren't looking very hard.

There were also two short breakout sessions that took place before lunch: *Time Lost is Brain Lost* by Dr. Phil Delio and *Heart Matters*.

Most participants wore red in honor of the day. Even John Vogel, M.D. made the day in a bright red blazer, accompanied by his wife Cynthia. Everyone received the recognized red dress pin as a gift. Many traded up to the beautiful crystal pin that was available for purchase.

Lunch was followed by a snazzy fashion show with outfits from K. Frank on State Street. American Heart Association volunteers and Circle of Red members modeled casual to formal wear accompanied by get-you-in-the-mood music.

Marie Savard, M.D., nationally recognized internist, expert on women's health, and champion for patient rights, was the event keynote speaker.

A warm, savvy, accomplished lady, she

proceeded to enlighten the audience about the most current information on women's *Health, Heart disease, Hormones*, the 3 H's, the most important things she feels women today need to know.

According to Savard, body shape, Pear or Apple, is a crystal ball in predicting heart health. Pear-shaped women carry the bulk of their fat below their waists which is a healthy, protective kind of fat. The deep kind of belly fat, which is what most Apple-shaped women have, at and above the waist, is known as deep belly or visceral fat, which is bad. It is not needed in today's world, where it once was used for stored energy. Now, it stores estrogen and is actively putting other bad things out into your system that you don't need.

The single most powerful tool is the tape measure, used to measure what Dr. Savard called WHR (waist-to-hip ratio). It takes the smallest measurement around the smallest part of your middle and relates it to your hip measurement to tell a compelling story.

Besides meeting Dr. Savard and participating with a powerful group of women who have formed the Circle of Red, Karen Bailey-Shiffman, Event Co-Chair shared that the highlight of the night for her "was watching my beautiful mom and niece model some fabulous clothes while having their very personal quotes about why they *Go Red* projected on the big screen."

For more information call 963-8862 or visit [www.goredforwomen.org](http://www.goredforwomen.org).



Dr. **Marie Savard**,  
Keynote Speaker



Circle of Red (Back): **Terry Swann, Karen Chackel, Kathy McCarthy, Karen Bailey-Shiffman** Co-Chair Go Red Luncheon; **Gail Pearl, Myrna Gaskin**, Co-Chair Go Red Luncheon (Front): **Dee Dee Barrett, Carole MacElhenny, Karen Van Horn, and Deanna Robbins**. Absent were **Sheila Assea, Perri Harcourt, and Linda Melchiori**



(Back) **George Leis**, Santa Barbara Bank & Trust CEO; **Karen Bailey-Shiffman**, Personal Trust Manager; **Wendy Edmunds**, Business Development Officer; **Randy Weiss**, Corporate Community Officer; **Penny Sharrett**, Branch Sr VP Officer; (Front) **Manita Yin**, Job Code Officer; **Corina Conboy**, Executive Assistant; **Christine DeVries**, Senior VP Marketing Manager



AHA Luncheon supporters: **Jennifer Le May, Jennie Pellow** and **Carla Reeves**



**Shawn Castagnola**, Office Manager of Cardiovascular Pulmonary Medical Group; **John Vogel, M.D.**; and **Cynthia Vogel**



At check-in table **Emilie McMinn, Zena Drewisch**, and **Becky Mendoza**, Heart Association Office Manager



**Helene Winter, Gerd Jordano, and Janet Wolf**, Second District County Supervisor



AHA Luncheon Fashion Show Model **Olivia Sanchez** with daughters, **Camille Sanchez** and **Victoria Sanchez**



Soroptimist Group Members (Back) **Claudia Chapman, Helen Roberts, Mary Thompson, Pat Sheppard, Kathy Koeper, Donnalyn Bayet, and Tamara Skov** (Front) **Deanna Robbins** and **Myrna Gaskin**, Co-Chair Go Red Luncheon