Dear Friends,

It was the summer of 1946. With World War II finally coming to an end, 12 dedicated, thoughtful women decided to create a ball to benefit a cause that was dear to their hearts. The group created bylaws and invited others into their membership. As the years rolled on, the group adapted with the decades, but has always stuck to its mission of helping others less fortunate.

Fast forward 65 years to the present day Las Patronas: a group of 50 hard-working, talented women giving of their time and expertise as they help raise money for nonprofits all over San Diego County. Each year it has been through the generosity of underwriters, donors and advertisers like you that have made this possible. You are the reason we continue to succeed at helping so many worthy nonprofit groups fulfill their missions, and we are very grateful to you. We would also like to raise a glass to the La Jolla Beach & Tennis Club for hosting us year after year, no matter what exotic animal or theme we throw at them!

Having come from Tennessee to San Diego in my 20s, I can’t hide my roots (or my accent at times), but the compassionate group of women I have come to know over the last seven years has buoyed my confidence in humanity and my complete enthusiasm on volunteering. As one country music star said, “A tortoise didn’t climb up on a fence post by herself … she needed help.” And I certainly have had it! From my talented Co-chairs, Elaine Murphy and Pat Marsch, to Sallie Warren our legal-minded President, I have had the chance to work with so many smart, energetic and creative women. I am in awe. I would be remiss if I didn’t mention my dear husband, Peter, and son, Nick, who have encouraged me along the way. I promise I will make a home-cooked meal again!

With our theme, taken from the tradition that the 65th anniversary stone is a Sapphire, our Design Chair, the incredibly gifted artist, Kathy Broekema, has created a Sapphire blue, oceanic, underwater world that will delight your senses from the moment you arrive.

We invite you to join us, Saturday, August 6, at 7 pm. The sun will set as you enjoy sumptuous appetizers, a not-to-miss Silent Auction and entertainment in the Fountain Court and the Pool area. As the stars come out, so will the dinner and entertainment in the Beach Club ballroom (a.k.a. the tennis courts). The band, Liquid Blue, (aptly named, right?) will rock you like you have never been rocked. As the night goes long, I hope you enjoy this evening as much as we have enjoyed creating it for you. Kudos to all the Las Patronas women who have come before us and here’s to many more to come.

Sue Wagener,
2011 Jewel Ball Chair

Come join us in celebrating our 65th Jewel Ball and Sapphire anniversary, with an exciting aquatic-inspired evening. Swim amongst the shimmering colors of the seas, sparkling crystals, and vibrant ocean outlines. Join friends under an ocean of ribbons and a sea of blue. The enchanted entertainers will delight your eyes and the music will stir your soul. It’s sure to be a night to remember. Dive in!
Major Beneficiaries of the 2011 Las Patronas Jewel Ball

These nonprofits will each receive a major grant funding a critically-needed capital item from the proceeds of Sapphire.

1. Arc of San Diego
Las Patronas will fund a passenger van with a wheelchair lift to transport people with disabilities for their daily activities. This will enable these individuals to have increased mobility and access to vital services throughout the community.

2. Family Health Centers of San Diego, Inc.
The Logan Heights Family Health Center will receive four dental operatory treatment chairs, critically needed to ensure the Center has state-of-the-art tools necessary to provide the highest quality dental screenings, treatment and oral health education.

3. Friends of The Riford Center
Funding from Las Patronas will allow the Riford Center to renovate three small rooms to create one large 730 square foot classroom, so the Center can more efficiently offer classes and events for the large groups they serve.

4. La Jolla Playhouse
Thanks to Las Patronas’ generous support, La Jolla Playhouse’s nationally acclaimed Mandell Weiss Theatre will undergo a complete lighting retrofit in early 2012 to reduce energy use by 25% with a stronger, more brilliant light output.

5. Mountain Health and Community Services, Inc.
Las Patronas will fund an X-ray processing and digitizing unit for Mountain Health and Community Services, Inc., the only provider of x-ray services in the 950 square mile Mountain Empire region, which stretches from Alpine to Imperial County.

6. REINS Therapeutic Horsemanship Program
Grant money from Las Patronas will purchase a new John Deere tractor and loader to maintain the REINS property where each week over 200 children and adults with disabilities participate in an intense form of therapy on horseback.

7. San Diego Fire Rescue Foundation
Las Patronas will fund VHF radios for placement on the 33 brush rigs operated by the San Diego Fire Rescue Department, to ensure that all first responders have reliable radios, allowing them to communicate with dispatch and their command staff for both daily runs and mutual aid deployments.

8. San Diego Food Bank Corporation
With monies received from Las Patronas, the San Diego Food Bank will purchase a new three-wheel, sit-down electric forklift to move over 16 million pounds of food annually in their 72,000 square foot warehouse.

Each Las Patronas grant recipient has been screened by a team of on-site interviewers after a thorough review of its mission, financial statements and proposal. This careful examination ensures the funds will be used responsibly and in the way that will have the greatest impact on the citizens of San Diego.
9. San Diego Junior Theatre
The Casa del Prado Theatre in Balboa Park, home to not only Junior Theatre, but also the San Diego Civic Youth Ballet and the City of San Diego Civic Dance Arts, will receive a state-of-the-art digital sound system, including a 32-channel digital sound board, speakers, and a computer to run it all, to enhance the sound quality of all performances in the theater.

10. Scripps Mercy Hospital Chula Vista
Las Patronas will purchase seven Vital Sign Monitors with mobile stands which will be relied upon by RNs and physicians to track blood pressure, heart rate, temperature and oxygen saturation of their patients on a continual basis.

11. UCSD Shiley Eye Center
With video recording equipment known as a “Tricaster Broadcasting System” funded by Las Patronas, the UCSD Shiley Eye Center will be able to broadcast via computer to connect with more people through its outreach program serving older adults in San Diego County with age-related macular degeneration, a devastating and incurable disease.

12. YWCA of San Diego County
Las Patronas will fund a new telecommunications system for the YWCA that will improve services to all who call the YWCA, including the provision of critical information to families in crisis through the YWCA domestic violence hotline.

The Las Patronas Mission of Service
Las Patronas is committed to providing financial assistance to nonprofit organizations in San Diego County that provide valuable community services in the areas of health, education, social services and cultural arts; and to continuing our tradition of service to enhance the quality of life in our community.

Since 1946, the annual presentation of the Jewel Ball has been our only means of fulfilling this mission of service to others.
In January 2012, Las Patronas will recognize Jim Roth, Director of Audio Visual & Production Services at Meeting Services, Inc. (MSI), with the Las Patronas Spirit of Giving Award.

For the last 25 years, Jim Roth and his MSI Productions techno crew have become an integral part of our Jewel Ball production and design team. Regardless of what we ask of him – fog machine, waterfall, video feed of the dance floor, slide show presentation, TV screen – he makes it happen! This talented group spends months planning and four grueling days and nights to innovatively give the Jewel Ball its glitter. He’s much more than a vendor providing a valuable service: he’s become a trusted friend.

Jim says he remembers each of the 25 Balls and fondly refers to them by theme. He’ll say, “No problem, we lit ‘Wrapped in Moonlight’ that way” or “‘Silk & Spice’ required a similar effect” or “We solved that scenery issue back when we presented ‘Color It California’....”


Silent Auction Preview

Surf the Sapphire Sea
One of the highlights of this year's Silent Auction at the Jewel Ball will be a one-week stay for two at the idyllic Tavarua Island Resort in Fiji, one of the premier surf destinations of the world! Your stay includes accommodations, meals and activities – surfing, snorkeling, fishing, beach volleyball, tennis and more! Transportation not included.

Slumber Party with your BFFs!
You and seven friends will be whisked to Neiman Marcus in a limo to enjoy breakfast, makeovers and $100 gift cards. Return to La Jolla to check into the Penthouse Suite at the uber-chic Hotel Parisi for a night of fun and friendship, including dinner for eight at Roppongi.

Sapphire Sensation
You’ll be surrounded by sapphires with this stunning 18kt yellow gold pendant/slide and gold hoop earrings embellished with channel set blue sapphires and diamonds from The Collector.

It’s a “Shore” Thing
Enjoy three nights at the La Jolla Beach & Tennis Club, with a lovely gift basket from Piatti filled with wine, gift card for dining, dipping oil and more, plus invite some friends to explore the coastal caves and marine life with a La Jolla Kayak party for 10 and a lunch catered by Rubios a-go-go.

Pretty Perfect
You will look and feel your best with this $1,500 gift certificate for medical services with Dr. Mitchel P. Goldman from Goldman Butterick Fitzpatrick & Graff, plus a gift basket with $1,000 worth of facial and beauty products, including Clarisonic brush with skincare products.

Valentino Petal Power
A bold, oversized rosette adds a modern accent to this gorgeous Valentino tote crafted from sumptuous Italian leather, generously donated by Nordstrom.

Spaaaaaahhhh Day for Three
Indulge yourself and two friends for a day at the SK Sanctuary with personal wraps, one-hour European massages and facials, delectable lunch, mani-pedis, finishing with hairstyling and makeup applications.

Café Japengo Sushi Party
Invite your friends for a fabulous dinner party for 10 in your home featuring sushi prepared by a top sushi chef from Café Japengo and the Hyatt Regency La Jolla at Aventine. You’ll also get custom party favors for your guests from Sobelle Chocolates.

Birthday Party for your Drama Queen
Your child will love this San Diego Junior Theatre themed birthday party including up to 20 show tickets, a post-show party on the stage, theatre games, personalized framed show poster, plus the cast will sing happy birthday to your child and more!

studio m
Who wouldn’t want the Ultimate Holiday Portrait Session? Your two-hour session with photographer Michael Spengler includes gallery portrait, classic portraits, gift collection, CD and photo cards.

See the Sea Monsters!
Original 16th Century Antique Map from Barry Lawrence Rudermann, Antique Maps, Inc., showing the Sea Monsters of the World from Sebastian Munster’s Cosmographial first published in 1544.

Seaside Soiree
You’ll savor the ocean views while savoring your meal with this private dinner for 10 guests at historic Brockton Villa Restaurant overlooking the La Jolla Cove, including a three-course meal, wine pairings and abalone party favors created by Ginny Boland Floral and Event Planning.

Time to Sparkle
You’ll love staying on schedule with this beautiful TechnoMarine ladies watch with diamond bezel set around a mother-of-pearl face, featuring Chronograph design, quartz movement and water-resistance, from Daniel Jewelry and Gift.

Call Jena Joyce at 858.775.9366 for more details. Watch our website, www.laspatronas.org, and your mailbox for the most current Silent Auction listing, including Guaranteed Bid prices!
Our sincere thanks to all of these generous individuals and companies that have donated goods and services to the Jewel Ball.

**Grand Prize**
Holland America Cruise Line

**Diamond**
La Jolla Yoga Center – Jeanie Carlstead
Hyatt Regency La Jolla/ Cafe Isapengo

**Ruby**
K. Brunini Jewels
Giuseppe's Ristorante & Fine Catering
La Jolla Cosmetic Laser Clinic, Dr. Nasrin Mani
La Jolla LASIK Institute, Dr. Angela Nahl
Neiman Marcus studio m/
michael spengler photography
Tavaru Island Resort

**Emerald**
Beaumont’s Neighborhood Eatery/Brockton Villa
Callaway Golf
The Collector Fine Jewelry – Jeanne and Bill Lyon
Daniel Jewelry & Gift
Elegant Events Catering Company
Goldman Butterick Fitzpatrick & Groff, Dr. Mitchel Goldman
Charles Koll Jewelers
Dr. and Mrs. Sam Maywood
Barr Lawrence Ruderman Antique Maps, Inc.
Scripps Institution of Oceanography
Diane Whiting Design

**Sapphire**
A.R. Valentien – Evans Hotel Group
BELLADERMA Cosmetic Surgery & Skin Care Center
Bikram’s Yoga College of India, La Jolla
Café Coyote
Coggan Family Aquatic Complex
Colonial Terrace Inn
Constant Diamond Mountain Vineyard
Contemporary Fine Arts Gallery COREShape
Mr. and Mrs. Michael Dorvillier Mr. and Mrs. Stephen Estey
Gaia Oasis – DYG Cosmetics
Grand Floral
Hotel Paris
Hyatt Grand Champions Resort, Villas and Spa
JAG Art in Framing
Ladeki Restaurant Group
La Jolla Beach & Tennis Club
La Jolla Playhouse
La Jolla YMCA
Leo Hamel Fine Jewelry
M bride
Mauna Kea Beach Hotel Museum of Contemporary Art San Diego
Nordstrom, Ilana Friedman
The Old Globe
Outdoor Otrante
Salon Petite on Nobel
San Diego Opera
SK Sanctuary
Dr. and Mrs. Ron Soltero
Spreckels Organ Pavilion
Stay Polished Nail Boutique

**Topaz**
Adelaide’s Florist and Decorators
Elizabeth Allen Atelier
Atelier Salon – Nattella Karetty
Athenaeum Music & Arts Library
The Balboa Bay Club and Resort
A Better Deal Tuxedos
Birch Aquarium at Scripps, UCSD
Bird House Studio
Bird Rock Coffee Roasters
Brandt Beef
Tim Broadway, Pianist
Creative Occasions
with a Personal Touch
Crystal Pier Hotel & Cottages
Cygnet Theatre/Old Town Theatre
Joseph D’Angelo, DDS
Dolce Floral Design Studio
Dulce
Eight Elements West
Focus Fitness
Laura Gambucci Boutique
George’s At The Cove
Girard Avenue Collection
Gotham Pilates
The Grand Del Mar/
Papa Doug Manchester
The Grande Colonial Hotel Del Coronado
The Hurst Family
Integrated Threat Response
Kerut
Kreiss Enterprise, Inc.
La Jolla Kayak
La Jolla Piano Institute
La Jolla Shores Hotel
La Valencia Hotel
Morgan Run Resort & Club
Museum of Photographic Arts
Old Town Trolley Tours
Old San Diego
Orchard Hill Country Inn
Pierre Deux
Ouisa Pillsbury, Painter
Rancho Valencia,
An Auberge Resort
Ragoni Firenze Shoes
The Salk Institute for Biological Studies
Salon Maxfield
The Salk Institute for Biological Studies
San Diego Aircraft Carrier Museum – USS Midway Museum
San Diego Balboa
San Diego Fire Rescue Foundation
San Diego Junior Theatre
San Diego Padres Foundation for Children
Spudders
Marsha Starr, Comedy
Stage Hypnosis
Sweet Paper
Tapenade Restaurant & Fine Catering
Tiffany & Co.
Tina Marie & Co.
Tower 23 Hotel and JRDN Restaurant

**Pearl**
All-American Carpet & Tile
Artesa Vineyards & Winery
Azul Restaurant
Ginny Boland Floral & Event Design
Capricorn Boutique
Terry Cooper
The Cottage
Cristina Q Salon – Leni Cornell
Cucina Urbana
Cups
Dario Salon
Dolce Studio
Donovan’s Steak & Chop House
Dr. Jason Karp, Running Coach
DRS/On The Border
The Fish Market
Reuben H. Fleet Science Center
Ginny Nails and Skin Care
Glow Fitness
Grand Canyon Railway
The Grand Golf Club/ Shawn Cox, PGA
Great News! Discount Cookware & Cooking School
Harvard Cookie Girl
Hash House A Go Go
Homblower Cruises and Events
Kor Fitness
La Maisonnette – French Boutique
La Jolla Tennis Club
La Jolla’s Finest Training, Inc.
La Jolla Music Society
Lamb’s Players Theatre
Lyric Opera San Diego
Marimak Pet Resort
Mingei International Museum
My Art Shed
Nelson Photo La Jolla
Old Venice Restaurant
Olga Gunn Photography
Orchestra Nova
Orfila Vineyard & Winery
Plati Ristorante and Bar
Posies & Ponies

Westin Gaslamp Quarter
San Diego
White Light Studio
Vacation Yacht Rental
The Zomer Family & Charhill, USA

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Brockton Villa
Café Moto/Kimberly
Chaim Brothers Painting
Conway Family Wines
Dunn-Edwards Paints
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Falkner Winery
Giuseppe Fine Catering
Hafner Vineyard
Harry’s Coffee Shop
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Kathryn Gayner, Distinctive Florals
Ladeki Restaurant Group
La Jolla Beach & Tennis Club
Ladeki Restaurant Group
La Jolla Beach & Tennis Club
Museum of Contemporary Art San Diego
Nordstrom, Ilana Friedman
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**2011 Donation Ticket and Silent Auction Donors**

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Westgate Hotel
The Wild Thyme Company
Scott Wright, The Right Art

Mr. and Mrs. Stephen Estey
Mr. and Mrs. Michael Dorvillier

**Tours & Events**

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Pure Barre La Jolla
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Salon Jose
Salon Vertigo
San Diego Botanic Garden
San Diego Maritime Museum
San Diego Museum of Man
San Diego REPertory Theatre
San Diego State University Athletics
San Diego Yacht Club
Marcola at the Penthouse, a hair salon
Sobelle Chocolate Favors
Surf Diva Surf School & Surf Boutique
Sycoan Resort and Casino
Temecula Olive Oil Company

**Gifts and More!**

Falkner Winery
Giuseppe Fine Catering
Hafner Vineyard
Harry’s Coffee Shop
Hire Elegance
Hotel Paris
Kathryn Gayner, Distinctive Florals
Ladeki Restaurant Group
La Jolla Beach & Tennis Club
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The Old Globe
Outdoor Otrante
Salon Petite on Nobel
San Diego Opera
SK Sanctuary
Dr. and Mrs. Ron Soltero
Spreckels Organ Pavilion
Stay Polished Nail Boutique

Mr. and Mrs. James L. Lambert, Mr. Lambert & Mrs. Andeck at the first Jewel Ball in 1947.
Jewel Ball Underwriters

We give heartfelt thanks to our Underwriters, without whom we could not achieve our mission.

Crown Jewel
Anonymous
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We deeply regret the omission
of any Jewel Ball 2011 Donor
or Underwriter caused by
print deadlines.

Benefits

Your gift to Las Patronas not only provides much-needed funding to our nonprofits; it may also come with benefits such as advertising in our Jewel Ball program, Jewel Ball naming opportunities, or even coveted tickets to the Jewel Ball itself! To participate as a Jewel Ball 2011 underwriter, please call Annette Bradbury 858.344.9663.

Wrap it up to go!

Cash in on some terrific bargains at the Wrap-up Sale and take the spirit of “Sapphire” home with you!

Where: La Jolla Beach & Tennis Club
When: 8:00 am Sunday, August 7, 2011
Why: Because you don’t want to miss out on these great buys on decor, tabletop and other Jewel Ball goodies. This sale only comes once a year!
From Our President

Dear Friends,

For a remarkable 65 years, our small group of 50 compassionate, committed women has embraced this spectacular City of San Diego. Given the breathtaking changes in San Diego over the past six decades, as well as our changing roles as women, it challenges explanation that this all-volunteer crew could survive and thrive for so long. But thrive we have. Today, Las Patronas is proud to say that since our inception in 1946 we have raised and distributed $15 million dollars to approximately 1,000 charitable institutions in San Diego. This reach is prodigious, but the journey has been anything but solo. Just as we are inspired and challenged by the ever-growing needs so painfully evident in our beautiful community, so too, are we driven by your trust and faith. It is only through your support that we are able to do what we do with such intensity and commitment, all in an effort toward our mutual goal to make America’s Finest City an even better place to live.

As funding for social, cultural, educational and health oriented endeavors continues to decrease, the mission of Las Patronas is more critical than ever. Funding organizations in all corners of San Diego County requires dedication, focus and plain old-fashioned hard work.

From the birth of our organization, a dynamic scheme was put into place to secure continual enthusiasm and a perpetual kinetic spirit for the membership. Members who in the early years of Las Patronas were young marrieds in their 20s and 30s, are now women with professional backgrounds in their 30s, 40s and 50s who have spent years in community service refining their volunteer and organizational skills.

Today Las Patronas is a sophisticated, multi-faceted organization. With members serving countless hours and contributing time and talent during their six years of service, Las Patronas is an operation as creative and efficient as any of San Diego’s most successful companies. We salute every one of the women since 1946 who has carried our mission in her heart and passed it on to the next generation of Las Patronas members. Our families, because of the demands and rewards of Las Patronas, have been indispensable extensions of the process.

Underwriting by a generous base of patrons, businesses and foundations has become the backbone of fundraising efforts, along with the support of advertisers, donors and past Las Patronas members.

Whether you are a faithful, decades-old friend of Las Patronas, or a new friend helping to move us forward, we simply could not achieve our mission without your generosity. On behalf of each and every one of us, thank you most sincerely for your faith in our organization. We look forward to seeing you on August 6, 2011, for Las Patronas Jewel Ball “Sapphire” at the La Jolla Beach & Tennis Club, as we celebrate 65 years together making a difference in the San Diego community.

Happy 65th and many, many happy returns.

Gratefully yours,

Sallie Warren,
President, Las Patronas

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We sincerely thank La Jolla Beach & Tennis Club for 65 years of hospitality and support for Las Patronas.