

Rock Your Style®

2024

# Look Book

Saturday, September 21  
@ Empire Live

*Benefiting*

**NYCH** Community  
Cancer Foundation





# Event Details

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## Program

- 6:00 pm Networking & Raffles
- 7:00 pm Program & Fashion Show
- 8:00 pm After Party in Empire Underground
- 8:45 pm Raffles Close
- 9:00 pm Raffle Winners Displayed/Notified

## Dine Around • \$20 a Fork

Purchase a fork for a chance to win gift card valued at a minimum of \$25 to Capital Region based restaurants.

## Rock Your Way Raffle • 10 Tickets for \$20

**Closes at 8:45 pm; Winners notified at 9:00 pm**

Write your number assigned at check-in on your raffle tickets and drop them in the container(s) of prizes you'd like to win. We will select one winner at random for each prize. You do not need to be present to win.

## Clothing and Hair & Make-up Designs Provided By



## Catering Provided By



## Our Photographers

The magic of Rock Your Style wouldn't be complete without the generous contributions of our talented photographers who donate their services to the event! Don't forget to visit our social media pages on Facebook and Instagram @RockYourStyleNY and @NYOHFoundation to find the event photos. If you choose to share or post any of these photos, please be sure to credit the photographer. Your acknowledgment of their talent is greatly appreciated!



Fullness Of Joy Photography  
by Tyiesha Ford



# About the NYOH Community Cancer Foundation



In 2000, a group of New York Oncology Hematology physicians and staff established the Capital District Cancer Resource Foundation as an independent 501(c)(3) organization to provide emergency financial support for local residents undergoing cancer treatment.

Rebranded as the NYOH Community Cancer Foundation in 2007, the Foundation continues to serve the Capital Region by offering support to alleviate the physical and emotional burdens of a cancer diagnosis. For over 20 years, the Foundation has provided not only financial assistance to thousands of individuals, but also small acts of kindness that make a significant impact during treatment. The NYOH Community Cancer Foundation also supports various patient education programs and resources that offer emotional support to cancer patients, their family members and caregivers.

To qualify for financial assistance, applicants must meet the following criteria:

- Receive a cancer diagnosis and undergone treatment within the past 12 months.
- Reside in the Capital District, encompassing Albany, Columbia, Fulton, Greene, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren and Washington counties.

The Foundation relies on the generosity of individuals, community organizations, local businesses, NYOH patients and their loved ones, as well as NYOH providers and staff, to fulfill its mission.

## Did you know?

- ★ All donations the Foundation receives stay local.
- ★ The Foundation provided nearly \$251,911 to support to more than 467 cancer patients in 2023.
- ★ From 2017–2023 the Foundation provided more than \$853,064 supporting 2,160+ cancer patients.

## The Foundation Board of Directors

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*Vice President*

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*Secretary*

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*Immediate Past President*  
Allyson Letendre Petrone



# About Rock Your Style

Established in 2008, this event has raised over \$800,000 for local non-profits, benefiting Capital Region residents in need. Founded by Takara Wiles, Rock Your Style aimed to engage millennials in philanthropy and has since grown to unite generations in driving positive community change.

The premise of the event is simple we carefully select "movers and shakers" from the Capital Region enthusiastically set their fundraising targets, engaging in friendly competition for the highly coveted Golden Hanger Trophy. This prestigious award, symbolizing their dedication to philanthropy, is passed on to the top fundraiser of the following year, creating a tradition of giving that transcends time.

For the second year, we support the NYOH Community Cancer Foundation, making a difference in the lives of cancer patients and their families.

Rock Your Style is more than just a fashion show. It ignites the runway, lifts spirits, creates lasting memories and impacts our local community.



Rock Your Style 2023 Golden Hanger Winner, Dr. Jenny Malatras

## Cancer is One Chapter in Your Story.

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# Our Supporters

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## Trendsetter



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BBL	Frank Adams Jewelers	Lia Auto Group, <i>in support of Connor Preece</i>
Dr. Nadarajah Balasubramanian, <i>in support of Reeya Dhinesh</i>	The Galesi Group, <i>in support of Connor Preece</i>	MOSU   Asian BBQ & Hot Pot
Capital Cardiology Associates, <i>in support of Dr. Karen Tedesco</i>	Gilead, <i>in support of Dr. Karen Tedesco</i>	Premiere Transportation
		Rifenburg Construction

## Vogue

Alaant Workforce Solutions, <i>in support of Nick Maciariello</i>	Gleason, Dunn, Walsh & O'Shea, <i>in support of George LaMarche III</i>	Millennium Medical Imaging, <i>in support of Dr. Karen Tedesco</i>
Anderson, Moschetti & Taffany, PLLC <i>in support of George LaMarche III</i>	IUE-CWA Local 81359, <i>in support of Nirisa Adams</i>	Paul & Sabrina Mosseau, <i>in support of Dr. Karen Tedesco &amp; Michelle Golonka</i>
Baker Public Relations	John Danforth Company	Robert Orapello, Esq., <i>in support of Nirisa Adams</i>
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Bouchey Financial Group, <i>in support of George LaMarche III</i>	Christian LaBier, Trustco Bank, <i>in support of Nirisa Adams</i>	ReadyMix Design + Letterpress, <i>in memory of Joseph &amp; Melody Brennan</i>
County Waste and Recycling	Merrill Lynch, Frank Stento	Rivers Casino & Resort
Curtis Lumber	Mohan Irwin Group	Teal, Becker & Chiamonte, CPAs
Edgeco Environmental, <i>in support of Nirisa Adams</i>	Metabolic Fitness, <i>in support of George LaMarche III</i>	Wellstream Psychology & The Malatras Family, <i>in support of Amy Kellogg</i>
	Michelle Ostrelch & Howard Schlossberg	

## Our Supporters Continued...

## Honorary Committee

Dr. Christa Abraham  
Dr. Katie Adams & Justin Benincasa  
Dr. Nischala Ammannagari, *in honor of her patients*  
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Courtney Bellomo  
John Bilinski  
Sue Bradley+  
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Robert Burdick  
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Beth Byrne+  
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Dr. Pooja Chaukiyal  
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David Cohen  
Dr. Rufus Collea  
Marybeth Davis  
Colleen Dawson, *in memory of David Ostiguy*  
Dr. Arsyl De Jesus+, *in memory of Dr. Robert P. Dulay & in honor of NYOH Amsterdam patients and staff*  
John D. Dempsey, Novartis RLT, *in memory of Robert D. Dempsey*  
Michael Derrick  
Matthew DiCaprio & Blair DiCaprio, *in honor of all sarcoma warriors*  
Andrea DiDomenico  
Dr. Todd Doyle  
Nancy Egerton  
Darci Emerich+  
Thomas Fabian  
Kevin Galuski  
Lisa Ganjhu, *in memory of Dr. Mahendra Ganjhu*  
Dr. Lawrence & Elizabeth Garbo  
Dr. Janet Gargiulo  
Megan Garver  
Dr. Heidi Godoy  
Michelle Golonka, *in memory of Christopher Greklek*  
Denise & Steve Gonick  
Laurie & John Gorman, *in honor of Dr. Karen Tedesco*  
Dr. Yogesh Gupta

Dr. Michael & Linda Hall, *in memory of Betty and Jerry Townley*  
Paul Harding  
Nicole Heckman  
Kate Hockford  
Laura Hopper  
Canon Kay Carol Hotaling, FHC  
Dr. Muhammad Hussain  
Kelsey Irwin\*  
Zoila Jackson  
Graig Johnson  
Dr. Justin Juliano  
Dr. Madhavi Kambam, *in honor of NYOH A210 patients and their families and staff*  
Phullara Karmakar, *in honor of Dr. Sunitha Sukumaran*  
Elizabeth Katz, *in loving memory of my mother, Kathryn D. Katz*  
Dr. Rebecca Keim, *in honor of my patients and their families*  
Karen Kellogg  
Sarah Kellogg  
Chris Kennedy+  
Parvathi Sudhir Kesari  
Nancy Knudsen  
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Carol Lagace  
Seth Lamont  
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David LaPierre  
Allyson Letendre Petrone+  
Jared Levine  
Dr. Adriana Lisinschi  
Dr. Robert Lobel  
Joanna Lupoli, Sanofi  
Mark Lyon, *in honor of Mark Lyon & Kathy Curley*  
Jessica & Nick Maciariello, *in honor of Nicholas Maciariello III*  
Mary Beth & Nick Maciariello  
Thomas Madison  
J. David Mahoney, *in memory of Dan & Mike Mahoney*  
Jenny Malatras\*  
Rebecca Marino, *in memory of Richard L. Chase, Sr.*  
Paula McCormick

Sean McGarry  
Marcus Morreale, Puma Biotechnology  
Christopher Nobes  
Paul O'Neil, *in memory of Judy O'Neil*  
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Lorraine Silverman  
Josalynn Smith\*  
Bernyce Storrer  
Esther Suarez  
Dr. Sunitha Sukumaran  
Dr. Karen Tedesco & Dr. John DeFrancisco  
Gregory Teresi  
Dr. Maria Theodoulou  
Alecia & Jason Thompson, *in honor of all those affected by cancer*  
Christopher & Molly Tocin, *in memory of Melinda Mack*  
Congressman Paul D. Tonko, *in memory of Frances Tonko "Miss Frances"*  
Larry Treen\*  
Robert Ungerer, *in honor of Dr. Qin Zen Jill+ & Michael Walsh*  
Michelle Wardzinski Alessi, *in memory of Barbara Chimera*  
Emily E. Whalen  
Ryan Weisse  
Susan Whitton, *in honor of Bernadine Williams*  
Takara Wiles\* & Jacques Fontin, *in honor of Shantell Pitts & Fitzroy Wiles*  
Dr. Mohamad Younes  
Dr. Qin Zen & Feng Lin

\*Event Committee Member  
+Foundation Board Member



# Our Models

*Nirisa Adams*



Nirisa is an associate real estate broker at Monticello L.R.E.B. She is deeply passionate about her work, loves connecting with people, and building lasting relationships. Originally from Kathmandu, Nepal, she has spent most of her life in the Capital Region. She and her husband, Mike, have two young kids, and together they embrace the sweet chaos of parenthood. Nirisa is honored to participate in Rock Your Style this year, walking in memory of beloved family members and standing in solidarity with those currently battling cancer.

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*Reeya Dhinesh*



Reeya, a rising senior at Niskayuna High School, was introduced to the NYOH Cancer Foundation through her mother, NYOH Oncologist Dr. Sunitha Sukumaran. Inspired by her mother's dedication to patient care, Reeya is excited to join the fundraiser and is grateful for the opportunity to support such an important cause and raise awareness in the community.

*Marlia Fontaine-Weiss*



Marlia is a Certified Diversity Professional and VP of Service Delivery for Tangible Development, driving strategy and services to meet client needs. A passionate leader, she supports personal, professional, and organizational transformations. A former Miss Ohio (2005), Marlia advocated for diabetes awareness at Miss America and was honored as a Kentucky Colonel. She volunteers extensively and serves on several boards, including Trinity Alliance and getWITit. Marlia walks in memory of her parents, both cancer survivors who inspired her to pursue her dreams.

*Michelle Dolonka*



Michelle, a lifelong Capital District resident, is a mom, friend, advocate, and animal lover. Having lost both parents to cancer, she is deeply grateful to the NYOH doctors who cared for them. This year, Michelle will rock the runway in honor of her dear friend Lisa Cheney, who was diagnosed with cancer on January 10th. When she's not advocating for those battling cancer, you can find Michelle running her daily 3 miles, practicing yoga, or spending time with her two sons, Matthew and Mason, and her Great Pyrenees, Bleu.

*Zoila Jackson*



Zoila is walking to honor her fighting spirit and determination to keep moving forward despite her metastatic cancer diagnosis. She wants to show her children and other cancer patients that a diagnosis doesn't stop life. Even when physical movement is limited, Zoila proves that living fully and finding new adventures is still possible. Her passion for giving back shines through her participation in MudGirl, an obstacle race for women that raises funds for women's cancer, and her involvement in the American Cancer Society's Making Strides event.

*Amy Kellogg*



Amy is walking to honor her dear family members who have been affected by cancer, including her grandmother, aunt, and cousin. She also walks for several of her friends' family members. As a Partner at Harter Secrest & Emery, Amy has dedicated over two decades to advocating for health policy issues. Her commitment to community outreach shines brightly through her work with Albany Law School, the State University of New York at Potsdam, and various community programs.

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## Our Models Continued...

*George LaMarche III, esq.* Sponsored by  LAMARCHE SAFRANKO LAW PLLC



George is a proud girl dad to Jillian and Taylor and husband to his high school sweetheart, Carrie, a breast cancer survivor. In 2011, George founded LaMarche Safranko Law, where he represents individuals seriously injured,

families who have lost loved ones due to negligence, and those accused of crimes. Recognized for his expertise, George has been named a NY Super Lawyer, and his firm is listed among The Best Lawyers in America and Best Law Firms by U.S. News & World Report.

*Nick Maciaqiello*



Nick, a lifelong sales professional and Director of Sales at Alaant Workforce Solutions, has a natural talent for connecting people. Outside of work, he treasures vacation time with family and friends and keeps busy supporting his

daughter Mia as she begins her softball career. Grateful for the support from his wife, Jessica, and his parents during his cancer journey, Nick enjoys hitting the golf course and sharing a Miller Lite with friends. He's strutting the runway to honor cancer survivors Keri Alonzo and Colleen Sheehan.

*Connor Preece*

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Connor is a lifelong resident of the Capital Region. He will be walking in honor of his grandfather, who passed away from esophageal cancer on Connor's 29th birthday. It is a common belief that those who die on your

birthday are designated as your guardian angel. Connor knows his grandfather will always be looking out for him and watching over him.

*Ana Shaello*

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Ana, a Rock Your Style alum, is back for another round, drawn by the vibrant energy and sense of community. As a mom, business owner, and member of the 60+ crew, she owns DNA BodyWorx and is a managing partner at PIT Fitness,

a health and wellness studio in Colonie. Ana is passionate about promoting wellness and empowering women to take charge of their health. She is walking in memory of her aunt Raket Alston and in honor of her friend Zubera FaSenntao, who is currently undergoing treatment for breast cancer.

*Dr. Karen Tedesco*

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Dr. Tedesco has spent 20 years at NYOH treating hematology and oncology patients, with a focus on breast cancer, cancer genetics, and research. She is honored to participate in Rock Your Style, supporting the patients

and families who trust her to guide them through their healthcare journeys. Married to a gastroenterologist and a mother of three, Dr. Tedesco is a former competitive gymnast who enjoys running and traveling. She finds deep fulfillment in being part of her patients' lives and helping them navigate their care.

*Molly Tocin*



Molly, a dedicated nonprofit leader, is passionate about making a difference in people's lives. With extensive experience in workforce development and team-building, she fosters collaborative partnerships for lasting

impact. Outside of work, Molly enjoys coaching her daughter's lacrosse and soccer teams, sharing her love for sports, and cherishing time with family and friends. She walks in memory of her mentor Melinda Mack and Aunt Judy, who fought courageously, and in honor of her mother, sister, and all survivors who fight daily.

## Our Models Continued...

### Quang Tran



Quang, a California native with 26 years in the hospitality industry, first made his mark in the Capital Region at Peck's Arcade in Troy. With Michelin-star experience from San Francisco, Quang has elevated dining in upstate New York. He has consulted for restaurants, owned Quang's Vietnamese Bistro in Troy, and served as General Manager of Sea Smoke Waterfront Grill. Now a server at 677 Prime in Albany, he enjoys more time with his sons, Jackson and Hudson. Quang will walk in memory of his mother-in-law, Carole Maddalla, who recently lost her battle with leukemia and in honor of Nghia Dao.

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### Dr. Qin Zen



Dr. Zen is a dedicated physician, married, and a father of two. In his free time, he enjoys playing soccer and traveling. He is Board Certified in Internal Medicine, Hematology, and Medical Oncology, bringing a wealth of knowledge and expertise to the NYOH Cancer Foundation. His commitment to patient care and his passion for advancing medical research make him an invaluable asset to our community.

Sponsored by **NYOH** New York  
Oncology  
Hematology

## Join Our Community

The NYOH Community Cancer Foundation relies on the generosity of individuals, community organizations, local businesses, our patients and their loved ones, as well as NYOH providers and staff to help fulfill our mission. We invite you to join our community that is greater than cancer.

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24

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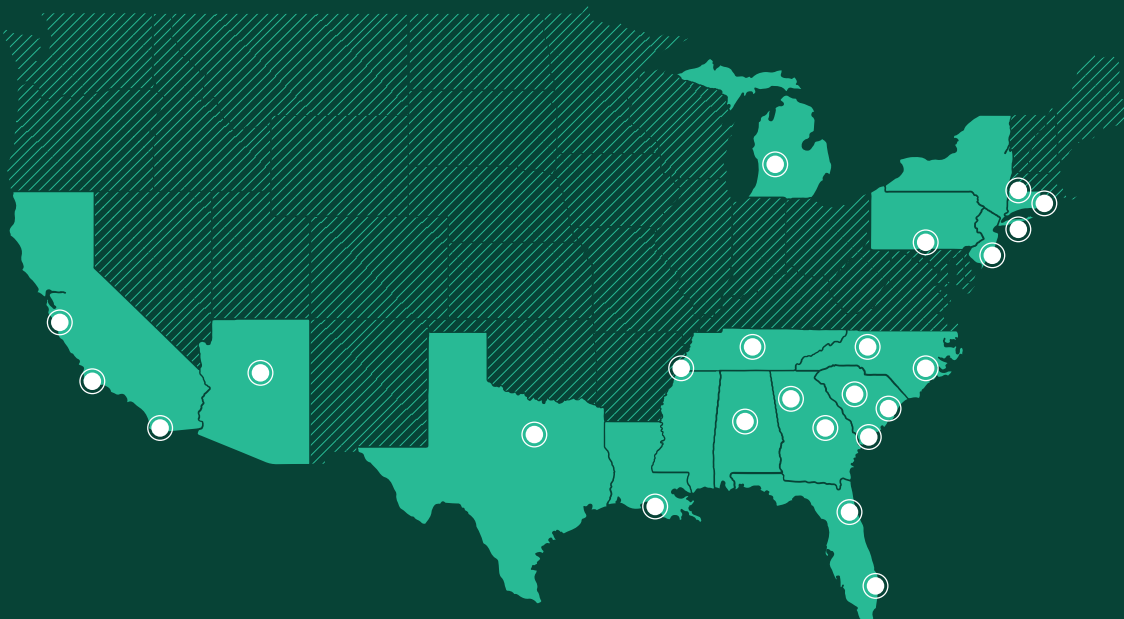
Providers

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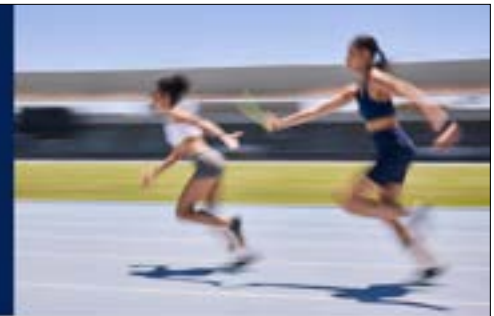
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**Championing Hope With the NYOH  
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Faegre Drinker extends our heartfelt gratitude to all the Rock Your Style models for their dedication to the Foundation's mission and to the board of directors for their steadfast leadership in supporting community members in their time of need.

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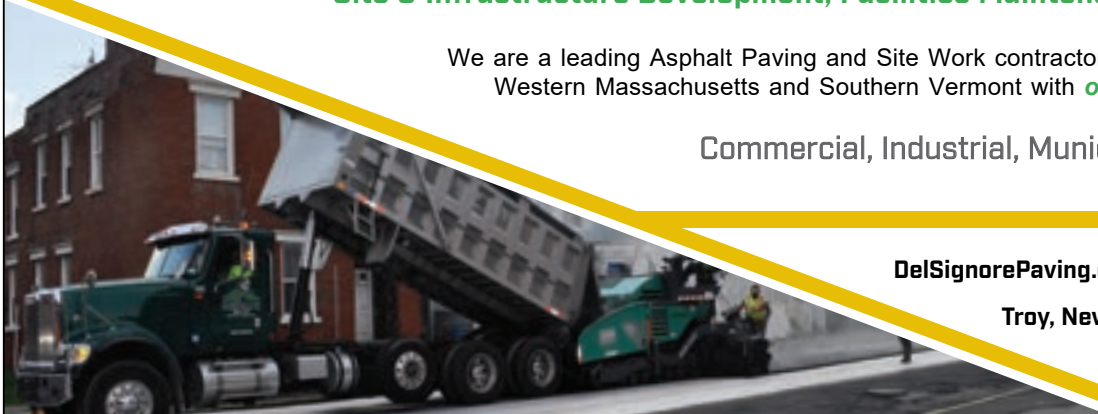
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Marlia Fontaine-Weisse, VP



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# 2023 IMPACT REPORT

Since 2000, the NYOH Community Cancer Foundation has provided financial assistance, patient education, and other resources to thousands of adults with cancer living in the Capital Region.

## FINANCIAL ASSISTANCE

Helping cancer patients focus on their treatment, instead of worrying about daily household expenses and outstanding bills.

**467**  
Individuals Supported

**11** Counties Served  
with the greatest amount of assistance to: Albany, Rensselaer, Saratoga, Schenectady, and Columbia counties

**24** Individuals with over  
different cancer diagnoses, with the great numbers for those with breast, lung, colorectal, and lymphoma

**\$170,556**  
Food & Basic Needs

**\$5,298**  
Utilities

**\$21,254**  
Transportation

**\$18,333**  
Medical

**\$1,750**  
Holiday Gift Cards

**\$7,000**  
Housing

**\$1,000**  
Complementary Therapies

**\$225,191**  
Total Financial Assistance Given

## PATIENT EDUCATION AND PROGRAMS

Sponsoring patient education and programs for cancer patients, family members, and caregivers.

### Breast Cancer Survivorship Series



Bringing together health experts from across the country to discuss a range of topics around breast cancer, healthy living, and survivorship.

**4** Workshops Presented

**215** Participants

### Write Treatment Workshop



Supporting a month-long group for cancer patients to heal and connect through writing.

**2** Workshops Hosted

**22** Participants

## OUR COMMUNITY CARES

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USA National Team Member 2011 and 2012



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