



# **2024 Educational Forum**

## **IMMERSE, EXPLORE, SOAR!**

# Welcome to Day Three of the 2024 Educational Forum

May 3-5, 2024  
Hyatt Regency Lake Washington



2024 Educational Forum

May 3 - 5, 2024

Hyatt Regency Lake Washington

# Thank You to Our 2024 Ed Forum Sponsors



**Johnson & Johnson**



2024 Educational Forum

May 3 - 5, 2024

Hyatt Regency Lake Washington

# Laurie Rude-Betts

Founder

Ben Rude Heritage Society  
(BRHS)



*Ben Rude, IWMF President  
2000-2005*

**“A PERSON’S LIFE IS MEASURED BY THE EFFORT  
MADE FOR THE BENEFIT OF OTHERS”**

**– BEN RUDE  
IWMF PRESIDENT  
2000-2005**



2024 Educational Forum

May 3 - 5, 2024

Hyatt Regency Lake Washington

# What is the Ben Rude Heritage Society (BRHS)?

- Recognizes those who have included the IWWMF in their estate planning
- Since 2008, 45 bequests totaling over \$4M received with total commitments of over \$12M
- 170 current members
- Gifts ranged between \$100 to \$1M
- Every single gift makes a difference to the IWWMF

# How Can I Help? It's easy!

- Designate the IWWMF as a beneficiary of your IRA, 401(k), 403(b), profit-sharing plan or tax-deferred plan
- Include the IWWMF as a beneficiary of life insurance policies



# Ben Rude Heritage Society

*New Members 1/1/2023 through 4/30/24*

Jane Ballard In Honor of Shirley  
Ganse

Ronald and Mary Jane Branscome

Charmaine DeFrance

Peter DeNardis

Richard and Jean Heinz

Jennifer Hoegerman

Scott Hollis

Kim Jackman

Elena Justice

Ann Wadkins Kallam

Sandra Eileen Kohlhauff

Barbara Qualley

Andy Ruland

Robin and Ronald Rutter

Karen Elizabeth Senecal

Susan Sherwin

Joyce Ann Skeggs

The White Family Trust

Arthur Winter



2024 Educational Forum

May 3 - 5, 2024

Hyatt Regency Lake Washington



**2024 Educational Forum**  
**IMMERSE, EXPLORE, SOAR!**

# FREEWILL

**FreeWill makes estate planning warm, intuitive, and totally free.**

**So you can more easily care for the people and causes you love.**



# **2024 Educational Forum**

## **IMMERSE, EXPLORE, SOAR!**

# Accelerate the Cure Campaign

**\$25M over 5 years**

**Having a rare disease,  
it's up to us!**



# IWMF Research History Highlights

- 1943 Dr. Waldenström identifies WM
- 2002 IWWM2 defines what WM is
- 2011 MYD88 discovered; controls a druggable pathway (BTK)
- 2012 First breakthrough therapy designation in all of cancer for WM for ibrutinib
- 2015 Ibrutinib approved by FDA for WM
- 2021 Zanubrutinib approved for WM



## Three Opportunity Funds



**A: Research Portfolio**

**B: Multi-Institutional Network—  
Clinical Trials (WM-NET)**

**C: Next Generation Researcher**

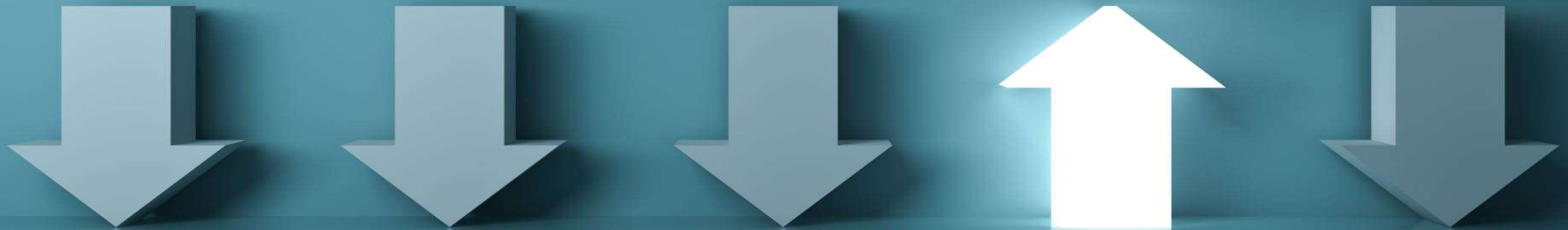


*“At the end of the day, do I believe there is a cure in sight for WM? Absolutely.”*

**— Dr. Steven P. Treon,  
Dana-Farber  
Cancer Institute**



# Fund A: Research Portfolio



**International Scientific Advisory Committee (21 WM experts)**

—  
**Proposals meet NIH-Standards: Potential for timely game-changing impact**



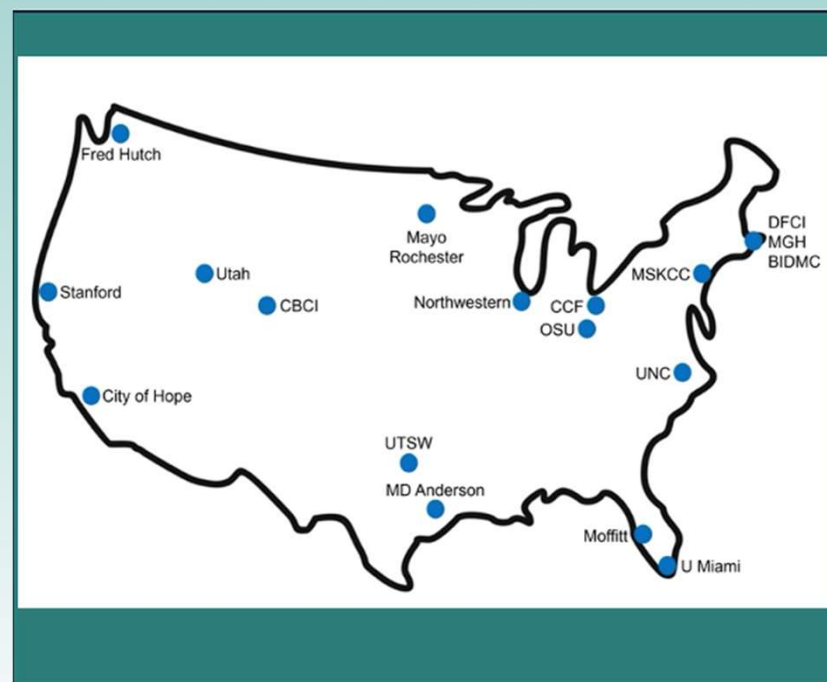
# Fund B: Institutional Clinical Trails



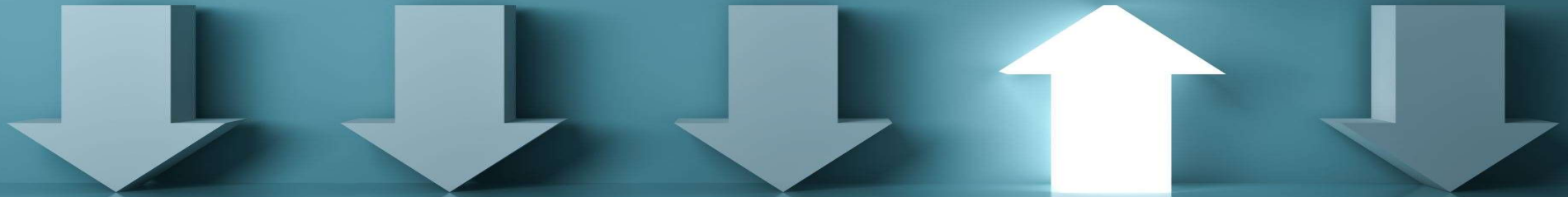
**Rare disease challenge**

**Clinical trials required**

**WM-NET: A first**



# Fund C: Next Generation Researchers



- ❖ **Add bright minds— to search for a cure**
- ❖ **Junior faculty & post-doctoral**
- ❖ **Robert A. Kyle Awards—2-years; plasma cell disorder research under WM mentors**



# Dr. Treon Video: Is a Cure Possible?



2024 Educational Forum

May 3 - 5, 2024

Hyatt Regency Lake Washington





**\$25 Million**

**We seek 100% giving**

**Talk with us about major investment opportunities.**

