

*New Folder*

## NATIONAL HEART SAVERS ASSOCIATION

4601 S. 76th Street • Omaha, NE 68127 • (402) 339-3800

*Reply on tape*

March 1, 1985

Henry Blackburn, M.D.  
School of Public Health  
611 Beacon S.E.  
Minneapolis, MN 55455

Dear Dr. Blackburn,

On behalf of the National Heart Savers Association I am writing to request a very special favor. You are a renowned leader in the medical community and your work is highly acclaimed. Dr. Helmut Schrott (University of Iowa) and Ron Goor (NHLBI) have recommended you highly. As a result of my esteem, I am inviting you to serve on my newly created Association's Board of Directors.

In view of the fact that you have never heard of the National Heart Savers Association, and probably are thinking "What could possibly be happening in Omaha?", I would like to briefly explain our purpose. I suffered a heart attack 19 years ago, and prematurely lost my father, brother-in-law, and closest friend to coronary heart disease. Because of my intense exposure to the ravages of this killer, it has been my personal dream to fund and initiate a program that would assist Americans in reducing their chances of cardiac arrest.

After my heart attack I was advised to watch my cholesterol intake. (Unfortunately 260 was not my bowling level.) No doubt you have treated patients, like me, who followed their diets begrudgingly. As the evidence mounted that cholesterol was the major controllable risk factor of coronary disease, I became a believer. The results of the CPPT confirmed what you knew, but gave me a cause celebre. The data from the government study and the N.I.H. Consensus Conference gave me the impetus to initiate a campaign to educate the American public regarding the dangers of consuming excessive amounts of cholesterol and saturated fat. I have established the National Heart Savers Association and have made a donation of \$1,000,000. The enclosed article explains our plans in detail.

During Phase 1 of our program we are organizing a Board of Directors. We need you as a member of this select group. Your expertise in the field of preventative medicine will surely broaden our horizons.

Membership on the Board will require few obligations. I foresee hosting an annual meeting in a major city, with expenses paid by the Association. Any additional participation that your schedule permits would be welcomed.

I would like the opportunity to visit with you personally to discuss my invitation further. My assistant will call your secretary to arrange a convenient time for a phone conversation. In the interim if you have any questions, please feel free to call me at (402)339-3800.

Thank you for taking the time to read my letter. I am hopeful that you will make a commitment to help in our efforts.

Sincerely,

A handwritten signature in cursive script that reads "Phil Sokolof".

Phil Sokolof

PMS:nlt  
enclosures: