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New Board Directors Join Stroke Awareness Foundation

Phillip E. Strong and Beryl Israel Committed to Increasing Local Awareness

SAN JOSE, Calif., April 5, 2004- The Stroke Awareness Foundation announced today it has appointed two more members to its Board of Directors: Phillip E. Strong and Beryl Israel. Strong provides professional leadership training and development to increase corporate productivity in Silicon Valley companies. Israel provides strategic guidance on advertising, marketing and public relations client initiatives.

"Phillip and Beryl bring compassion from their personal experiences with stroke as well as professional guidance to the Board," said Charles E. Hoffman, Board Chairman of the Stroke Awareness Foundation. "For many years Phillip cared for and advocated on behalf of his wife, a stroke victim who never recovered. Beryl also experienced the grief of losing a loved one quickly when her otherwise healthy, active mother-in-law suffered a stroke."

Stroke is the third leading cause of death in the U.S., behind heart disease and cancer. It is the leading cause of serious, long term disability. Each year, an estimated 4500 Santa Clara County residents are hospitalized for stroke and the cost for medical care, rehabilitation and productivity locally is about \$300 million annually.

"This is a wonderful opportunity for me to be able to make a difference to an organization in San Jose that is committed to saving stroke victim's lives," said Strong. "As a result of our mission, more stroke victims will get to a JCAHO certified hospital in time and can recover more quickly to lead more rewarding, productive lives."

Until recently, there were no JCAHO (Joint Commission on Accreditation of Healthcare Organizations) Certified Stroke Centers in California, let alone the San Jose Bay Area. Due in large part to Foundation efforts, there are currently three JCAHO Certified Stroke Centers in Santa Clara County and more on the way.

"Strokes happen unexpectedly and without a lot of warning; it could happen to you or someone that you love," said Israel. "We are committed to educating the public to recognize stroke symptoms and to act quickly to obtain proper emergency treatment. It's important to know the warning signs and to act fast."

Phillip Strong founded Strong Leadership Systems in 1986 to provide professional leadership training and development to Silicon Valley companies. Since then he has led projects to increase corporate productivity at premier companies and universities including: Applied Materials, Intel, San Jose State University, and Lincoln Law School. Prior to this, Strong served as vice president of sales & development for a San Jose computer/copier company. During his career, Strong held positions at IBM, 3M and Seiko. Strong served for four years in the United States Air Force and was as a bandsman during the Korean War. During that time, he had served overseas at Thule Air Force Base, Greenland, entertaining Air Force and Army troops. Strong attended San Jose State University for his B.A. in music teaching and later earned his MBA at Century University in Los Angeles. He is an active member of the downtown Rotary Club International and has served on the Board of Directors for Book's Aloud.

Beryl Israel joined DeCarolis Design & Marketing in 2005 as Strategic Initiatives Director. Prior to that, Israel was a principal in Carter Israel Advertising & Public Relations. Over an 18-year period, Israel's experience in advertising, public relations, media, and strategic planning and marketing was demonstrated in a diversity of market sectors including banking, insurance, health care, construction/development, and education. Israel currently serves in a volunteer capacity with the American Heart Association, and is vice president of the Ad Club of Silicon Valley Board of Directors. Israel all also serves on the Santa Clara County Office of Education's Fit for Learning Initiative Advisory Board. Ms. Israel earned a BS in journalism from the University of Oregon.

About Stroke Awareness Foundation

The Stroke Awareness Foundation was formed by three prominent local residents who each suffered but fully recovered from strokes. Retired businessman Charles E. Hoffman, former San Jose Vice Mayor Patricia Dando and contractor/developer Charles J. Toeniskoetter discovered a lack of awareness among both the public and health care professionals about stroke identification and treatment. The Stroke Awareness Foundation is funded in part by the San Jose Healthy Neighborhoods Venture Fund.

The Stroke Awareness Foundation mission is to improve community awareness of stroke and its treatment and related health issues through research, education, outreach and communications programs and activities in the community. This will be accomplished by:

1. Certification of stroke centers at hospitals in Santa Clara County.
2. Training of paramedics and other emergency personnel to take stroke victims to certified stroke centers.
3. Educating the public about strokes so that stroke symptoms will be quickly recognized and emergency medical services will be called immediately.

For more information, please go to our website at www.strokeinfo.org.

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