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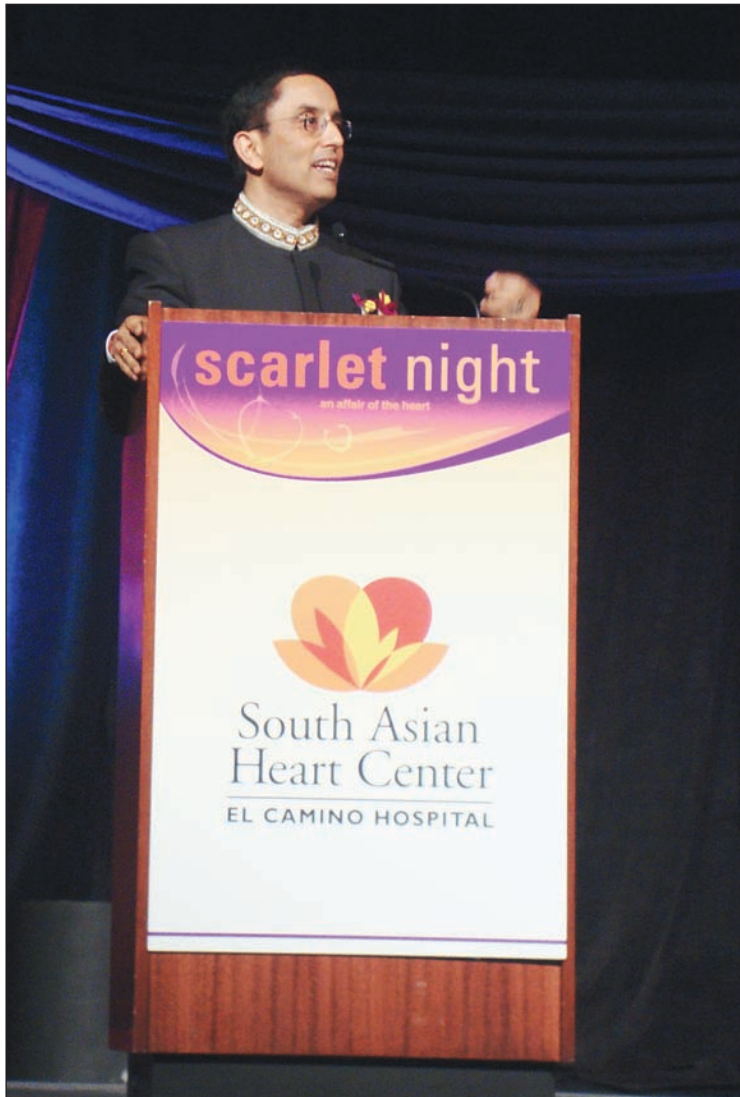
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# BUSINESS/MAGAZINE

Section B • March 18, 2011

**INDIAWEST**



Ashish Mathur, executive director, South Asian Heart Center, talks about the organization's programs and achievements at its 3rd Annual Gala, "Scarlet Night," at the San Jose Convention Center Mar. 12. (Archi Sarkar photo)

## 'Scarlet Night' Raises \$200K For So. Asian Heart Center

By **ARCHI SARKAR**  
Special to **India-West**

**S**AN JOSE, Calif. — The South Asian Heart Center's "Scarlet Night" attracted more than 800 people who came elegantly dressed in the latest ethnic fashions to participate in its Third Annual Gala Mar. 12 at the San Jose Convention Center here

The fundraiser, which raised over \$200,000 and was hosted in association with the El Camino Hospital, provided an opportunity for the Indian American community to support a cause that truly touches the heart.

"Our gala co-chairs, Sheetal Singhal and Rita Sharma, thought of doing something unique and different, where we could create awareness about the risks of heart ailments in South Asians and at the same time have some fun," Ashish Mathur, executive director of the South Heart Center, told **India-West**.

"We hope that the people come here and spend money and in the process help the center as well," Mathur added.

Unlike other non-profit organi-

zations centered on raising funds for the development of India, the South Asian Heart Center is focused on serving the Bay Area Indian American community.

By supporting the cause, the community is able to make a change for themselves here and now.

"Typically, one would pay \$120 for nutrition consultation, whereas at the South Asian Center, this service is free of charge, since we feel that this is an integral part to making a change and tackling the epidemic of heart disease in South Asians," Mathur told **India-West**.

The evening began with an hour of networking, where guests mingled at the casino bars while enjoying wine and cheese. Among the notable dignitaries were San Jose Councilman Ash Kalra and Congressman Mike Honda as well as Silicon Valley entrepreneurs Sanjay Mittal, Girish Gaitonde, Murali Dharan and Munjal Shah.

The networking session was followed by a brief video presentation featuring the highlights of the South Asian Heart Center over the past year.

During the awards ceremony

that followed, individuals were recognized for their extraordinary contributions and dedication to the community and the South Asian Heart Center.

El Camino Hospital received the community award for its vision in establishing the South Asian Heart Center and addressing an epidemic of severe and malignant proportions that affects the community.

The hospital's commitment to providing the seed funding, in-kind donation of services and ongoing community benefit support helps sustain the center's preventive program aimed at reducing heart attacks and saving lives.

Accepting the award on behalf of the hospital were Dr. Cesar Molina, medical director of the South Asian Heart Center, and Cecile Currier, vice-president for community and corporate affairs at El Camino Hospital.

Five-year Meritorious awards for dedicated individual contributions at the South Asian Heart Center were presented to case management chair Anita Sathe and program executive chair Girish Shah.

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## Wall Street Journal Names Top 50 Start-ups



Aneel Bhusri is co-founder and co-CEO of Workday. The Pleasanton, Calif.-based firm provides Web-based software to manage back-office tasks. It placed 24th this year on The Wall Street Journal's list of the "Top 50 Start-Ups."

By **RICHARD SPRINGER**  
India-West Staff Reporter

**R**EPORTS that Indian American entrepreneurs in the U.S. are all heading back to India to launch their start-ups may be a tad premature.

In The Wall Street Journal's March 10 survey of the "Top 50 Start-Ups," 10 of 50 companies in the Journal's rankings have an Indian American co-founder or chief executive officer.

And at least half a dozen other companies on the list have Indian American executives in a key technology post.

The 10 companies co-founded or headed by an Indian American entrepreneur raised a total of \$843.2 million over the past three years, the period looked at in the annual

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Ajeet Rohatgi, founder and CTO of Norcross, Georgia-based Suniva, holds his company's solar cell. Suniva dropped from 15th last year to 38th place on the Journal's list of the top 50 start-ups.

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# 'Scarlet Night' Raises \$200K For South Asian Heart Center

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Fundraising Hero awards for the event went to Sheetal Singhal,

founder of SThree Productions; Rita Sharma, a specialist for Farmers Insurance; and Sujatha

Suresh, the CEO and founder of Akaar Events.

The dinner was provided by the Amber India Restaurant and the San Jose Convention Center.

"We tried to keep the menu very heart-healthy," said Amber India Restaurant chef Vittal Shetty. "The cuisine has a lot of vegetables and lentils that are very good for the heart."

San Jose Convention Center chef Vincent Lai whipped up fascinating desserts, including a fat-free sorbet served in hand-made chocolate cups with fresh berries.

Comedian Nitin Kant entertained the audience after dinner. A live auction followed to raise more funds for the South Asian Heart Center. The evening ended with dancing as the guests grooved to the latest Bollywood numbers.

"This year's event has been more fun than the previous years, and you can probably ascertain that by the number of people present here today," said Anusha Sharma, an attendee.

"The response and the support that we've received from the community has been overwhelming, and we sure hope to continue to host the gala in the coming years with equal if not more enthusiasm," said Sujatha Suresh, the Scarlet Night management chair.



Girish Shah, chair and program executive, South Asian Heart Center, thanks the community after receiving the five-year meritorious service award, as Ashish Mathur, executive director, South Asian Heart Center, and Cecile Currier, VP community and corporate affairs at El Camino Hospital look on. (Archi Sarkar photo)



Seen at the "Scarlet Night": (l-r) Sujatha Suresh, CEO and founder, Akaar Events; Rita Sharma, specialist for Farmers Insurance; and Sheetal Singhal, founder, SThree Productions, sharing a Kodak moment as recipients of the Fundraising Heroes Award. (Arunkumar Arumugam photo)



Ladies chilling out with wine at the "Scarlet Night" gala. (Archi Sarkar photo)

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