

## Miss Bigelow Social City

### Here's the goal: Prevent cancer

Catherine Bigelow  
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It was a metaphorical hole-in-one at the Lake Merced Country Club during the 11th PlumpJack/LINK Golf Awards dinner, which raised \$190K in support of the Cancer Prevention Institute of California (formerly Northern California Cancer Center).

Co-founded by filmmaker **Geoff Callan** and his wife, PlumpJack President **Hilary Newsom Callan**, the event honors their moms: **Barbara Callan**, a 23-year breast cancer survivor, and **Tessa Newsom**, who died of the disease in 2002.

This year, lead sponsors Salesforce.com and **Doris Fisher** underwrote the daylong golf tourney and dinner, which included stellar sets by "Rat Pack" star and comedian **Jeff Applebaum** and Celtic crooner **Eoin Harrington**, whose dulcet ditties elicited a chorus of "bloody brilliant" from composer **Gordon Getty**.

Still, the cause is a crucial one.

"Look around you: 1 in 2 people risk developing cancer," said cancer institute Director Dr. **Sally Glazer**. "Instead of focusing on cancer treatment, our goal is cancer prevention."

Remembering her mom, Hilary Callan's eyes filled with tears: "This is one of the first times I've started to cry since I lost my mom eight years ago. Somehow, I thought I was over it."

**Code Green:** Had any sort of catastrophe (and God forbid) occurred Monday at Club Fugazi in North Beach, the very landscape of Silicon Valley would've been forever changed.

That's because "Beach Blanket Babylon" producer **Jo Schuman Silver** hosted a special evening for the launch of Code Advisors, the brainchild of **Quincy Smith**, **Mike Marquez** and **Fred Davis**, a music industry dealmaker and entertainment-new media lawyer who is Silver's cousin and the son of music mogul **Clive Davis**.

Based in San Francisco and New York, Code Advisors touts itself as a next-generation investment bank focusing on the intersection of technology and new media.

And a who's who of local tech titans turned out to cheer on their pals.

"It was Quincy's idea to be based in San Francisco," said Davis of his partner, the former CBS interactive chief. "The Bay Area is the heart of new media."

Mayor **Gavin Newsom** lauded the entrepreneurs and their guests, welcoming them to "a city of dreamers and doers."

"We are the birthplace of life sciences and biotech," said Newsom, to great cheers. "San Francisco is home to some of the best digital arts and media companies in the world."

As these three amigos are already well known within digital circles, Marquez joked that the Code Advisors team probably would forgo their pitch that evening.

"Just turn to the person on your left or your right," said Smith, "and acquire them."

**This article has been corrected since it appeared in print editions.**

Chronicle society correspondent Catherine Bigelow's columns appear Wednesday in Datebook, Sunday in Style and at SFGate.com. E-mail her at [missbigelow@sfgate.com](mailto:missbigelow@sfgate.com).

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