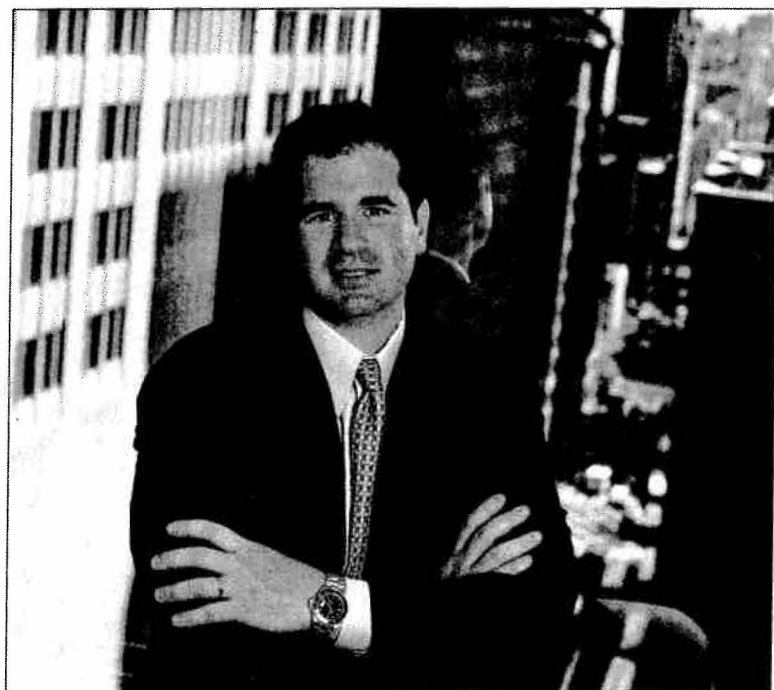


New Lease on Life



Prudential advisor Jason Ginder is working hard every day — for clients and against cancer.

WHEN JASON GINDER heard the words, "You have cancer," in 1996, he faced his worst nightmare.

"For whatever reason, I've always had a fear of cancer. For whatever reason, it's my Achilles heel. When I was diagnosed, my greatest fear was realized. It was really terrifying," says Ginder, 37, a financial advisor for Prudential Securities in New York City. "It's still terrifying."

Ginder's amazing recovery from Hodgkin's disease and the selfless path he has followed since is the stuff of local heroes. This isn't a man content to write checks to some cancer charity because he was lucky enough to overcome it. Ginder is trying to find a cure for the disease.

As founder and chairman of the non-profit Sports Foundation Against Cancer, a division of the Connecticut Sports Foundation, Ginder in four years has raised more than \$750,000 to support the work of researchers at Memorial Sloan-Kettering Cancer Center. Every dime, every dollar goes to the research lab, which is investigating new and unconventional approaches to kill cancer cells.

"What's happened is that there's a tremendous amount of money being spent on cancer research, but there are lots of doctors in the field practicing who have great ideas but no money," says Ginder, a broker for 14 years. "I'm the bridge between doctors who have great ideas and major funding."

Among other things, lab researchers are looking for ways to minimize the effects of radiation on breast and prostate cancer patients. Ginder says he excluded his own disease from research trials.

"I'm not giving money for my specific illness because I see it as a conflict — like I'm just trying to help myself," says Ginder, who manages a \$200 million book for his clients, mostly corporate executives. "But I wanted to do something. I guess in some way I felt that if I didn't try to do something good, something bad would happen to me. My illness has had an effect on every aspect of my life. I try to live my life with very high standards, knowing that any given day I could be gone."

As retired New York Yankee John Ellis, chairman of the Connecticut Sports Foundation, notes: "Jason's commitment means the world is a little better because he is so important to so many people who need help...[He's a] true victor to all."

Six years ago, Ginder was talking on the telephone when he felt a small lump under *(Continued on page 92)*

PHOTOGRAPH BY JOANNE DUGAN

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(Continued from page 42) his armpit. The first two doctors he consulted told him he was fine. The third, a specialist at Sloan Kettering, diagnosed the disease, a lymphoma cancer.

Ginder's grueling journey included surgery, bone marrow tests and six weeks of daily radiation. After his morning radiation, he'd go to his Manhattan office. Often, whipped by the fatiguing therapy, he'd fall asleep at his desk or on his office couch. His longtime partner, Larry Kalish, served as his safety net during those difficult days.

"He literally did everything. It's more than a partnership. It's almost like a marriage. I'm forever indebted," says Ginder who threw himself into his work as he grew stronger.

"When you get diagnosed with cancer, you say: OK, I'm a fighter. What do I do? — and you do it. But after treatment, the worrying starts. You feel helpless. My solution was to work harder," says Ginder, who continues to be monitored closely with check-ups every three months. "I worked my way through it."

Ginder, who grew up in Rockland County, N.Y., attended Cornell University on a football scholarship. He wasn't passionate about any particular career path when he graduated in 1986 with a major in economics. But a football fan who'd followed his playing career — a broker at Drexel Burnham Lambert — introduced him to Wall Street. It was an instant take.

As a rookie at Drexel, Ginder climbed quickly. "I started very green," he says. "But I worked really, really hard." So hard that by his second year, he was a multi-million-dollar producer. Ginder joined Oppenheimer in 1989 after Drexel *(Continued on page 94)*

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That's where he built his career — and met partner Kalish. The partners joined Prudential's special accounts group — an autonomous, elite corps of advisors — a year and a half ago. In addition to Kalish, Ginder's group includes three other brokers, three research assistants and three secretaries.

But before leaving Oppenheimer, Ginder says, "I asked myself: Do I really want to work anymore? Is it worth it?" His answer? "I love what I do. I really enjoy the work. I've eliminated problem clients, one of the best things I ever did. Generally, I only talk to people I like. And our group is growing, it's fun and it's exciting."

But even with his busy schedule, Ginder, a new father, says, "I do something for my charity every day," whether it's fund-raising, talking to doctors about where the money should be directed or counseling cancer patients. "I just want to stay healthy, have as many kids as my wife will let me and reach out to as many people as I can." ■