Scott Markman, president of advertising and marketing agency Monogram Group, says the volleyball gods have smiled on him this weekend. He’s usually headed to some game in a far-flung suburb to see his two children play. But this weekend is volleyball-free. Instead, he’ll be hobnobbing with Princess Yasmin Aga Khan at the annual Alzheimer's Association Chicago's Rita Hayworth Gala. She started the event to honor her mother, actress Rita Hayworth, who died as a result of the disease.

Here’s what Mr. Markman’s schedule looks like for the weekend.

**Saturday**

8 a.m. Walk 45 minutes with wife Sharon and Foster, the family's golden retriever.

9 a.m. Run five miles. "I want to establish a zen feeling early on" for the busy day, he says.

10 a.m. Cool down from the run, check email and take a nap.

Noon Lunch someplace close to home in Lincoln Square. Favorites are Marmalade on Montrose and Danny's Egghead Diner between Lincoln and Damen avenues.

1 p.m. Errands on Lincoln Avenue, including getting a haircut and beard trim at Hair Cuttery and then having the car spruced up at Norwood Hand Car Wash. "This is the kind of event (the gala) that brings a parade of BMWs and Mercedes. I'll be pulling up in my Hyundai, so I want it to look good," he says.

3 p.m. Head downtown for an overnight stay at the Hilton Chicago, where the party is being held.

5:30 p.m. Pose for photos with the princess and organizers, including his wife and her siblings, Debbie Mendelson Ponn and David Mendelson and his wife, Blythe. Ms. Markman's parents, Linda and Robert Mendelson, co-chaired the event 15 years ago.

6:30 p.m. Mingle with friends, monitor the auction table and dance to Malik's Ultimate Band. "It will feel like a wedding because so many friends will be there."

8 p.m. Awards ceremony. "I don't have a speaking role, but I'll be handing out the medical award to Dr. John Morris," the director of the Knight Alzheimer’s Disease Research Center at Washington University School of Medicine in St. Louis.

11 p.m. Impromptu afterparty, maybe at City Winery. "We have a great time there," he says.

**Sunday**

Mother's Day brunch at his in-laws' house on Astor Street. Mr. Markman will have flowers and a card. He's already given "the uber gift," a set of diamond earrings to celebrate Ms. Markman's birthday earlier this week and their anniversary earlier in the month. The earrings were given in advance so she could wear them Saturday night with her sequined dress.