Becky’s Place at RAM  Yvonne Eisenberg, Becky’s Place Co-Chair, VBCF Board Member

Becky’s Place at RAM had the honor of planting seeds of cancer awareness at the 11th Annual Remote Area Medical (RAM) Health Expedition at the Wise County Fairgrounds, the largest such event of its kind in the nation. It was a “hot time” at Becky’s Place with temperatures soaring in triple digits but that did not deter the VBCF volunteers and other volunteers who attended this event.

Brenda Saunders, Maggie Powers, Yvonne Eisenberg and Zane Houff headed to the Wise County Fairgrounds early Wednesday morning, July 21st, in an eight-foot bed pickup and twenty-one foot horse trailer, both loaded with tents, tables, chairs, door prizes, crowd bags, school bags, school supplies, teachers supplies, and much more, to set up the Becky’s Place classroom for the weekend.

All of the items had been donated and gathered during the year and were packed by VBCF volunteers and staff, members of the Christ United Methodist Church in Richmond, other Becky’s Place volunteers, and friends on the Saturday before. Several other volunteers joined on Thursday morning to complete the set-up and to be ready to start class on Friday morning. Thursday evening all 17 volunteers joined together for a “pot-luck” dinner in the hotel to get acquainted with each other. The evening began with a Moment of Silence remembering our fallen member, Marge McLean, and honoring Becky Morris, who was unable to attend RAM this year. The 2010 Becky’s Place at RAM was dedicated to Marge McLean.

A total of nineteen classes taught 488 attendees the risk factors and symptoms of breast, ovarian, cervical, or lung cancer.

Mary Baker, one of the Becky’s Place educators, shared the following memory. “At the end of lung cancer class a woman stood up and identified herself as a lung cancer survivor. Her cancer was found on a chest x-ray done as pre-op workup prior to surgery on her hand. She had not smoked but lived with smokers. She told of the time, pain, and cost involved in her diagnostic workup and treatment. She told the audience “cigarettes are not worth it.” Her testimony said more to those in the audience than any words Mary or myself could have said in the class. Kudos to this brave woman for speaking up.” Continued on Page 7.
Welcome, new readers, to the fall issue of our newsletter, *One Voice*. VBCF has always been extremely busy in October, with requests for speakers, community information fairs, and many events raising breast cancer awareness. The enclosed October calendar offers many opportunities for you to become a part of this important October outreach. Breast cancer is every woman's fear, every woman's fight!

As you read through this issue, you will note that our summer has become just as busy as October. Sixteen volunteers traveled to the Remote Area Medical Clinic in Wise, Virginia in the July heat to teach 19 breast, cervical, ovarian and lung cancer awareness classes in our tents to uninsured and underserved patients from Virginia and surrounding states who attend this 3 day clinic in need of medical, dental, and vision services. Thank you to our co-chairs Yvonne Eisenberg and Maggie Powers. Thanks also to our volunteer coordinator, Kathy Boehm, and all of our volunteers who are truly dedicated to this outreach year after year.

How can we ever express our gratitude to Sharon Talarico and her team for the 24th Annual Women's Memorial Golf Tournament? Sharon, next year will be #25 for this event and I don't see how you can top this year, but I am sure you will accomplish it!!

I hope that you were able to attend the Dragon Boat Festival held on July 31 to see our VBCF team row to victory against many professional teams! Yes, it was a victory even if we didn't actually win the race, to see our team give it their best to raise awareness in the fight against breast cancer in this first time event in Richmond, sponsored by Richmond Sports Backers. Many other events have been hosted by our volunteers and community partners. Thank you to our incredible staff, Angela, Lisa, Jaime, Vernal, Jennie, and the dedicated volunteers who have worked tirelessly this summer!

Please call the office and volunteer for an October event. We need you!!

*Becky Morris*

"I will not mourn silently!"

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The Virginia Breast Cancer Foundation is a grassroots organization committed to the eradication of breast cancer through education and advocacy. Educate. Advocate. Eradicate.
Thank You!

A special thank you to the following organizations and individuals who partnered with VBCF to raise awareness and funds recently:

Typhoon Elite Field Hockey and Spotsylvania High School continued the effort begun by student Kelsey Link last year and sponsored another Score for the Cure Field Hockey Tournament.

The amazing Dirk Laguna and Wonderland hosted A Night of Honky Tonk Angels, an outdoor concert with amazing singers and a raffle. Special thanks to their sponsors Jim Beam, Joe Smith Early Ford & Hot Rod, and Bangs Salon.


Scott Tilghman organized the 5th Techs Tee Off Golf Tournament at the Hollows Golf Club. The golfers all had a wonderful time playing a fun round of golf.

Meg Powell organized another exciting GRITS (Girls Rolling in The South) Bowling Tournament at Sunset Lanes. Thanks to all who participate in and sponsor this event, including Loveland Distributing, Richmond Gay Community Center, and Richmond Lesbian Feminists.

Douglass Park Elementary School and James Wood High School DECA programs also conducted fund-raising projects.

Books-a-Million stores throughout Virginia hosted another successful Mother's Day weekend event, with proceeds going to VBCF. Thank you again to Jennifer McGrath, for her coordination!

If you would like to host an event for VBCF, please contact angela@vbcf.org.

Women's Memorial Golf Tournament and Dragon Boat Festival

The 24th Annual Women's Memorial Golf Tournament was held on July 17 at the Crossings Golf Club near Richmond. As usual, Sharon Talarico and her volunteers put their hearts, time, and energy into making this tournament a tremendous success. Thirty-four teams played golf in sweltering heat followed by a picnic lunch, silent auction, raffle, and awards ceremony. This year the popular invitational tournament netted over $27,000 to support the educational programs and advocacy efforts of VBCF.

We deeply appreciate the work of all the volunteers and the gifts and contributions of the many sponsors and donors to this event. We are looking forward to a special day next year as we celebrate the 25th Anniversary of the Women's Memorial Golf Tournament!

On Saturday, July 31, VBCF participated in the WhatIfCreditUnion.com Dragon Boat Festival with Richmond Sports Backers and Great White North. VBCF had a team, an information tent and provided other volunteer support. Angela Lawrence, Executive Director, was honored to participate with the GoPinkDC team in the Breast Cancer Ceremony, which included boats of breast cancer survivors paddling a victory lap in honor and memory of those fighting their battle and those who lost their battle.
Volunteer Spotlight: Shirley George

Shirley McElroy George was born in Shreveport, Louisiana to Ford and Essie Lee McElroy. She was the middle of three siblings, her brother Johnny (deceased) and her sister Janis. After graduating from Booker T. Washington, Shirley earned her B.A. degree in special education K-12, with a concentration in mental retardation and elementary grades 1-7 from Southern University in Baton Rouge, Louisiana and her M.Ed. in special education with a concentration in learning disabilities from Louisiana State University. She has done further study at the University of Virginia, Norfolk State University and Old Dominion University. She has taught school in a number of school districts around the country having been in a military family. She has served as a full time released President of the local affiliate of the National Education Association and the Virginia Education Association. Shirley has served on a number of boards and committees for Education at the local, state and national level related to Public Education, Norfolk Public Schools, and students throughout the Commonwealth. She currently serves as the UniServ Director for the Norfolk Office of the Virginia Education Association.

Shirley says she is happily divorced. She is the proud mother of three sons, Johnny, Jarvis, and Jason, and the grandmother of three grandchildren. In her free time, she enjoys surfing the net, traveling, reading and putting around flea markets. She says she comes home to her house to be on vacation since she travels a great deal. Shirley is an avid advocate for youth and at risk young people as well as cancer patients. She is an active member of her local community, serving on several boards.

Shirley has been an active member of VBCF for several years. She is a charter member of the Hampton Roads Chapter. Her work within the chapter has focused on public relations, activities and organizing events. Shirley is also currently serving her second term on the VBCF Board of Directors.

Blue Ridge Chapter

Chapter Volunteer of the Year – Rita Handley

Rita Handley has stepped up to the plate and gone that extra mile to learn more and become better educated about breast cancer by attending Project LEAD Institute and the San Antonio Breast Cancer Symposium. Rita was very humbled by her nomination, saying, “being recognized by peers that you deeply admire and respect is so very special and heart warming. My cup runneth over.”

In addition to national conferences, Rita is very active in all chapter activities, including the Girl Scout Health Fair, participation in Lobby Day, Becky’s Place at RAM, Sweet Dreams, the information kiosk at Colonial Mall, health fairs staffed locally and a speakers bureau at the Smythe County’s Women’s Night Out event, Augusta County Relay for Life, as well as the McDonough Toyota fundraising events. She also supports NBCC. Rita has also served a number of years as chapter secretary, has been a VBCF Board member several years, and is presently serving as Vice President of the Blue Ridge Chapter. Thank you Rita for all your efforts and dedication to the VBCF mission in the fight against breast cancer.

Hampton Roads Chapter

Chapter Volunteer of the Year - Juanita Jones

Juanita Jones is employed by Portsmouth Public Schools as an office professional. She was instrumental in getting a team from Portsmouth Education Association to walk for breast cancer in the Hampton Roads Chapter Victory Walk for two years in a row. After seeing her diligence and motivation for this cause, she was encouraged to become involved in the Hampton Roads Chapter of VBCF.

Juanita was excited to become involved in the cause. Juanita has helped with the Victory Walk and Annual Luncheon, and has encouraged her friends and relatives to share in the cause.

Visit VBCF Online at www.vbcf.org. Now on Facebook & Twitter!
Central Virginia Chapter

Central Virginia Chapter - Kathy Funk

The Chester Tri-Cities Chapter was very small and a group of members were walking the Survivor Lap at a Relay for Life when Kathy approached them and told of her involvement with the founders of VBCF as she was going through treatment. She had not heard about the chapter. They were thrilled to find her. She is quick to volunteer, but knows how to pick her projects; then goes above and beyond in her efforts to do an excellent job. She agreed to use her business skills when she became treasurer for the chapter. Quickly she realized the potential for the Annual Breast Cancer Awareness Dinner and vastly improved its outcome.

Kathy has served as Chapter President and is a VBCF Board Member. She spreads the VBCF message by staffing many health fairs and giving the speaker’s program. Kathy personifies what the word volunteer means.

Peninsula Chapter

Peninsula Chapter – Eunice A. Fenwick

Eunice Fenwick was diagnosed with breast cancer in 1997, and became involved with VBCF shortly after. A consummate volunteer, Eunice is active in all areas of the chapter. She volunteers with the chapter golf tournament, as well as their annual fashion show. Eunice is trained as a presenter with VBCF’s speakers bureau program and gives presentations whenever she is available.

The old saying “if you want something done, ask a busy person to do it” fits Eunice extremely well. Along with being a magistrate who performs many marriage ceremonies, Eunice volunteers time at an animal shelter in Williamsburg and at a local medical clinic for the underprivileged. Eunice has a wonderful outgoing personality and makes friends easily. She has held the position of President of the VBCF Peninsula Chapter for the past six years and has done an excellent job. Eunice enjoys spending time on her boat with husband Jim and spending time with her grandchildren.

Prince William Chapter

2nd Annual Breast Cancer Walk with the Hope Wellness Center.

The Prince William County Chapter of VBCF has been busy this summer! They staffed an advocacy table at the Woodbridge Relay for Life in May as well as participated in the Hope Wellness Center 2nd Annual Prince William County Breast Cancer Walk. On July 10, the chapter supplied information (and much needed fans!) to the Central Prince William County Relay at the Potomac Nationals Ball Park. A VBCF information table was provided for the annual Community Day and Car Show Event at Ebenezer Baptist Church on July 17. The chapter will be selling discount coupons/tickets in August for Macy’s Shop for a Cause event October 16 at the Manassas Mall.

VBCF Founders and Friends Day

VBCF held its first Founders and Friends Day on Saturday, June 5. Chapter members and their families gathered at Lewis Ginter Botanical Gardens in Richmond to honor those who laid the groundwork for VBCF almost 20 years ago and those who have helped it grow and flourish since then. It was an opportunity to enjoy each other’s company while we looked back at where we have been and where we are now, appreciated the work that has been accomplished and the people who have accomplished it, and showed our family members why we dedicate our time to VBCF. VBCF Chapter Volunteer of the Year Awards were presented during the program following lunch. Volunteers and their families were able to stroll through the gardens before and after the program. It was a wonderful day to celebrate everyone who has helped and continues to help VBCF accomplish our mission of Educate. Advocate. Eradicate.
The Truth about Breast Cancer

Becky Morris, VBCF Board President

When I first joined VBCF, I was impressed with the fact that we tell the truth about breast cancer, dispelling myths, basing our advocacy efforts on evidence-based research and the importance of non-pinking our education efforts. But rarely in our newsletter do we address the dreaded words “metastasis or recurrence.” Perhaps this is because when diagnosed with breast cancer, this is the last subject one wants to deal with as we face our new diagnosis and treatment plan decisions, and more importantly we realize that the research focus must remain on prevention and cures for this disease if we are to end it. However, we cannot ignore the truth that many of our friends and loved ones have lost their lives to breast cancer metastases.

In May I attended the NBCC Advocacy Conference in D.C. At one of the workshops: Hormone Receptor Positive Breast Cancer: Treatment, Resistance & Metastasis, speaker Suzanne Fuqua, Ph.D., Baylor College of Medicine, discussed how “bench science and clinical work are helping to explain treatment response, treatment resistance and the role of estrogen receptors, alpha and beta, in the development of breast cancer metastases.”

She emphasized that although 75% of breast cancers are ER+, there are NO preclinical ER models which reliably metastasize in order to study the metastasis of ER+ tumors. “There are probably good biomarkers—proteins, perhaps, circulating in the body—that can tell us that cancer cells have begun the process of spreading to other tissues.” However, for women and men who have been diagnosed, it is still watchful waiting with no diagnostic test available until it happens.

“There is little interest in funding this research because it’s “tough” and may involve dozens of processes, whereas grant reviewers and researchers opt for research that generates reproducible results for publication and future research dollars. So you’d think that cancer researchers would have been bearing down on this insidious phenomenon for years, intently studying the intricate mechanisms of invasion. According to a FORTUNE examination of NCI grants going back to 1972, less than 50% of study proposals focused primarily on metastasis, trying to understand, for instance, its role in a specific cancer (e.g., breast, prostate) or just the process itself. Of nearly 8,900 NCI grant proposals awarded last year (2003), 90% didn’t even mention the word metastasis.”

Dr. Fuqua also noted that there is a lack of metastatic tissue at NCI and other research centers. “Do you know how long your hospital or surgery site keeps your tissue? Write and ask them to keep it indefinitely, as new discoveries may benefit you in the future. Metastasis from ER+ resistance is our critical unmet research need. NCI and DoD must allocate more funding for metastasis studies so that the whole truth about breast cancer can be known and women can be fully informed.”

1 NBCC Advocacy workshop description. May 2010.
2 Fortune 3/22/04—Clifton Leaf “Why we’re Losing the War on Cancer (and How to Win It)”
Every Woman's Life Expands

The Virginia Breast and Cervical Cancer Early Detection Program (BCCEDP), also known as Every Woman's Life, strives to reduce sickness and death from breast and cervical cancer through screening exams. The program contracts with screening sites throughout Virginia to provide free mammograms, clinical breast exams, Pap tests, and pelvic exams to women who qualify.

Every Woman's Life is proud to welcome FOUR new providers to their network! This expansion means that EWL now has complete coverage statewide so more women have access to life-saving breast and cervical screening and diagnostic services.

EWL’s four new providers are:

- **Central Virginia Health Services**, serving the Counties of Appomattox, Buckingham, Cumberland, Fluvanna, and Prince Edward

- **HCA Richmond Health System**, serving the Cities of Colonial Heights and Petersburg and the Counties of Amelia, Caroline, Charlotte, Chesterfield, Dinwiddie, Greensville, Lunenburg, Nottoway, Prince George, Surry, and Sussex

- **Prince William Health District**, serving the Cities of Manassas and Manassas Park and the Counties of Prince William and Fauquier

- **Western Tidewater Free Clinic**, serving the Cities of Franklin and Suffolk and the Counties of Isle of Wight and Southampton

To find out more information on the Every Woman's Life program, call 866-395-4968 or visit www.vahealth.org/breastcancer.

Becky's Place at RAM - Continued from Cover.

There is much work, time, and dedication put into this type of event but co-chairs Maggie and Yvonne would like to think of it as a “labor of love.” Becky, Yvonne, and Maggie would like to express great appreciation to VBCF, ALL the volunteers, and sponsors that contributed in helping with the success of our mission of education and advocacy during Becky’s Place at RAM. We hope that those who attended our classes gained as much from us as our volunteers gained from the experience of participating in RAM.

If you would like to make contributions toward the VBCF sponsorship for Becky’s Place at RAM, please call 800-345-8223. Learn more about the Wise County RAM event by visiting www.thehealthwagon.org, www.facebook.com/pages/The-Health-Wagon, or just google- Health Wagon Wise Virginia 2010.

Breast Cancer Vaccine: Are We There Yet?  
Vernal Branch, VBCF Advocacy & Constituency Coordinator

The goal of public health has been to prevent as many diseases as possible. We have vaccines for hepatitis A & B, diphtheria, tetanus, pertussis, influenza, measles, mumps, rubella and many more. So, here we are today with the potential for a breast cancer vaccine. Here I will give two examples of where we are with some of this cutting edge research.

Recently *Nature Medicine* reported a study from Cleveland Clinic and the Case Western Reserve School of Medicine involving a small number of mice. This work tested alpha-lactalbumin as a target in these mouse models of breast cancer. Alpha-lactalbumin has been shown to contribute to the majority of breast cancers, but is not present in large amounts in normal breast tissue, except during lactation. When the researchers tested the vaccine in the breast cancer prone mice, it prevented the cancer from occurring, and the tumors shrunk in the remaining mice that developed cancer. These are very preclinical data, and further studies will be needed before deciding when this is ready for human clinical trials.

There has been another vaccine tested by Linda Benavides, MD at Brooke Army Medical Center in San Diego that has targeted HER2/neu that is associated with tumor growth. High amounts of this protein contribute to tumor growth and the risk of death with some patients. Around 25% of women who have breast cancer are diagnosed with HER2/neu, and in this study, the risk of death was reduced by 50% for the women who were treated with this vaccine. The vaccine seems to work better in women who had lower but still elevated levels of HER2/neu. This is also an early study, involving only 165 women, about one-third of who had high levels of HER2/neu. The remaining women had lower or intermediate levels.

The immunity levels in all of the women were boosted, but the women with low to intermediate levels of HER2/neu had a better immune response than those with high levels. By 30 months later, a recurrence of breast cancer came back in similar numbers of women who had high levels of HER2/neu, whether or not they received the vaccine. However, in those whose disease recurred, 50% were less likely to die. Of the women with low or intermediate HER2/neu levels, only 10% of those vaccinated had a recurrence, compared to the 20% who didn’t get the vaccine. This is also early work, and researchers will have to enroll women for a larger clinical trial to validate and improve the overall survival data that was presented at the American Association for Cancer Research (AACR) Annual Meeting.
Breast Cancer Awareness Month Calendar Inside!
See calendar for VBCF Chapter Events!

Visit our website - www.vbcf.org!

Support VBCF!

Please fill out form(s) and return with your check to VBCF.

☐ Please contact me about becoming a VBCF Volunteer.

☐ Please send me information on planned giving.

☐ Supporter $50 ☐ Friend $100 ☐ Patron $250

☐ Benefactor $500 ☐ Champion $1,000

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A contribution of $ ____________ is enclosed.

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This newsletter, published by the Virginia Breast Cancer Foundation, focuses on breast cancer issues and the activities of VBCF supporters. If you have any comments, please call 800-345-VBCF or write to: Virginia Breast Cancer Foundation, 5004 Monument Avenue, Suite 102, Henrico, VA 23230