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one VOICE

Spring 2011

Giving Virginians a Voice in the Fight Against Breast Cancer

Tennis Event, Silent Auction & Luncheon to benefit VBCF!

Aces for Awareness, a morning of recreational tennis events and luncheon to benefit VBCF, will be held on May 6, 2011! Participate at one of our three local club sites for recreational tennis and then proceed to a silent auction and luncheon featuring Ellen Shaw de Paredes, M.D.

Dr. Ellen Shaw de Paredes is the Director of The Ellen Shaw de Paredes Institute for Women's Imaging in Richmond, Clinical Professor of Radiology at the University of Virginia, and Clinical Professor of Medicine at VCU. In April 2005, she founded The Ellen Shaw de Paredes Institute for Women's Imaging in Richmond. She also has founded The Ellen Shaw de Paredes Breast Cancer Foundation, devoted to education and research on early detection of breast cancer.

Dr. Ellen Shaw de Paredes will be speaking to us about the latest research on the early detection of breast cancer and the most innovative radiology tools that will aid all of us in the fight against breast cancer, a disease that affects 1 out of every 8 women.

Our host tennis sites this year are ACAC Fitness & Wellness Center, Dominion Club, and Hermitage Country Club.

Not a Tennis Player? Not to worry! There are also tickets available for the Silent Auction & Luncheon Only!

Aces for Awareness

to benefit the Virginia Breast Cancer Foundation

Friday, May 6, 2011

Tennis Event, Silent Auction & Luncheon

featuring Keynote Speaker
Dr. Ellen Shaw de Paredes



Tennis Locations: 9:00 a.m. - 11:00 a.m.

- ACAC Fitness & Wellness Centers
- Dominion Club
- Hermitage Country Club

Silent Auction & Luncheon: 11:30 a.m.

- Hilton Richmond Hotel & Spa at Short Pump Town Center

Support the Cause!

**Silent Auction & Luncheon Only
Option Available!**

**Ticket Price: \$50 (before April 15)
\$60 (after April 15)**

Registration opens on March 15.

Register Online: www.vbcf.org

Register by Phone: 1-800-345-8223



Save the Date! On **Saturday, November 5, 2011** VBCF will commemorate its 20th anniversary at the **Ribbons and Roses Reception!** The reception will take place from 6:30 – 9:00 pm at the University of Richmond Jepson Alumni Center. Look for more details soon at www.vbcf.org.



2011 is here and the year is off to a very busy start. VBCF will “celebrate” our 20th anniversary this year. A special reception is being planned for Saturday, November 5. We will also be publishing a special edition of our *One Voice* newsletter highlighting the accomplishments of VBCF since 1991. Mark your calendars now.

In January, the board elected Meg Shrader as our vice president. Meg currently lives in Staunton, VA and is active both on the board and our Blue Ridge Chapter. She was the first recipient of our Karin Decker Noss Scholarship program in 2010. I know that Meg will do a wonderful job.

Wendy Burtner Owens joined us in January as our new executive director. I hope that many of you got to meet her at our State Lobby Day in February. But, if not, please introduce yourself to her. I am excited about working with Wendy as she helps us grow and develop the organization.

We have several upcoming opportunities for you to meet both Wendy and Meg. For example, our National Lobby Day is Tuesday, May 3. (Sign up on our website, www.vbcf.org) Our goal this year is to have over 100 advocates on the hill that day. And on May 21 we will be hosting our Volunteer Appreciation Day, which will include presentation of our Chapter Volunteer of the Year Awards. Watch your e-news for more information or call the office. Everyone is welcome. This event is not just for chapter members.

On May 6, we will be presenting our Second Annual Karin Decker Noss Scholarship Award at our *Aces for Awareness* luncheon. This scholarship recognizes the dedication to learning and advocacy that was so important to Karin. The application deadline is March 31, 2011 if you would like to nominate someone. VBCF will also be at RAM (Remote Area Medical) in Wise County, VA in July. In this issue you will find our wish list of items that are needed to support this effort. This year our classes will be dedicated to the memory of Becky Morris.

Did you know that VBCF is a founding member organization of the National Breast Cancer Coalition? Well, we are and we have had a seat at their board table since the beginning. On their board, I serve as VBCF's representative. NBCC has issued a bold challenge to the scientific community. The challenge is titled DEADLINE 2020. Its objective is to end breast cancer by January 1, 2020. Can this happen? Well, the USA put a man on the moon within 10 years of President John F. Kennedy's speech issuing that challenge. Visit NBCC's website www.stopbreastcancer.org for more information.

Please contact me if you have any questions or comments about VBCF. I can be reached via email at president@vbcf.org or call the office at 800-345-8223 and leave a message.

The Virginia Breast Cancer Foundation is a grassroots organization committed to the eradication of breast cancer through education and advocacy.

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This newsletter, published by the Virginia Breast Cancer Foundation, focuses on breast cancer issues and the activities of VBCF.

Jaime Strohacker,
Content Editor

Lisa Boudreaux,
Layout Editor

If you wish to join VBCF or have any editorial comments please call 800-345-8223 or write to: Virginia Breast Cancer Foundation, 5004 Monument Avenue, Suite 102, Henrico, VA 23230.

VBCF Library Outreach Program

Libraries receiving funds in the December 2010 cycle were:

- \$500 to the **Blue Ridge Regional Library** with libraries in Bassett, Collinsville, Martinsville, Ridgeway, and Stuart. Visit www.brll.lib.va.us for more information.
- \$400 to **Campbell County Public Library** with four branches in its system. Visit www.campbellcountylibraries.org for more information.
- \$100 to **Clifton Forge Public Library** with one library. Visit www.cliftonforgeva.gov for more information.
- \$200 to **Danville Public Library** with two branches. Visit www.danville-va.gov for more information.
- \$200 to **Halifax County - South Boston Public Library** which has two branches in Halifax and South Boston. Visit www.halifaxlibrary.org for more information.
- \$200 to the **Meherrin Regional Library** with two libraries serving Brunswick and Greensville Counties and the City of Emporia. Visit www.meherrinlib.org for more information.
- \$300 to **Nottoway County Public Library** with three libraries in Blackstone, Crewe, and Burkeville. Visit www.nottlib.org/nottoway for more information.
- \$100 to **Pearisburg Public Library** with one library. Visit www.pearisburg.org/library for more information.
- \$400 to **Portsmouth Public Library** with four branches. Visit www.portsmouth-va-public-library.com for more information.
- \$100 to the **Radford Public Library** with one library. Visit www.radford.va.us/library for more information.
- \$1,000 to the **Virginia Beach Public Library** which has ten libraries. Visit www.vbgov.com/dept/library for more information.

The Blue Ridge Chapter donated a total of \$1000 to:

- \$125 to **Charles P. Jones Memorial Library** in Covington. Visit www2.youseemore.com/CharlesPJones for more information.
- \$125 to **Bath County Public Library**. Contact 540-839-7286 for more information.
- \$125 to **Highland County Public Library** in Monterey. Visit www.highlandlibrary.homestead.com for more information.
- \$500 to **Massanutten Regional Library** with libraries in Bridgewater, Broadway, Elkton, Grottoes, Harrisonburg, Luray, and Shenandoah. Visit www.mrlib.org for more information.
- \$125 to **Rockbridge Regional Library** serving Lexington, Bath, Buena Vista, Glasgow, and Goshen. Visit www.youseemore.com/rockbridge for more information.

VBCF Volunteer Appreciation Day!

VBCF will be holding our Annual Volunteer Appreciation Day Saturday, May 21 at Maymont's Robins Nature and Visitor Center located at 2201 Shields Lake Drive in Richmond. The event will begin with a luncheon at 12:00pm. You are invited to explore the grounds at Maymont before or after the luncheon program. Self-guided Nature Center tours will be available free of charge. Visit www.maymont.org for more information on things to do at Maymont. Keep an eye on www.vbcf.org for more information and to register!

Volunteer Opportunity!



Pink Ribbon Campaign: Each year VBCF distributes thousands of pink ribbons to raise awareness of breast cancer. Last year VBCF distributed 85,000 pink ribbons statewide. This year our goal is to distribute 100,000 ribbons across the Commonwealth. Each pink ribbon is attached to an information card that contains basic breast health information.

We need volunteers to assist us with attaching the pink ribbons to the information cards and placing them in packages of 100 for distribution. The ribbons are already cut and pinned. Please contact jaim@vbcf.org or 800-345-8223 if you are interested in volunteering.



VBCF member Barbara Geisler presents a VBCF Library Program check to Raitia Kirby at the Halifax County -South Boston Public Library.

VBCF Welcomes New Executive Director



Please join the board and staff of VBCF in welcoming Wendy Burtner Owens as our new Executive Director. Wendy comes to us with more

than 20 years of experience in nonprofit management, grant making and management consulting. She is the former COO of Comfort Zone Camp, Foundation Manager for CarMax and Grantmaker Services Director of GuideStar. She holds a Bachelor's Degree in Human Services Administration from Chatham College in Pittsburgh, Pennsylvania.

Wendy currently serves on the board of the Creative Change Center (C3) and the Advancement Committee of Full Circle Grief Center. Prior community involvement includes board or committee positions with Beyond Boobs! - a young breast cancer survivor support organization, Youth Matters (Richmond, VA), Williamsburg Unitarian Universalists, Williamsburg Community Trust, Child Development Resources (Williamsburg, VA), YWCA of Greater Pittsburgh and Stand for Children Pittsburgh (Pittsburgh, PA).

Wendy was diagnosed with breast cancer shortly after her 39th birthday, prompting her to become an educator and advocate by telling her story and encouraging folks to take charge of their health and get involved in the fight. Five years later, she is thrilled to be joining such a well-respected and accomplished organization dedicated to eradicating the disease.

VBCF State Lobby Day a Success!

Around 40 participants from around the state gathered at the Virginia General Assembly on Thursday, February 3 for Virginia Breast Cancer Lobby Day. VBCF was pleased to have members of fellow breast cancer organizations join us again this year, including members of the American Cancer Society, Susan G. Komen for the Cure and the Sisters Network. Advocates thanked state legislators for their support of strong laws protecting those with breast cancer in Virginia. They discussed their support of the budget amendment to increase state funding for the NCI designated cancer centers at University of Virginia and Virginia Commonwealth University for \$5 million each, as well as support of the cigarette tax rate increase to help with additional revenue for the Medicaid reimbursements to hospitals and doctors. They also took the opportunity to reinforce the importance of insurance mandates and funding for the Every Woman's Life program. VBCF was honored with a Joint Resolution commending 20 years in the fight against breast cancer.

Make Your Voice Heard! Sign Up for National Lobby Day



Sign up today for National Lobby Day – **Tuesday, May 3** – in Washington, D.C. VBCF will charter a bus from Hampton Roads to Yorktown to Richmond to Washington, D.C. where advocates will break into teams to visit our Representatives and Senators and lobby for important national legislative issues related to breast cancer. If there is enough interest transportation will also be coordinated from the Blue Ridge area. Last year VBCF brought close to 100 advocates to Washington for National Lobby Day, and this year we're

aiming to bring even more! Your participation matters! Visit www.vbcf.org/advocacy.htm or call 800-345-8223 to register

Annual Advocacy Conference

The National Breast Cancer Coalition (NBCC) will present the Annual Advocacy Conference in Washington, D.C. from Saturday, April 30 – May 3. Join hundreds of breast cancer advocates and learn the latest about breast cancer science, research and public policy. Find out how to become an effective activist in the fight to end breast cancer and finish up the conference by attending the National Lobby Day with VBCF. To register for NBCC's Annual Advocacy Conference, contact NBCC at 866-861-4492 or visit www.stopbreastcancer.org. VBCF offers sponsorships for volunteers to attend this conference, which reimburses up to 2/3 the cost of the hotel and transportation for approved applicants. Thanks to a grant from NBCC, this year VBCF will also be able to offer 100% sponsorship for first-time conference attendees! For more information and to request a sponsorship application, contact vernal@vbcf.org.

Caption 1: VBCF members pose for a picture with Delegate Jeion Ward at Virginia Breast Cancer Lobby Day.

Caption 2: Virginia Breast Cancer Lobby Day participants pose for a picture with Delegate Delores McQuinn outside of the House Chambers. Delegate McQuinn and Senator Patricia Ticer co-sponsored the Joint Resolution commending the Virginia Breast Cancer Foundation.

Caption 3: Lobby Day participants meet with Craig Taylor, an intern with Delegate Harvey Morgan, regarding breast cancer priorities.

Caption 4: Virginia Breast Cancer Lobby Day participants stand as they are recognized in the House of Delegates.

Caption 5: Speaker of the House William Howell stands as the Joint Resolution Commending the Virginia Breast Cancer Foundation is presented.



SENATE JOINT RESOLUTION NO. 388
Offered January 19, 2011
Commending the Virginia Breast Cancer Foundation.

Patrons-- Ticer, Barker, Colgan, Deeds, Edwards, Herring, Houck, Howell, Locke, Lucas, Marsden, Marsh, McEachin, Miller, J.C., Northam, Petersen, Puckett, Puller, Reynolds, Saslaw and Whipple

WHEREAS, in 2011 the Virginia Breast Cancer Foundation celebrates 20 years of educating Virginians about breast cancer, advocating for those affected by breast cancer, and working to establish eradication of breast cancer as a priority; and

WHEREAS, the Virginia Breast Cancer Foundation began in 1991 when five women meeting in a breast cancer support group decided to band together to fight the disease; the next year, they staged a Mother's Day Rally at the Virginia State Capitol to bring attention to the disease; and

WHEREAS, for the past 20 years, the Virginia Breast Cancer Foundation has served as a strong advocate for those with breast cancer, working for Medicaid coverage for mammography, health insurance coverage for breast reconstruction and a 48-hour hospital stay following a mastectomy, and prohibition of health insurance discrimination; and

WHEREAS, the Virginia Breast Cancer Foundation provides a wealth of information and resources about breast health and breast cancer through a wide array of programs and activities that include state and regional conferences and seminars and "Stay Abreast," an educational speakers bureau that provides presentations on breast health and breast cancer to interested organizations; and

WHEREAS, the Virginia Breast Cancer Foundation, with several chapters located across the state, also maintains an up-to-date website and sends out a newsletter that provides the latest information about the Foundation's activities and educational articles; and

WHEREAS, for those newly diagnosed with breast cancer, the Virginia Breast Cancer Foundation has thoughtfully compiled a "Newly Diagnosed Packet," which provides a compilation of resources and information; and

WHEREAS, the Virginia Breast Cancer Foundation also sends volunteers to the Remote Area Medical Clinic in Wise County to provide educational resources and classes on breast, cervical, ovarian, and lung cancers to the residents of Southwest Virginia; and

WHEREAS, the staff of the nationally respected Virginia Breast Cancer Foundation have testified before the Office of Research on Women's Health, the Food and Drug Administration, the President's Cancer Panel, and the National Cancer Advisory Board; and

WHEREAS, the Virginia Breast Cancer Foundation partnered with other like-minded organizations to found the National Breast Cancer Coalition and participated in the development and initial implementation of the National Action Plan on Breast Cancer; and

WHEREAS, the Virginia Breast Cancer Foundation's relentless efforts helped the National Breast Cancer Coalition raise more than \$2.5 billion for the Department of Defense peer-reviewed Breast Cancer Research Program; and

WHEREAS, the Virginia Breast Cancer Foundation has provided an invaluable service to the residents of the Commonwealth and the nation through its advocacy and educational efforts; now, therefore, be it

RESOLVED by the Senate, the House of Delegates concurring, That the General Assembly commend the Virginia Breast Cancer Foundation on the occasion of its 20th anniversary; and, be it

RESOLVED FURTHER, That the Clerk of the Senate prepare a copy of this resolution for presentation to the Virginia Breast Cancer Foundation as an expression of the General Assembly's congratulations and gratitude for the Foundation's extraordinary dedication to helping those with breast cancer and for its commitment to eradicating the disease.

Volunteer Spotlight: Rita Handley



Rita Handley is a Virginia native, born, raised, and educated in Waynesboro. She met Richard on a blind date and they were married four years later. They have one daughter, Katey, a VT Hokie, that will be getting married in December 2011. Rita graduated from the Rockingham Memorial Hospital-School of Nursing in Harrisonburg, Virginia and began her lifetime dream of being a nurse at Waynesboro Community Hospital. Breast cancer ended her 30 year career in 2003.

Like 80% plus of women with breast cancer, Rita has no history of breast cancer in her family. She was diagnosed with stage II, node negative breast cancer in January 1997 and with stage IV bone metastasis in June 2001. Her current status is PFS...progression free survival. Rita is maintained on an aromatase inhibitor and a quarterly infusion of a bis-phosonate.

She learned of VBCF through the Bosom Buddies support group. Rita attended a VBCF national lobby day in 2000 and was overwhelmed by the opportunities available to make a difference in the diagnosis and treatment of this disease. She joined VBCF, attended other events and then a state lobby day. In 2003 Rita was invited to become a member of the board of directors.

During this time several members of the support group had talked about wanting to do more for the community and for breast cancer issues. They talked of forming a chapter of VBCF in Augusta County. The VBCF-Blue Ridge Chapter was created and officers were installed in January 2004. They are a small chapter with wonderfully dedicated volunteers.

The late Karin Decker Noss nominated Rita for VBCF board secretary in 2006, her term expires at the end of this year. She succeeded Becky Morris in that position. Both of these women were such role models and mentors. They both urged Rita to attend and participate in Project LEAD and the San Antonio Breast Cancer Symposium as well as serve as a consumer advocate on research grant panels for the DoD and for Komen.

According to Rita "VBCF has grown and improved in its organization so very much since I first joined in 2000". She feels privileged to be part of such a dynamic organization.



VBCF board member & Blue Ridge Chapter member, Rita Handley accepts a \$500 check from the Successful Women's Alliance Network (SWAN). Pictured (l-r) Rita Handley; Tara Welch, president of SWAN; and Shirley Coffey, treasurer of SWAN. SWAN hosted a Moulin Rouge Fundraiser on December 4th and proceeds were divided between VBCF's Blue Ridge Chapter and the Valley Program for Aging Services.



Carol Divers, Central VA Chapter treasurer, and Etta Boyd, Central VA Chapter president, presented a check for \$13,000 to Gay Rudis, VBCF board president, on December 22, 2010. Thanks to all those who helped with, and attended the chapter's annual Breast Cancer Awareness Dinner on October 25th, it was a big success and it made the donation possible.



VBCF Peninsula Chapter 2011 Officers. From Left to Right: Linda Poppie - Vice President, Donna Davis - President, Barbara Mathews - Treasurer, and Rose King - Secretary.



Prince William Chapter president Lydia Stewart with members Jo Ann Shepherd and Brenda Bryant at the Many Faces of Breast Cancer Event



The Prince William Chapter recruits new members at the 26th Annual Martin Luther King Day Celebration and Oratorical Contest on January 17th.



Prince William Chapter president Lydia Stewart with members of the Woodbridge High School Varsity Girls Team at their Think Pink Game.

Central Virginia Chapter

On December 5 the Central Virginia Chapter had their annual **Hospital Hospitality House (HHH) Cookie Walk**. Everyone brought snacks and dozens of tasty cookies which were used to stuff 160 bags of cookies for the patients and clients of the non-profit HHH. Families of patients at area hospitals are treated with compassion and respect, regardless of their ability to pay, as they visit their families. If patients are able to be moved from their hospitals, they may stay at the HHH as well. This is a feel good activity and chapter members have a good time listening to music, as they socialize with each other and guests. Also a brief tour of the HHH is offered. As always, all are welcome to attend.

Peninsula Chapter

Denim & DIAMONDS Fashion Show

The Peninsula Chapter of the Virginia Breast Cancer Foundation will be presenting the **Eighteenth Annual Luncheon Fashion Show and Quilt Raffle**, "Denim 'n Diamonds", on **Saturday, April 9, 2011**. The festivities begin at 11:30 a.m. at the Omni, Newport News. Tickets are \$30 and fashions will be by Dress Barn - Kiln Creek. The Chapter is currently soliciting door prizes, silent auction items and table sponsorships. If you are interested in participating on any level, please call ticket chairperson, Sally Taylor, at 757-872-9403.

Prince William Chapter

The Woodbridge High School Varsity Girls Basketball team played the Forest Park Varsity Girls Basketball team in their **Think Pink Game** held on February 4th, 2011 at 7:30 PM. The event, which was hosted by Woodbridge High School, featured artwork done by the girls which was displayed on the walls in support of the fight against Breast Cancer. Lydia Stewart, president of the Prince William County Chapter, was asked to speak during half time. Mrs. Stewart, a breast cancer survivor, thanked both schools for bringing this cause to the attention of the community all year round. Both teams wore t-shirts representing the cause. Throughout the game, the announcer provided information on the disease as well as on the mission of VBCF. The audience and team members were provided with pink ribbons as well as information about the organization.

Visit VBCF Online at www.vbcf.org.

Now on Facebook & Twitter!

Rebecca G. Morris - (August 19, 1943 – December 22, 2010) *Gay Rudis, President, Board of Directors*



After a valiant fight against metastatic breast cancer Becky Morris, VBCF's immediate past president, made her way home to the Lord on December 22, 2010. Becky shared her story with you in our Winter 2010 newsletter.

Becky often said that she found her voice because of breast cancer. She did not like to speak in front of groups, but realized that

her message and mission to "Educate, Advocate, Eradicate" was too important not to share. She shared her message locally, nationally, and even internationally. After her diagnosis, she immediately became involved with VBCF and then other organizations such as National Breast Cancer Coalition (NBCC) and Susan G. Komen for the Cure. In 2005, VBCF awarded her our Nancy Dopp Volunteer of the Year Award. She was one of the 21 delegates from the U.S. to attend the Susan G. Komen for the Cure Global Breast Cancer Summit in Budapest, Hungary in 2007.

She wanted to arm herself with knowledge both on the science of breast cancer and advocacy. She attended NBCC's Project LEAD and also their annual advocacy conference. She served on research panels, local and national, including doing peer reviews for the Department of Defense Breast Cancer Research Program. Becky and her opinions were respected by all, including scientists, health care professionals and legislators.

She was a member and past president of Women's Cancer Advocacy Network (WCAN). That organization began offering breast cancer awareness classes at RAM (Remote Area Medical) in Wise County, VA many years ago. Wise County is in southwest Virginia and has a high percentage of folks with no medical insurance and limited access to health care. While RAM offered health services, WCAN was the only organization doing educational sessions and expanded their classes to include education on other cancers. This mission was very important to Becky and when WCAN dissolved,

Becky asked VBCF to coordinate this effort and we agreed. After much hesitation, Becky allowed us in 2009 to name our "tent" Becky's Place with the tag line of "Planting Seeds of Cancer Awareness." (Becky also loved to garden.) It is just so unfortunate that Becky was unable to physically attend RAM in 2009 or 2010, but her spirit was definitely there with us. And, I promise, that VBCF will continue this mission.

Becky was the driving force at VBCF behind the "pink ribbon" license plates that you see on many vehicles in Virginia. There is a lot of effort to get a new license plate approved by the state, including a bill in the General Assembly, but Becky would not give up this effort. Today, part of the proceeds from that license plate are used to support the Every Woman's Life Program.

Becky had many passions in her life, but most important was her faith, family, and friends. Becky's husband, Butch, passed away in 2009. She is survived by her two daughters, Wendy Kaminsky and Jody Conway, grandson, Nathan Conway, mother, Dorothy Leiffer, and other family members. Her love for her family was so obvious. I feel honored that she considered me a friend. I learned so much from her as have many others. Words cannot capture the spirit of Becky or describe her impact, but I will also remember her as a friend, mentor, advocate, and warrior.

In Memoriam: Mary Linda Leftwich



Mary Linda Leftwich, 58, passed away on December 5, 2010. She was a graduate of VCU/MCV and worked in the Rheumatology Arthritis and Hematology and Oncology Research Labs for 20 years at MCV. She was most recently employed at Ameriprise Financial Advisors. Mary Linda was an avid live theater attendee.

Mary Linda was an advocate for VBCF and attended state and national lobby days. She also volunteered with the Central Virginia Chapter of VBCF, and often helped out with literature tables and displays at health fairs. VBCF mourns the loss of this dedicated volunteer and advocate.

What is Becky's Place at Remote Area Medical? *Yvonne Eisenberg, VBCF Board Member and Blue Ridge Chapter President*

RAM, Remote Area Medical, will take place in Wise County, VA for three days in July. Thousands of people travel to the Wise County Fairgrounds in far southwest Virginia each year to obtain free medical, optometry, and dental services from doctors, dentists, and other medical professionals who volunteer their time so that people who are uninsured or don't have access to medical and dental services may receive care. There are other RAM events around the country, but this is the largest regularly scheduled clinic for the uninsured held in the USA.

Becky's Place at RAM, begun as Margaret's House, is an effort now coordinated by the Virginia Breast Cancer Foundation along with many partner organizations, faith communities, and volunteers. The VBCF tent at RAM is the only organization providing educational classes. During the three days, the volunteer survivors and nurse educators will be presenting classes on symptoms and risk factors for breast, cervical, ovarian, and lung cancer in our tent while other volunteers hand out literature and goody bags. This outdoor classroom is offered so that people who would otherwise be standing in line, waiting their turn for services, in the heat of the summer, have an opportunity to get into the shade of a tent and attend valuable classes. Attendees will be taught about the importance of early detection, self care, and will receive a packet of basic cancer information. They will also receive a resource guide for health care which covers Kentucky, North Carolina, Tennessee, Virginia, and West Virginia, as many of the attendees are from out of state.

If you would like to donate wishlist items, please contact Jaime Strohhacker, Program Coordinator at jaime@vbcf.org or 800-345-8223.

Patients will be able to talk one-on-one with the team members, many of whom are health care providers and/or cancer survivors. The volunteers spread out through the crowd providing literature bags and information. Some volunteers will hold a patient's place in line so the patient can attend classes. In addition, there is a children's tent to help keep the children occupied with fun activities while their parent(s) attend class. Numerous school supplies will be donated to the community or provided to parents at the tent classroom. Literature not distributed at the tent will be left with local service providers, including the Virginia Department of Health's Every Woman's Life Program and other extra items will be left for the women's shelter there.

There is a true team spirit exhibited by all of the volunteers of Becky's Place. No matter what the task, the team is eager to help. This year, Becky's Place will be dedicated in memory of our very own Becky Morris who lost her battle with breast cancer in December 2010.

This year, we have another ambitious agenda and we need your help! Your contributions of money and items will go a long way towards ensuring another successful event.



2011 WISHLIST

CLASSES

NEW Items to be given to class participants:

- Gift Cards to Wal-Mart, Kmart, or Food Lion (\$10/\$50 increments)
- Hotel soaps, lotions, shampoos, etc.
- Gifts for women
- Cosmetics, sunscreen, lotions, bath oil, bubble bath, perfume
- New T-shirts
- Hats (summer & winter), gloves
- Umbrellas, wallets and purses
- Prayer shawls, pocket crosses
- Cases of toothbrushes (adult) and toothpaste - *ask your dentist!*
- Pens, pencils, notepads, box of greeting cards

We also welcome monetary donations. Ask us how you can be a sponsor of this outreach.

BECKY'S KIDS

- Children's books (all ages - new or excellent condition)
- Games, toys, stuffed animals, dolls (SMALL ONLY)
- Coloring books, crayons, paints
- Tissues
- Economy Sized Hand Sanitizer
- Construction Paper
- Snacks

All leftover items will be donated to the teachers at Wise County Elementary Schools.

BACK-TO-SCHOOL KITS

Each tote bag must contain ONLY the following items:

- Toothpaste - small
- Toothbrush
- Erasers - 7 pack (pencil top)
- Wide-rule Paper - 150 sheet pack
- Washable Markers - pack of 20
- Spiral Notebook - wide-rule, 50 sheet
- 12" ruler
- Crayons - 48 count box
- 3-Ring Binder
- Elmer's glue (4 ounce) or 2 Glue Sticks
- #2 Pencils

Place items in a school tote bag (can be made 14" x16" with handles and a closure) or in any appropriate (safe) bag.

Updates from San Antonio *Meg Shrader, RN, VBCF Board Member*

Hormone Receptor positive and Her 2 Neu positive breast cancers and their treatment continued to be hot topics at the 2010 San Antonio Breast Cancer Symposium. The focus of multiple clinical trials that were presented at San Antonio was the continuing debate over Tamoxifen and the Aromatase Inhibitors (Arimidex, Aromasin, and Femara) and which sequence is the most effective in preventing recurrences while minimizing side effects. Aromatase inhibitors are thought to have 3-5% fewer recurrences than Tamoxifen, but this has yet to be proven.

The TEAM trial studied the sequencing of Tamoxifen followed by Aromasin (exemestane) versus Aromasin alone. The findings were that both sequences were equivalent in terms of recurrence. This trial also noted that there was a higher risk of recurrence with cancers that are Her1, Her2, and Her3 positive no matter which sequence.

A meta-analysis of seven adjuvant breast trials looked at fracture risk, risk of endometrial cancer, and heart attacks for Tamoxifen versus Aromatase Inhibitors. The analysis revealed that there is an increased risk for fracture for Aromatase Inhibitors, (for every 46 patients treated with an Aromatase Inhibitor, one woman will have a fracture), a slight risk for uterine cancer for those taking Tamoxifen (for every 250 women treated, one will develop uterine cancer), and an increased risk of heart attack for Aromatase Inhibitors (for every 132 women treated, a heart attack might occur). Risk of other serious adverse events, including cerebrovascular events, and death without recurrence is similar between AIs and Tamoxifen. This reinforces the need for patients to discuss their own personal and family history with their Oncologist prior to starting therapy.

There were many trials that talked about neoadjuvant therapy utilizing Trastuzumab (Herceptin), Lapatinib (Tykerb), and pertuzumab in Her-2-neu positive patients. The NeoALTTO trial concluded that Lapatinib plus Trastuzumab was more effective than Trastuzumab alone when combined with Docetaxel.

Clinical Trial CALGB 40101 compared the overall survival and rate of recurrence of low risk early breast cancer (0-3 positive lymph nodes) between four and six cycles of adjuvant chemotherapy and concluded that there was no difference in recurrence rates and overall survival but that there was a difference in the tolerance of therapy. The trial also evaluated specific chemotherapy combinations and those results will be published soon.

There were two negative clinical trial outcomes that were reported. While somewhat disappointing, negative trials results are very important in that they let us know where not to focus further treatment efforts thereby reducing the time and funds spent on pathways that have proven to be non productive.

One negative outcome was that there was no association between CYP2D6 phenotype and Tamoxifen efficacy in postmenopausal

women with hormone receptive early breast cancers. CYP2D6 facilitates the conversion of Tamoxifen into the active metabolite endoxifen. We have heard a lot about CYP2D6 recently with regards to the use of Paxil and Prozac in women who are taking Tamoxifen as those drugs are known to decrease the metabolism of Tamoxifen. This brought up the clinical issue of testing patients for CYP2D6 to assess their ability to metabolize Tamoxifen. The BIG1-98 and ATAC trial data were analyzed and it was found that there was no difference in recurrence between poor and extensive metabolizers. They do not recommend testing patients for CYP2D6 mutations, but they still recommend that you avoid taking Prozac or Paxil while taking Tamoxifen. Zoloft and Effexor are two other anti-depressants that are frequently prescribed for hot flashes and depression and are fine in combination with Tamoxifen.

The other negative results were regarding the use of bisphosphonates for prevention of metastasis to the bone. A previous Austrian study, ABCSG-12, of premenopausal women receiving hormonal therapy and Zometa (zoledronic acid), had been shown to reduce the risk of recurrence. The AZURE trial (3360 patient) results were presented at San Antonio and they revealed that there was no difference in recurrence or bone metastasis in premenopausal women, however they did find a 29% reduction in risk of death for women over 60 or five years past menopause by using bisphosphonates. Why the discrepancy? The ABCSG-12 study was stage I or II, whereas AZURE was stage II or III and the doses of Zometa were different in both studies. A large North American study has just been completed; however it will be several years before we know the results. It is still recommended that we give bisphosphonates for preservation of bone mineral density, as well as for prevention of fractures. Stay tuned as more clinical trial results are reported that will help us answer this question.

Finally, there was promising news for lymphedema prevention. Dr. Kathryn Schmitz presented the results of her study; Weightlifting for women at risk for breast cancer related lymphedema. This is welcomed news for those who have been altering the use of their arms and upper body out of fear of developing lymphedema. This study was conducted by the University of Pennsylvania and included 154 women who had at least two lymph nodes removed. There was a control group that did not lift weights, and the other group was in a supervised weight lifting program. The study concluded that not only did lifting weights not increase the risk of lymphedema, it actually decreased the risk by 36%. In those women with five or more lymph nodes removed, 22% of the control group developed lymphedema while only 7% in the weight lifting group developed it. Dr. Schmidt recommends the use of a certified fitness trainer and for those experiencing lymphedema to use a compression garment while exercising. The results of the study are due to be printed in the Journal of American Medical Association (JAMA) in January of 2011.

For more information on the San Antonio Breast Cancer Symposium, please go to www.curetoday.com or www.alamobreastcancer.org websites.

Applications Now Accepted for Karin Decker Noss Scholarship!

Purpose

The Karin Decker Noss Scholarship is provided to fund training for the selected participant in medical research and legislative advocacy to carry on the work that Karin began. This scholarship program aims to encourage increased knowledge and education related to breast cancer resulting in stronger breast cancer advocacy and more involvement in VBCF's breast cancer advocacy program.

Award

A \$5,000 award will be available to the recipient for a 24 month period. The funds may be used for expenses, such as travel, lodging, meals, and registration fees for approved conferences and educational courses.

About

VBCF established the scholarship program in memory of Karin Decker Noss, a dedicated board member and past president of the Virginia Breast Cancer Foundation. A retired Air Force Lieutenant Colonel, Karin served in the military for over 20 years. When she was diagnosed with Stage IIB breast cancer in July 1995, her life changed forever. Karin quickly dedicated her life to breast cancer advocacy – working tirelessly in both the legislative and medical communities and dedicating herself to furthering knowledge of scientific issues associated with breast cancer. Karin lost her battle with breast cancer in February 2008.

To Apply

Applications may be submitted online at www.vbcf.org/noss.htm. If you would like to receive an application form by mail or fax please call VBCF at 800-345-8223. **The deadline for applications is Thursday, March 31, 2011.**

Know of a Doctor or Healthcare Professional that Goes Above and Beyond?

Nominations are now being accepted for the **Sharon H. Kohlenberg Healthcare Service Award**. The purpose of the Sharon H. Kohlenberg Healthcare Service Award is to recognize Virginians employed in the healthcare field who "exhibit a deep and abiding commitment to the fight against breast cancer." The award also honors the memory of Sherry Kohlenberg, a healthcare administrator and co-founder of VBCF, who died from breast cancer in 1993.

Nominations may be submitted online at www.vbcf.org/kohlenberg.htm. If you would like to receive a nomination form by mail or fax please call VBCF at 800-345-8223. **The deadline for nominations is Friday, July 29, 2011.**

Thank You!

A hearty thank you goes out to the following individuals and businesses that hosted events to benefit VBCF during the last quarter of 2010. These events serve an important education and awareness purpose as well as contributing financially.

- Holly S. Appel, *Tupperware Representative*
- Arcadia Motors
- Best Buy, *Stafford*
- Books-a-Million
- Brenan's Heating & Air, *Woodbridge*
- Brighton Collectibles, *Richmond*
- Dominion Wellness Pink Day
- Fat Bastard Wines
- Gloria Atwell Jewelry
- Golden Girls, LLC
- Grafton High School
- Gretchen Albert Wing Challenge
- Diane Hooker, *Avon Representative*
- Hunter Holmes McGuire VA Medical Center
- Red Nails & Spa, *Richmond*
- Rhema Bible Institute Ladies on a Mission Walk
- Richmond Auto Auction
- Salon Daniela, *Burke*
- Skipwith Academy, *Richmond*
- Terry Lynn Smith, *Art Show*
- Wells Coleman Denim Day
- Xtras Cafe, *Richmond*

Once again our amazing chapter volunteers have not only worked tirelessly throughout the year to educate and advocate on the local, state, and national level, but they have also helped raise funds for VBCF's education and advocacy programs. **Thank you to our chapters for their 2010 financial contributions!**

VBCF Wants to Honor a Dedicated Volunteer!

Nominations are now being accepted for the **Nancy G. Dopp Volunteer of the Year Award**. The Nancy G. Dopp Volunteer of the Year Award is a statewide award that recognizes a volunteer whose contributions of time, energy or talents has had a significant impact for VBCF. The award is given in memory of Nancy Dopp, a VBCF member who selflessly gave her time and efforts to help VBCF for many years, until she lost her battle with breast cancer in 1998.

Nominations may be submitted online at www.vbcf.org/dopp.htm. If you would like to receive a nomination form by mail or fax please call VBCF at 800-345-8223. **The deadline for nominations is Friday, July 29, 2011.**



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Please contact me about becoming a VBCF Volunteer.

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A contribution of \$ _____ is enclosed.

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Other \$ _____

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Spring 2011

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