

Celebrate With Us! 20 Years Strong at the PA Breast Cancer Coalition Conference



Celebrating.
Reflecting.

20 Years

Hoping.
Working.



Tuesday
October 15

PA Breast Cancer
Coalition
Conference

Harrisburg Hilton

Twenty years ago, a small yet mighty organization gathered hundreds of its supporters and held a conference in Harrisburg. That same organization now boasts a network of tens of thousands of supporters and advocates and holds the premier breast cancer conference in the Pennsylvania. We are preparing for our largest **PA Breast Cancer Coalition Conference** yet and want **YOU** to be a part of it!

The creator of Herceptin, **Dennis Slamon, MD**, is our Potamkin Prize winner. He will be presenting his research in our Opening Session. Thirteen workshops promise something for everyone - from survivors to advocates to nurses - on a variety of topics that include breast health myths, diet and exercise and understanding the Affordable Care Act. Our Pink Ribbon Luncheon offers all a chance to celebrate the Pink Ribbon Awardees **Mindy Gray** and **Jeanne Schmedlen** while enjoying a delicious meal. Stop by our Exhibitor Hall to shop vendors and view exhibitors' displays.

Register Today!
pbcc.me/Conf

Take Action. Save Lives.



This is Cindy. She was diagnosed with late-stage breast cancer in July 2012. She could have been diagnosed earlier, but Cindy had dense breast tissue which masked her breast cancer on mammograms. **And she didn't know it.**

The **PA Breast Cancer Coalition** worked with the **PA Senate** to pass legislation that can increase early detection of breast cancer in thousands of women like Cindy. **Senate Bill 358** requires radiologists to notify women about their breast density. Women with dense breasts have an increased risk of being diagnosed with breast cancer at a later stage.

We need YOU to make sure this legislation passes the PA House of Representatives NOW!

Contact your state representative and demand support of dense breast tissue legislation for women in PA. YOU can make a difference.

VISIT PBCC.ME/TAKEACTION TODAY TO FIND YOUR REPRESENTATIVE!

FRONTLINE™

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800-377-8828

www.PABreastCancer.org

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President's Corner

CALL TO ACTION

PA Senate Passes Breast Density Legislation: Now On to the House!



Pat Halpin-Murphy

Many women have dense breasts and they don't know it. Women who have dense tissue have an increased risk of being diagnosed with breast cancer at a later stage. The PA Senate has passed legislation to change that, but we're only halfway there. You can help!

Senate Bill 358 would make it mandatory for radiologists to alert women who have dense breast tissue. We need your help NOW to make sure this crucial legislation is passed in the PA House. Contact your state representative and demand support for dense breast screening legislation. YOU can help save thousands of lives!

Visit pbcc.me/TakeAction
to find your PA representative's
contact information today!



PBCC News

New Board Member



Kelly Urbani

❖ **Kelly Urbani** joined the PBCC Board of Directors as our Grassroots Partner Representative earlier this year. Kelly has been actively involved and engaged as a member of the Westmoreland Walks board of directors for seven years. Westmoreland Walks is an outstanding PBCC Grassroots Partner, and since its inception 11 years ago, it has raised over \$250,000 for the PBCC!

Kelly is a first grade teacher in the Ligonier Valley School District. She is a mom of two who resides in Greensburg, Westmoreland County. Welcome, Kelly!

❖ **Come Visit Our New Home!** The PBCC will be holding an Open House at our new office in Lebanon on Tuesday, September 17 from 5-7 pm. Join us for light refreshments. Please RSVP to Alyssa@PABreastCancer.org or call 717-769-2306. Here is our new address:

2397 Quentin Rd, Suite B
Lebanon, PA 17042

Phone: 717-769-2300 Toll-free phone: 800-377-8828

Email: info@pabreastcancer.org Fax: 717-769-2131

Survivor Spotlight

Theresa Turner

Theresa Turner is a makeup artist with Bobbi Brown Cosmetics. She hosted a PBCC event for breast cancer patients and survivors at Saks Fifth Avenue in Bala Cynwyd on Saturday, August 3rd. The event was called Pretty On Purpose, with attendees learning tips about creating eyebrows where there might be little or no hair, skin care, and choosing the right makeup colors to look naturally beautiful.

Diagnosis & Treatment

The first time I was diagnosed with breast cancer was in 1991 at the age of 29. I found the lump myself and went immediately to a doctor who recommended a mammogram and ultrasound. They thought it was a cyst and suggested that I come back at age 35 for a baseline mammogram. I refused. I said that even if it was nothing serious I wanted it out. Let's take it out first and then decide and I'll feel better about that. The same day I went to a surgeon who tried to aspirate it but it wouldn't aspirate so they set a time for surgery. It turned out to be malignant and I had a lumpectomy, radiation and chemotherapy.

The second diagnosis was almost 20 years to the day. Of course, by then I had started to feel safe. At that point after having a mammogram I didn't sit and wait for the results. I would just look forward to getting a letter in the mail confirming that everything was fine. In this case, I got a phone call the next morning asking me to come back for more films and an ultrasound. I did, and again, the unimaginable. For the second time I heard the words "you have breast cancer." It was in the same breast and once radiation has been done in one

area it can't be repeated so I had a mastectomy and four chemo treatments. It's now been two years since my last treatment in May 2011.

A Ticking Clock

I was always a person who didn't sit and wait for things to happen, but maybe now I'm even more like that. I really try to make the best of each day and live life with a positive attitude. Emotionally I was devastated the second time. I have an amazing psychologist who works specifically with cancer patients. He asked if I felt like I had a clock ticking in my head, and I said, "Yes, I do."

It's difficult now for me to do things that I don't feel have any real purpose. I've eliminated a lot of things in my life that didn't add purpose. I've always had strength but the second diagnosis showed me that I am vulnerable.

Live Until I Die

I really enjoy showing women that you don't have to look like a cancer patient. You don't have to give up. Don't give up emotionally, physically, mentally. Keep pushing forward. I want to live until I die.

I encourage women to know their bodies and know when there are changes. And don't take "no" for an answer. If I had waited for that mammogram until I was 35 years old I might not be here today. You have to be persistent and know your body. Don't ever give up.



Theresa at the recent Pretty on Purpose event she held for the PBCC.

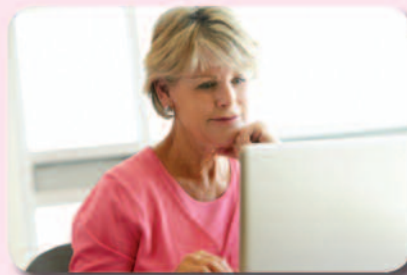
"You don't have to give up. Don't give up emotionally, physically, mentally. Keep pushing forward. I want to live until I die."

- Theresa Turner

2,242 people have taken our FREE Online Course...

Have You?

Visit pbcc.me/Classroom today to take the course and learn more about Pennsylvania's **Free Treatment** program for women diagnosed with breast cancer. Nurses and Social Workers are eligible for **2 FREE Continuing Education Credits** upon completion of the course.



2013 Home Run Derby: A Smashing Success!

Hundreds of participants had the chance to live out their big league dreams of stepping into the batter's box and swinging for the fences this summer in the 6th Annual **Take a Swing Against Breast Cancer®** home run derby.

From Harrisburg to Reading, York, Lancaster and Erie, excitement for this year was at a fever pitch and competition was fierce yet friendly. **Bombs With Burt** from York took home this year's title, edging out **PeoplesBank 4** by just 15 points!

The bat of **John Furlong** saw the most action as it drove five homers out of the park!

Thanks to all batters, volunteers, and fans for a great derby season. A very special thank you to our incredible sponsors for showing their support and making this a highly anticipated summer tradition here in Pennsylvania. We could not do this without your help!

2013 Hall of Fame

Top Three Teams

1. **Bombs With Burt** - 2,350 pts
2. **PeoplesBank 4** - 2,335 pts
3. **Mark & John Furlong** - 2,175 pts

Top Two Individuals

1. **John Furlong** - 675 pts
2. **Blair Beer** - 625 pts



Bombs With Burt



John Furlong



2013 Home Run Derby by the Numbers

- 5 ballparks
- 57 teams
- 13 individual batters
- 195 volunteers
- 24 total home runs
- 5 home runs scored by a single batter - John Furlong
- 2,350 points scored by the winning team - Bombs With Burt



MEDICAL ARTICLE

Clearing A Path To Cancer Cures

An excerpt from an article written by WENDY SODERBURG, originally published by UCLA Today. Reprinted with permission from the author.

Dennis Slamon, M.D. has been selected to receive the 2013 Potamkin Prize at the PA Breast Cancer Coalition Conference on October 15 in Harrisburg. He will be presenting a workshop during the morning's Plenary Session.

Since it was first approved in 1998, the breast cancer drug Herceptin — developed by Dennis J. Slamon and his colleagues at the UCLA Jonsson Comprehensive Cancer Center — has saved the lives of hundreds of thousands of women.

Hailed for his steel-hard persistence in finding new therapies, Slamon, director of clinical/translational research and head of the Revlon/UCLA Women's Cancer Research Program at the Jonsson center, has won numerous major awards for his breast cancer research. Slamon...recently described where they stand in this complex battle against cancer to approximately 40 of the center's friends and donors at the Faculty Center.

One important discovery that led to the development of Herceptin, Slamon said, was the realization that breast cancer is not just one disease, but many. "There is a molecular diversity of human cancers that has largely gone

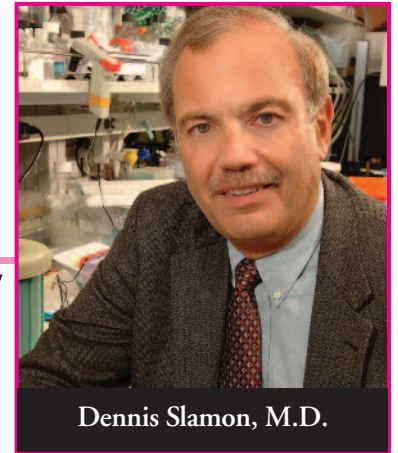
unappreciated, and it's gone unappreciated because we've lumped things together," he said.

Slamon and his colleagues set out to find ways to target their treatments. They took breast cancer cells and mimicked what was happening in their patients, looking at genetic alterations in the genes that regulate growth. One of them was a gene called HER-2, human epidermal growth factor receptor No. 2.

The researchers saw that women who had the HER-2 alteration weren't doing as well because they had a more aggressive tumor. That made it a logical target. Slamon's group found that when they added an antibody to the receptor that the gene made when it mutated, the tumor growth rate dropped dramatically.

The process of identifying the target and validating it in the laboratory worked not just for breast cancer, but for other major malignancies, he said. The UCLA researchers developed models for several cancers, seeing which antibodies worked and which didn't.

"We were using the right therapy for the right patients, dramatically increasing the effectiveness and significantly decreasing the toxicity," Slamon said.

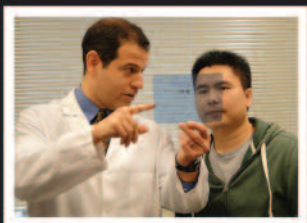


Dennis Slamon, M.D.

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For more information about the Jonsson center and the groundbreaking work of Slamon and his colleagues, visit www.cancer.ucla.edu. To read the full article, please visit pbcc.me/ClearingAPath

Are You a Breast Cancer Researcher?



Each year, the PA Breast Cancer Coalition's **Refunds for Research** program awards \$50,000 grants to outstanding researchers working to find a cure for breast cancer right here in Pennsylvania.

Grant Applications are now being accepted. If you would like to apply for a Refunds for Research grant, please visit pbcc.me/Refunds to download the application.

Grassroots Partners

See more Grassroots Partners photos on our website!



Ta Ta Trot

The 4th Annual Ta-Ta Trot was a runaway success! Over 1,700 people took to the pavement in Sunbury, Northumberland County - both as individuals and as part of teams, as pictured here - to raise over \$73,000 for the PBCC and Geisinger Health System. Runners came from 22 states to take part. Special thanks to all who participated, especially the event committee and in particular, committee leaders **Julie Rockey** and **Cheryl Delsite** for going the extra mile for the PBCC!

Stuffers of Kissel Hill Garden Centers literally helped make hope grow this summer with their Pink Day event held at all 9 of their locations. Two percent of the day's sales and proceeds from employee bake sales totalled \$8,437 for the PBCC. Those who came out to the locations received free popcorn and pink pig watering cans with a donation. Thanks to **Jere Stauffer**, **Steve Gallion** and **Kimberly Carlo** for their leadership of the event and to all those who took part! Mark your calendars for Pink Day 2014 - June 7!



Golf 'Fore' Good: Four Golf Tournaments Raise \$15,000 and Counting for the PBCC

What is better than hitting the links for a round of golf on a beautiful summer day? Doing it to support a good cause, of course!

Making its debut this year was the "Beyond Pink" Golf Tournament held at the Lebanon Country Club. Over 20 teams and 33 sponsors helped make the event a success. \$10,933 was raised from this wonderful event, and an encore has been scheduled for next year on June 16! Thanks to Chairperson **Susan Wood** and the committee of **Debbie Freer**, **Cheryl Newmaster**, **Linda Schneiter**, **Shirley Sellers** and **Kathy Wolfson** for their hard work to put together such a wonderful event!

Mark Zeswitz and **Steve Polanskey** organized the 24th Annual Scrapple Scramble in Mount Joy. The total raised by this foursome scramble tournament was \$1,076. The event has contributed over \$13,000 to the PBCC and we are appreciative of their outstanding support!

The **Armitage Ladies Golf Club** in Cumberland County donated \$3,500 of the proceeds from its golf event to the PBCC. Special thanks to organizers **Anne Bennett**, **Kathy Creola**, and **Dorothy B. Yeich** for thinking of the PBCC this year!

York County was the home of the Out Door Country Club tournament, which raised \$2,000 for the PBCC. Thanks to event organizer **Lynn Newcomer** and PGA Golf Pro **Jason Gebhart** for all their hard work in making the tournament such a success!

Could you host a golf outing for the PBCC? Contact Kristen at 717-769-2301 to get the ball rolling today!



"Beyond Pink" Golf Tournament



Scrapple Scramble

Jeep enthusiasts came out in full force for **Jeeps, Jams for Jugs** at the Dirty 'Ol Tavern in Lancaster. The event included a Jeep Ride and show with prizes for best in class and best paint job among others. Many thanks to all who came out to support the PBCC, especially event organizer **Collette Wagman**. \$857 was raised for the PBCC.

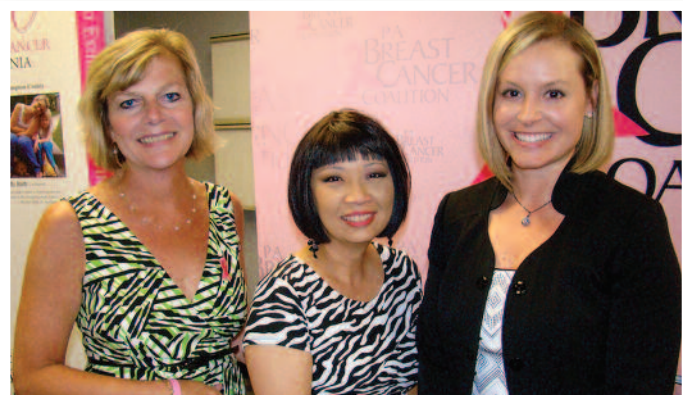


The **Reading Fightin Phils** knocked it out of the park once again with their Mother's Day Breast Cancer Awareness game. Players wore pink jerseys that were raffled off to raise \$3,546 for the PBCC! Thanks to all who continue to make this event such a tremendous success!



Plant the seed in your community and watch it grow statewide - become a Grassroots Partner. To find out how, call **Kristen** at 717-769-2301 or visit PABreastCancer.org

Sacred Heart Hospital in Allentown Hosts Photo Exhibit



Robin Lysek, Lananh Rissmiller and Dr. Cara Guilfoyle spoke at the opening reception.

The Lehigh Valley has always given the **67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania** photo exhibit a warm reception, and this most recent visit was no exception.

Local breast cancer survivors **Robin Lysek** and **Lananh Rissmiller** shared their inspiring stories of survivorship at the opening reception, while Sacred Heart Hospital breast cancer surgeon **Dr. Cara Guilfoyle** spoke about her role in the treatment process. **Pat Halpin-Murphy** shared how thrilled the PBCC is to come to communities like Allentown and others across the state to celebrate local survivors and raise awareness, and how wonderful it is that communities throughout PA are so eager to host the display.

Thanks to Sacred Heart Hospital and the community of Allentown for welcoming the exhibit, and to the PA Department for Health for its continued support.

Penn State Lady Lions Donate \$17,500 to PBCC from 2013 Pink Zone



The Bryce Jordan Center saw a record Pink Zone attendance of nearly 15,000 with 621 survivors among the crowd during the 2013 Pink Zone at Penn State match up against the Michigan Wolverines.

The annual event raised over \$260,000 for breast cancer charities, donating \$17,500 to the PBCC to fund 50 PA Breast Cancer Coalition Conference scholarships and the attention-grabbing pink wrap for the PBCC van.

Many thanks to all who made the event such a tremendous success, especially Pink Zone Executive Director **Miriam Powell**, Lady Lions Head Coach **Coquese Washington**, and fundraising co-chairs **Mimi Barash Coppersmith** and **Joel Diamond**. We look forward to cheering on the Lady Lions and Pennsylvania's breast cancer survivors at the 2014 Pink Zone!



In place of a traditional wedding favor, newlyweds **Alison and Shawn Fink** made a \$534 donation to the PBCC in honor of Alison's mother, **Loretta Heck**, a 5 year breast cancer survivor. Thanks for sharing your special day with the PBCC! We wish you all many years of good health and happiness!

Coming to Your Community

- 9/15 **Bras for a Cause**, Dunmore, Lackawanna County
- 9/22 **Ride the Trail to a Cure**
New Milford, Susquehanna County
- 6/21 **67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania Photo Exhibit**
Market East Regional Rail Station, Philadelphia County
- 10/1 **Color It Pink at the Capitol Fountain**, 11:00 a.m.
Capitol Building, Harrisburg, Dauphin County
- 10/4 **Carlisle First Friday**
Carlisle, Cumberland County
- 10/5 **Westmoreland Walks**
Twin Lakes Park, Greensburg, Westmoreland County
- 10/5 **Fast Pitch for a Purpose**, Shrewsbury, York County
- 10/14 **Pink Party Evening Reception**
Harrisburg Hilton, Dauphin County
- 10/15 **PA Breast Cancer Coalition Conference**
Harrisburg Hilton, Dauphin County
- 11/9 **5k Zombie Race at Field of Screams**,
Mountville, Lancaster County
- 11/22 **2nd Annual Extra Give Campaign**
24 hour online giving marathon (www.extragive.org)

For more info, visit www.PABreastCancer.org/get-involved/




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Lebanon, PA 17042

Take Action. Save Lives.


Demand support of dense breast tissue legislation for women in Pennsylvania. Contact your PA House member today.

YOU can make a difference.



*First Lady Susan Corbett
Honorary Chair*


*Pat Halpin-Murphy
President & Founder*




Join us for the
**PA Breast Cancer Coalition
2013 Conference**
Celebrating 20 Years Strong

Tuesday, October 15th
Hilton Harrisburg


Register today and help us honor our awardees!




Dennis Slamon, M.D.



Mindy Gray



Jeanne Schmedlen



Westmoreland Walks

PA Breast Cancer Coalition 20th Anniversary Special Events

“Color it Pink”

at the State Capitol Fountain
Tuesday, October 1st at 11:00 a.m.
Commonwealth Avenue Fountain

“Pink Party” Evening Reception PBCC Conference Kick-Off

Monday, October 14th from 6-8 p.m.
Harrisburg Hilton, PA Ballroom

PA Breast Cancer Coalition Conference

Tuesday, October 15th
Harrisburg Hilton

Register for the Conference Today! www.PABreastCancer.org