Each October, something special happens in Harrisburg. Breast cancer survivors, advocates, researchers and health care providers from all corners of the state (and from beyond its borders) converge with community leaders and policymakers for a conference full of educational workshops and inspirational speakers in an energetic environment.

Regardless of whether it is your first or fifth conference, you won’t soon forget the experience.

Join us on Monday, October 13 as we celebrate the achievements of our 2014 Pink Ribbon Awardees PA Senator Robert Mensch and Lillie Shockney, Johns Hopkins, at the highly anticipated Pink Ribbon luncheon.

Listen to Dr. Kevin Fox, Penn Medicine, our 2014 Potamkin Prize Winner, present our Grand Rounds Plenary Session on adjuvant therapy of early stage breast cancer.

Learn how Shining Light Awardee Linda Golden turned her survivorship and passion into action to benefit the PBCC and her community.

Scholarships and travel grants are available thanks to the Cary Massa Memorial Scholarship Fund. Apply today at pbcc.me/conf.

Celebrate with us. Live, learn and thrive with us. Don’t miss the 2014 Conference.

To register: pbcc.me/conf
Scholarship and travel grant applications due September 15.
President's Corner

You Can Save Lives: Complete the Dense Breast Survey

Knowledge truly is power. And for thousands of women in Pennsylvania, knowledge can be life-saving.

I was diagnosed with breast cancer at a late-stage because dense breast tissue was masking the tumor on my mammogram. I had no idea it was happening. I didn’t even know I had dense breasts.

Fast forward more than 20 years and breast density confusion is still an issue women face. Because of recent legislation supported by the PA Breast Cancer Coalition and sponsored by Sen. Bob Mensch, mammography centers are now required to notify women of their breast density.

Our next mission is to ensure that those women understand the information they receive about their dense breast tissue. We are launching the Dense Breast Survey to learn what materials and information are actually being presented to women after their mammograms.

Will you help us to ensure women have the knowledge they need? The PBCC has developed a short survey for women who have received a mammogram since February 2014. To take this survey, please turn to page 4 of this newsletter or do it online at pbcc.me/densebreastsurvey.

Take action. Take the survey. Save lives.

PBCC News

June Hoch stepped down from the PBCC board after many dedicated years of service. Thank you, June, for all your hard work and commitment to the PBCC’s mission as a member of the Board of Directors.

We are pleased to announce the addition of William (Bill) T. Miller, Jr. to the PBCC Board. Bill joined S.R. Wojdak & Associates in 2010 after a 32 year career with the Commonwealth of Pennsylvania. He assists the firm’s healthcare clients with developing strategies and solutions to address Medicaid reimbursement issues, as well as other Medical Assistance Program concerns. Welcome to the PBCC Board, Bill!
Marianne Caplan, Shari Dym, and Viki Zarkin are friends and breast cancer survivors whose experiences have inspired them to work to raise awareness and funds for the fight against breast cancer. Here are their stories.

**Marianne Caplan**

I’ve always been around philanthropy, since my grandparents and family members have been raising funds for a research center in Detroit. My mom is an inspiration. She’s tireless and has received awards from the state of Michigan for her efforts. I had a mastectomy in 2010 and as a right-handed competitive tennis player, I was thankful that the cancer was on my left side and not the right side. Once treatment was completed, I wanted to do something and my mom suggested Play for P.I.N.K., which felt like a good fit. Normally all proceeds from Play for P.I.N.K. events go to the Breast Cancer Research Foundation, but I met with their director during a trip to New York and presented my idea to split the proceeds. I believe more people will support an event that also benefits a local organization. I had done research and was impressed with the PBCC’s advocacy and real help for families. When Play for P.I.N.K. realized the scope of our plans, they agreed to sharing the proceeds with the PBCC and have been fantastic to work with.

I emailed all my friends and we formed a committee of twelve which has grown into a sisterhood, with Shari and Viki becoming my right and left hands. We’ve been humbled and overwhelmed by the response from our community. We expect 180 participants and have secured some major sponsors. Alicia Richards, co-anchor of abc27 News, and recipient of the 2012 PBCC Pink Ribbon Award, is our event emcee.

**Shari Dym**

When I was president of Hadassah, we honored Marianne for her philanthropy and athletics. She’s a national player who won a gold medal in tennis in Israel after having breast cancer surgery. Then in 2012, I was diagnosed. I ran into her at the supermarket, burst into tears and said, “I’ve joined your club, and I didn’t want to join.”

Hadassah has a Check It Out program, teaching breast self exams at high schools. Each year I handed out flyers while a survivor and a doctor spoke. When I found the lump in my breast I thought, “Holy cow! I guess I’m next year’s speaker.”

We all have different stories. Marianne had a mastectomy, I had a lumpectomy, and Viki, who is living with cancer, has had everything.

**Viki Zarkin**

In January 2011, my oncologist told me I had untreatable stage 4 metastatic breast cancer. He said there was nothing he could do and to go home and prepare to die. There was no way I was taking that. He had been going on and on about consulting with colleagues and I said, “Now you’re going to listen to me. You will take my opinion into account. I don’t care what you have to cut off me, what you stick in me, what you have to do but I promise I will surprise you and I can take it.” He paused and said, “We’ll start with chemo. No promises.” He listened so I gave him a chance. He is still my doctor today. I never thought I’d have to fight for treatment while fighting to live, but I’ve also had a lot of angels along the way.

“...I found an angel in Indiana doing proton radiation. He spent 200 hours working out a treatment plan for my doctors. I love him. I’ve been to his son’s Bar Mitzvah and he’s traveled to my son’s as well. I’m the luckiest girl around … I just happen to have cancer.”

- Viki Zarkin

### Play for P.I.N.K.

(Prevention, Immediate diagnosis, New Technology, Knowledge)

October 6 at The Country Club of Harrisburg

Shotgun start golf, Tennis round robin, Silent Auction, Scarf Dipping, Yoga, Zumba

Register at [www.playforpink.org/harrisburg2014](http://www.playforpink.org/harrisburg2014)
1. Did your mammogram tell you about your level of breast density?
   ☐ Yes ☐ No
   ☐ I did not get my mammogram results in writing.

2. At the time of your most recent mammogram: (Check all that apply)
   ☐ The doctor explained my breast density to me
   ☐ A nurse or other health care provider explained my breast density to me.
   ☐ My breast density was not explained to me.
   ☐ Other (please list)

3. What breast density category do you have?
   ☐ I do not know
   ☐ Almost entirely fatty
   ☐ Scattered areas of fibroglandular density
   ☐ Heterogeneously dense
   ☐ Extremely dense

4. Have any of the people below talked about your breast density results with you? (Check all that apply)
   ☐ No one
   ☐ My radiologist
   ☐ My primary care/family doctor
   ☐ My OB/GYN doctor
   ☐ Other (please list)

5. If you were told you have dense breasts, has anyone talked to you about added tests?
   ☐ Yes, an ultrasound.
   ☐ Yes, a MRI.
   ☐ No
   ☐ Other (please list)

6. Did you get any other information (e.g. brochure, flyer, web links, fact sheet) on breast density in addition to your mammography report? (Check all that apply):
   ☐ No, I did not get any more information
   ☐ Yes, and it was helpful
   ☐ Yes, but it was not helpful
   ☐ Yes, I got it along with my “results letter”
   ☐ Yes, they gave it to me at the place where I had my mammogram
   ☐ Yes, I found it on their website
   ☐ Other (please explain)

7. How much does the following statement reflect how you feel?
   I have an understanding of breast density and its risks.
   ☐ Strongly Agree
   ☐ Agree
   ☐ Unsure
   ☐ Disagree
   ☐ Strongly Disagree

8. Is there anything else you would like to share about the way you were told about your breast density?
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

If you would like updates on breast density information and follow-up on this survey, please let us know how to reach you.
Name:__________________________________________________
Address:________________________________________________
City:________________________ State:_______ ZIP:___________
Email Address:____________________________________________
Phone Number:____________________________________________
Adjuvant Therapy of Early Stage Breast Cancer: An Interesting History and Never-Ending Story

by Kevin R. Fox, MD, Director, Rena Rowan Breast Center at Penn Medicine’s Abramson Cancer Center and 2014 PA Breast Cancer Coalition Potamkin Prize Winner

The evolution of mammographic screening and greater public breast cancer awareness has led to one remarkable truth: most women diagnosed with breast cancer are potentially curable. In the simplest terms, surgical removal of breast cancer, along with removal of affected axillary lymph nodes may indeed cure the majority of women with breast cancer. However, the troubling fact remains that a significant minority of women, despite such surgery, develop relapses of their breast cancers in places other than the breast, and although they may be treated successfully for many years, are rarely, if ever, cured.

This observation dates back over one hundred years, and in the last forty years, the effort to provide postoperative medical treatment to reduce the chances of such spread of breast cancer, a phenomenon known as “adjuvant therapy”, has been enormous, complex, and quite successful. The historical path taken to achieve these successes has been remarkable, occasionally misguided, but never without the best intentions.

By the early 1980s, oncologists recognized that a few months of chemotherapy would reduce the risk of recurrence, particularly if patients were young, and if they had involvement of their axillary nodes with breast cancer. The drug tamoxifen could do the same, particularly if the patients were older, also had involvement of their lymph nodes, and particularly if their breast cancers contained measurable amounts of estrogen receptor. Within a short time, these recommendations had broadened considerably, and by the late 1990s, not only were many patients receiving both chemotherapy and tamoxifen together, patients were being advised to receive such therapy even if their lymph nodes were cancer-free.

Much breast cancer research in the 1990s became somewhat misguided, with increasing amounts and types of chemotherapy being utilized with little success. The development of the monoclonal antibody trastuzumab, directed against that minority of patients whose cancers contained an excess of the receptor molecule known as HER-2, proved to be one of the few therapeutic successes, when we learned, in 2005, that the risk of recurrence in these patients was striking with the addition of this antibody to conventional chemotherapy and antiestrogen therapy.

Now we find ourselves entering a new era, the era of “genomics”, in which an individual patient’s cancer can be analyzed and this analysis can be used to “redirect” a patient’s therapy to a more useful and less toxic form, in many cases. The successful application of genomic testing has thus far allowed us to identify patients for whom chemotherapy may be completely unnecessary, and the intelligent use of genomics has reduced, rather than increased, the number of patients who receive chemotherapy at all.

The science of genomic testing is only in its earliest stages, and the level of sophistication in genomic testing will grow markedly in the next few years. For the time being, the conventional instruments of chemotherapy and endocrine therapy will remain the care standard for many patients, as will the use of trastuzumab for patients whose cancers bear an excess of HER-2. We remain hopeful that the use of cancer genomics will permit us to refine all therapies to the true need of the individual, minimizing exposure to unnecessary treatments, while maintaining the ever-increasing cure rates for patients with early stage breast cancer.
Over 2,600 physical and virtual “trotters” from each and every one of the 50 states helped take the Ta-Ta Trot in Sunbury to a whole new level! The annual 5K that began with 62 runners in 2010 raised more than $27,000 this year for the PBCC. Thanks to all the Ta-Ta Trot sponsors, volunteers, runners, and walkers along with Julie Rockey, Cheryl Delsite, and the committee that puts it all together each year! We are thrilled to be a part of this incredible event!

Even bikers wear pink for the PBCC! The Brunenville Hotel in Lititz held its 2nd Annual Poker Run to benefit the PBCC. Manager Baylee Bietz organized the run, pig roast, live entertainment, door prizes, and giveaways that made this event such a success! $7,365 was raised for the PBCC through this great fundraiser. Thanks to all who took part!

This year’s Jeeps, Jams 4 Jugs event included a Jeep ride and show, a live band, bounce house, tons of children’s activities, and vendors featuring lots of local shops! This Jeep-enthusiast event, led by husband and wife team Bryon and Collette, wheeled in $3,627 for the PBCC! See you on June 6, 2015!

The 8th annual Pink Zone ladies basketball game held at Penn State drew together nearly 700 breast cancer survivors in a crowd of 12,000 fans to cheer the Lady Lions on to victory. Survivors took the court for a celebration of survivorship at halftime. The PBCC is humbled by the $21,000 donation from the game and thanks Pink Zone Executive Director Miriam Powell and all who took part in making this event a success.

Jim Roberts of Mount Joy took his fourth 4,336 mile trip as part of One Lap of America, a seven day race around the country. Jim added a pink ribbon decal to his car for every $10 donation. He raised $2,720 this year for the PBCC. Thanks, Jim and transit driver Shane Lintner for bringing the PBCC along for the ride!

Golf Events Tee Up “Fore” the PBCC

Golfers hit the greens this summer for the PBCC in a number of different events. The Out Door Country Club event, organized by Lynn Newcomer, Mary Bobst and golf pro Jason Gebhart, raised $2,100 for the PBCC!

The Lebanon Country Club Women’s golf league hosted Beyond Pink, a 4-color tournament where players enjoyed contests and prizes along the course as well as a program and luncheon following play. The tournament netted $7,000 for the PBCC! Thanks to all involved and special thanks to committee chair Susan Wood. Mark June 15, 2015 down for the next event!

The Armitage Ladies Golf Association hosted their “Beyond Pink Rally for the Cure” golf tournament in Mechanicsburg. $3,800 was donated to fund PBCC research initiatives. Thanks to tournament organizers Kathy Creola and Dottie Yeich for their hard work!

The West Shore Country Club in Camp Hill was the setting for this year’s Women’s Harrisburg District Golf Association outing to benefit PBCC. Thanks to all who took part in raising $2,800, especially tournament director Mary Ann Gill, WHDGA President Judy Zaenglein and Vice President Linda Schneiter.

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
Batters Turn Out to Take a Swing Against Breast Cancer in Harrisburg, Lancaster, and Erie

The 7th annual Take a Swing Against Breast Cancer® Home Run Derby, presented by Emerald Asset Management, Inc., kicked off in Harrisburg at Metro Bank Park on June 10th with nearly 100 batters, countless volunteers, and a stadium full of supporters.

Team Hakuna MaTaTa came out swinging for breast cancer survivors and their families, raising $3,623 and earning the title of Top Fundraiser!

Five talented batters were awarded for their high scores! Jody Roof impressed with four home runs and a total score of 625 points; Burt Stormes knocked one out of the park and earned a total of 425 points; Bret Wagner also hit one homer and earned a total of 375 points; Brian Zellers racked up 375 points with two home run balls; and John Furlong rounded out our top five hitters with 350 points!

Harrisburg Mayor Eric Papenfuse also showed his support for breast cancer survivors in Pennsylvania by taking a few hits and sporting an event jersey!

A little rain couldn’t stop PBCC supporters from making the trip to Clipper Magazine Stadium in Lancaster on June 21. Our Statewide All-Star sponsor, Emerald Asset Management, Inc., was out in full force, hosting a silent auction and bringing plenty of batters to swing for the fences. A special thanks to Clipper Magazine Stadium for donating the stadium for the day.

A batter from the team Donegal 16U Baseball, Jarod Kashner, earned one of five custom Take a Swing Against Breast Cancer winner bats with a score of 350 points! Three others won custom bats with scores of 350 points—Greg Gunter, Matt Odenthal, and John Furlong, who hit two home runs! Nathan Nickel also took home a bat with a score of 335 points!

The title for Top Fundraiser at Lancaster was earned by the Wright Brothers who showed up big for breast cancer survivors, fundraising over $1,900!

A big thank you to Joe Besecker and Emerald Asset Management, Inc. and all of our sponsors and batters for their support this derby season!

Pink Day was in full bloom at each of the eight Stauffers of Kissel Hill Garden Centers throughout Central PA. Stauffers gave away watering cans to those who made a donation, held employee bake sales, and donated 2% of the day’s sales to the PBCC - raising $8,337! Thanks to all involved in this growing fundraiser!

Koppy’s Propane, Inc. of Williamstown delivers more than propane in its special pink truck - the PBCC received 1 cent for every gallon of fuel delivered. This fueled the PBCC’s research initiative by $6,188 this year! The PBCC is thrilled to partner with Kara Tucker and everyone at Koppy’s Propane.

COMING TO YOUR COMMUNITY

For more information on these events and others coming to your community, visit pbcc.me/events.
MARK YOUR CALENDAR!

**Pink Party**

**Sunday, October 12 from 6-8 pm**
Join us for this FREE event at the Harrisburg Hilton to kick-off the PA Breast Cancer Coalition Conference. Let’s party in PINK as we celebrate and honor YOU-- the PBCC’s grassroots partners, volunteers, sponsors, supporters and survivors.

**SPONSORSHIPS STILL AVAILABLE!**
To sponsor contact Lucy Gnazzo at 717-731-8279 or gnazzo@msn.com.

JOIN US FOR A FREE WEBINAR

**November 5 @ 7:00pm**

**Treatment Options for Triple-Negative Breast Cancer**

Dr. Edith Mitchell, MD, FACP
Clinical Professor, Medical Oncology
Sidney Kimmel Cancer Center at Thomas Jefferson University

Register at PABreastCancer.org

Ask questions. Get answers!

PA Breast Cancer Coalition Conference

**LIVING, LEARNING, THRIVING!**

**Monday, October 13**
Harrisburg Hilton

Register today at www.PABreastCancer.org