

Front Line™

On the front line in the battle against breast cancer.

PBCC CELEBRATES BREAST CANCER AWARENESS MONTH AT ANNUAL KEYSTONE BREAST CANCER CONFERENCE

It was an event filled with inspiring survivor stories, the latest medical updates in the breast cancer community, and hard-working volunteers doing their part to help. The PBCC's October 5-6 Keystone Breast Cancer Conference had something for everyone, bringing together sponsors and powerful grassroots advocates.

The conference is a success because of the incredible sponsors, volunteers, staff, presenters and exhibitors who make it all possible. We say a special **thank you** to all of you. Visit our website at www.pabreastcancer.org/kbcc2004.html to see more pictures from the conference, and keep your calendars clear for next year's event . . . October 18-19, 2005 at the Harrisburg Hilton.



PBCC Honorary Chair, Leslie Anne Miller, delivered the Keynote address at the Pink Ribbon Awards Luncheon.



Jonathan Newman, Chairman of the PA Liquor Control Board, received the PBCC's Pink Ribbon Award at the conference luncheon. Here he celebrates with his wife, Nancy, and his mother, PA Supreme Court Judge Sandra Schultz Newman.



Fran Soistman, President & CEO of HealthAmerica HealthAssurance, Eastern Region (far left) is pictured here with the IU 13 School to Work Transition Center of Ephrata, PA. The students and their teachers received the PBCC's Volunteer Award at the Legacy of Love reception, sponsored by HealthAmerica HealthAssurance.



Charlotte Asherman (right), retired PBCC Executive Director and Pink Ribbon Awardee, shares the day with Executive Director Heather Hibshman.

Pat Halpin-Murphy

President and Founder, Pennsylvania Breast Cancer Coalition

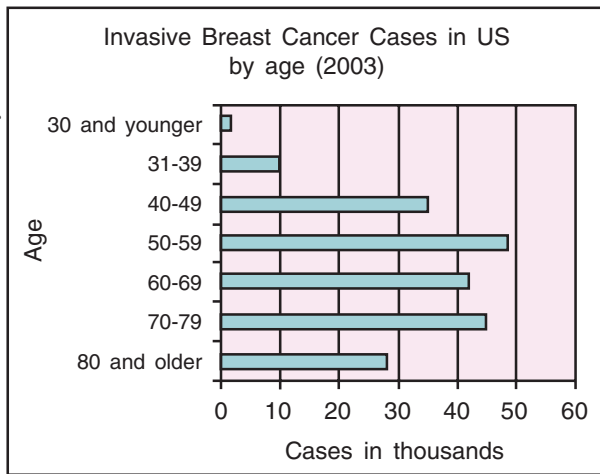
a message from



Women in their forties are at high risk for breast cancer. In fact, over 30% of breast cancers are diagnosed in women ages 40-49. The state program that provides free screening mammograms for uninsured or underinsured women can help women only over age 50. What happens to an uninsured woman in her forties who wants to take care of her health and knows that she should start having yearly mammograms starting at age 40?

Join with the Pennsylvania Breast Cancer Coalition and breast cancer advocates across the state in our campaign for free mammograms for women over forty. The PBCC is working with the Governor's office, the PA Department of Health, and the legislature to extend coverage to women in their forties. When the legislation is introduced in the new Legislative session in 2005, the PBCC will call on advocates to urge their legislators to extend free mammograms to uninsured women in their forties.

Source: American Cancer Society



 **TOGETHER**
we can win this fight!

PBCC WELCOMES BONNIE HARR TO THE BOARD

In October, the PBCC elected Bonnie Harr to its Board of Directors as Southwest Vice President. Bonnie is Chief Operations Officer for Aestique Medical Center in Greensburg. She is a registered nurse and is the Director of Medical Spa Programming, integrating mind/body/spirit care.

Bonnie's involvement with the PBCC has been outstanding. She hosted an Income Tax Check-Off event in Greensburg, she has served as both presenter and moderator at our Keystone Breast Cancer Conference, she was selected for our Scientific Training Seminar, she served on the planning committee to bring our traveling photo exhibit to her community in 2003, and most recently, received our 2004 Shining Light Award for outstanding commitment to breast cancer advocacy.

In her own county, she helped to organize "Westmoreland Walks", an annual event that has generated thousands of dollars for the PBCC's outreach and advocacy efforts. Bonnie is a wonderful asset to the board, and we admire her dedication to our mission of *finding a cure for breast cancer now...so our daughters won't have to.*



Bonnie Harr receives the Shining Light Award from PBCC President, Pat Halpin-Murphy.



Survivor Spotlight

Ida Tonui
Carlisle, PA



Ida (right), pictured here with Dolores Magro, PBCC Patient Advocate, at the 2004 Keystone Breast Cancer Conference.

Ida Tonui is 46 years old and a mother of two, a 28 year-old daughter and an 8 year-old son. She first visited the U.S. in 1999 when her husband was invited to the Army War College. They returned to Kenya in 2000. Last year, Ida fled her country to escape her husband's abuse. She had a mammogram after hearing a speaker at the YWCA talk about early detection, and breast cancer was discovered.

How did you react to the diagnosis?

I was in shock and denial. No one in my family ever had breast cancer. I had a lumpectomy followed by 6 rounds of chemotherapy, then 35 radiation treatments. I will be on Tamoxifen for five years. I worried about losing my hair, but it grew back more beautiful than it was before!

Tell us about being in a support group.

My advice to all breast cancer patients is to join a support group. You see that you are not alone. You see the survivors, many who have survived a long time and you are encouraged. A support group opens the door to learning from other women's experiences.

Twice a year our support group goes out to dinner. I went to the recent dinner out. We all wore pink ribbon pins, or hand-knitted scarves with pink ribbons. Others in the restaurant could see we were breast cancer survivors. We were laughing so hard and having such a good time. It must be good for people to see that breast cancer is not the end of laughter and not the end of life.

How has breast cancer changed you?

I was raised in a Christian family, but I attended church as a formality and enjoyed going

them to be perfect in every way. Now I listen and am more patient.

What have you learned?

This was all a blessing in disguise. If I were still in Kenya, by now I would be dead. I would not have thought about getting a mammogram. Even if I did, I wouldn't get the medical attention I had here. A woman I knew in Kenya had breast cancer. There was a fundraiser to send her to the U.K. for treatment. She had to sell her land to help pay for it. The PBCC is a blessing. I will never forget the PBCC saying we will not rest until we find help for

"The PBCC is a blessing. I will never forget the PBCC saying 'we will not rest until we find help for you'. I was so happy I cried."

because I sang in the choir. When I was able to return to this country, and then received medical help and after all I've experienced, I learned it is God's will and everything happened as He planned.

I am more patient. I am the 5th of 8 children, yet I was always the leader. They never made a decision without me. I wanted

you. I was so happy, I cried. When I came to this country I never expected my life to become what it is and to meet the people I have met. Breast cancer has made me see a lot of things, especially how everyone in America is so concerned and kind. Almost everyone I have met has been good to me. God has been good to me.

**The PBCC thanks all of our generous sponsors for their contribution to this year's
Keystone Breast Cancer Conference**

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Breast Conservation Treatment for Early Stage Invasive Breast Carcinoma and Ductal Carcinoma in Situ (DCIS)

By Lawrence J. Solin, M.D., F.A.C.R.

With the increasing use of screening mammography, breast cancers today are most commonly detected at an early stage, including both early stage invasive breast carcinoma and non-invasive ductal carcinoma in situ (DCIS). Breast conservation treatment is an accepted alternative to mastectomy for the majority of these patients. Breast conservation treatment typically includes removal of the primary tumor in the breast (lumpectomy or excisional biopsy), lymph node staging (sentinel lymph node biopsy or axillary lymph node dissection) for patients with invasive carcinoma, and definitive radiation treatment. Breast conservation has been shown in multiple randomized studies to achieve survival outcome equivalent to mastectomy with very long-term follow-up.

The median age of newly diagnosed breast cancer patients is in their 50's. Improved detection and treatment have led to increasing survival for breast cancer patients. The effects of radiation can be seen years, even decades after treatment, and therefore, long-term outcome studies after definitive radiation treatment are critical to understanding and refining contemporary treatment programs for newly diagnosed breast cancer patients.

Research studies from the Department of Radiation Oncology at the University of Pennsylvania have focused on different aspects of breast conservation treatment. Breast conservation treatment has been used at the University of Pennsylvania since the late 1970's. These patients have been followed and carefully studied to determine the long-term outcomes after breast conservation treatment. These long-term outcome studies have been important to optimize and refine contemporary aspects of breast conservation treatment, to maximize cure, and to minimize potential toxicity associated with radiation.



*Lawrence J. Solin,
M.D., F.A.C.R.*

*Hospital of the University
of Pennsylvania; PBCC's 2004
Potamkin Prize Awardee*

A database has been established at the University of Pennsylvania for patients treated with definitive radiation for DCIS of the breast.

Uncommon, but clinically important, endpoints (for example, contralateral breast cancer, second malignant neoplasm, and salvage after local recurrence) have been studied, as these events are important in that small patient subset for which they occur.

Recent research work has focused on the use of breast MRI (magnetic resonance imaging). Breast MRI can improve the ability to detect the extent of disease in the breast with the known cancer as well as to screen for cancer in the opposite breast. When used in addition to conventional breast mammography (x-ray of the breast), breast MRI appears to be able to improve the definition of the primary breast cancer, thus allowing improved local treatment, both surgery and radiation treatment.

Ductal carcinoma in situ (DCIS) is another area of research interest. A multi-institutional, international database has been established for patients treated with definitive radiation for DCIS of the breast. This database is housed at the University of Pennsylvania where I have been one of

the lead investigators for this study since the early 1990's. The power of combining many DCIS cases from a number of institutions allows for long-term outcome to be evaluated for a large number of patients.

The overall focus of these research studies from the University of Pennsylvania has been on clinically-oriented advances in the management of breast conservation treatment. The objective is to refine and improve contemporary treatment for newly diagnosed breast cancer patients. This research will hopefully lead to important advances in the management of understanding of patients undergoing breast conservation treatment for early stage invasive breast carcinoma and ductal carcinoma in situ (DCIS).

Grassroots Partners across the State



On the 4th of October, CIBER, Inc. held the Second Annual Golf Event benefiting the PBCC. Sixty golfers arrived Monday morning at the Dauphin Highlands Golf Club to participate in this golf event, which raised over \$3,200! We would like to extend our sincere appreciation to CIBER, Inc. for holding another successful event.

In September, Smokehouse Crafts in Littlestown, PA, held their first annual Breast Cancer Benefit Weekend fundraising event to benefit the PBCC. PBCC Board Member, Maggie Mudd, shown here with friend, Judy Carter, commended Smokehouse Crafts for their community outreach and fundraising. The Breast Cancer Benefit Weekend raised over \$850. We would especially like to offer our heartfelt thanks to Timbrel Wallace, of Smokehouse Crafts, who organized the event.



The Divas of Jazz took the stage on October 15th at Christopher's Casual Dining & Spirits in Lancaster and raised a whopping \$16,220! One of the highlights of the night was the excitement of a fast-paced auction. The most fevered bidding race was for a Heinz Ketchup bottle signed by none other than Teresa Heinz Kerry! Here you can see Alice Sanders, PBCC board member, with Lani Coelho, who won the ketchup bottle in a bidding war. The PBCC would like to send out genuine thanks to all sponsors, performers, and attendees for making this the biggest and best year yet!



Joyce Hoffman, a friend of the PBCC, passed away July 23 at the age of 48. She was retired from Utz Quality Foods in Hanover and enjoyed volunteering at the Eichelberger Performing Arts Center and the Hanover Historical Society. In lieu of flowers, Joyce's family kindly asked that donations be made to the PBCC. In addition to that tribute, Utz Quality Foods sponsored a fundraising golf event. Together with the golf event and donations, \$9,675 was contributed in Joyce's memory. We express our gratitude to Joyce's family members and co-workers for thinking of the PBCC in their time of loss.



In August, Astra Zeneca, one of the world's leading pharmaceutical companies, supplied recently diagnosed women with PBCC Friends Like

The Flying Colors Art Group held their annual Flying Colors Art Show October 22-24 at the Montgomery School in Chester Springs. Susan Petersen Finan and Maureen Mesher, of the Flying Colors Art Group, were all smiles at this fundraiser to benefit the PBCC. They raised almost \$1,500 on their opening night!



Me Care Packages through a donation of \$4,000 to the PBCC's Friends Like Me program. We thank AstraZeneca for this generous donation. Special thanks to Drake Nakaishi for thinking of us.



If you know of a special way to support the PBCC, please call Dolores Magro at 610-622-3390 or email dolores@pabreastcancer.org.

PBCC Traveling Photo exhibit visits the Laurel Mall, Luzerne County



PBCC Development Director & Patient Advocate, Dolores Magro joins Rep. Todd Eachus and Beverly Hernandez, Luzerne County Exhibit Participant at the exhibit opening at the Laurel Mall.

In spite of nasty weather, a large crowd turned out for the 67th opening reception of "67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania" at the Laurel Mall on Thursday, October 21. The reception, which kicked-off the 10 day display, featured PBCC Development Director & Patient Advocate, Dolores Magro; Virginia Savage, Marketing Director of the Laurel Mall; Brenda Roman, a local breast cancer survivor; and Beverly Hernandez, the Luzerne County Exhibit Participant.

Can YOU host the PBCC's photo exhibit?

Has the PBCC's traveling photo exhibit "67 Women - 67 Counties: Facing Breast Cancer in Pennsylvania" been to your county lately? We are currently taking site requests for the Fall 2005 and Spring 2006 schedule. If you are interested in hosting the exhibit and know of a site with 1500 to 2000 square feet, we would love to talk with you!

Contact Jen Fetich at jennifer@pabreastcancer.org or 800-377-8828 x101 for more information. The exhibit is sponsored by the Pennsylvania Breast Cancer Coalition and funded by the Pennsylvania Department of Health. For images of the exhibit or to learn about the logistics of hosting the exhibit please visit <http://www.pabreastcancer.org/women.html>.

We are looking for breast cancer survivors to participate in our traveling photo exhibit. We need survivors from Cambria, Crawford, Indiana, Juniata, Mifflin, Tioga and York counties. If you are interested in representing your county in this powerful display, contact Jen Fetich at 1-800-377-8828 x 101 or jennifer@pabreastcancer.org.



Pat Ashton (left) with Miss America 2002 Katie Harman at the 2002 PBCC Keystone Breast Cancer Conference.

In Fond Memory

In August, the PBCC lost our dear friend Pat Ashton to breast cancer. Pat moderated workshops at the annual Keystone Breast Cancer Conference, participated in the Scientific Training Seminar, and always had a warm smile on her face. Pat represented the PBCC at numerous events and health fairs in the Harrisburg area, raising awareness about breast cancer issues and encouraging others to activism. The PBCC was honored to be invited to speak at her memorial service, and we join her family in mourning her loss.

Coming To Your Community

January 22

Alpha Kappa Alpha
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"67 Women - 67 Counties"
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Annville, PA

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Finding a cure now...
So our daughters won't have to.®



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Leslie Anne Miller, Esq.,
General Counsel to Governor Edward G. Rendell,
PBCC Honorary Chair

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