

Be Educated, Empowered, and Inspired at the PA Breast Cancer Coalition Annual Conference™

2010 PA Breast Cancer Coalition Awardees



Pink Ribbon Awardee
U.S. Senator Robert P. Casey, Jr.



Pink Ribbon Awardee
Martin's Potato Chips



Potamkin Awardee
Thomas Julian, MD



Shining Light Awardee
Rosalyn Evans

The *Healing Value of Humor* may inspire you, *Cutting Edge Treatment: Intraoperative Radiation* will educate you, and *Yoga: A Balanced Approach to Surviving Breast Cancer* can empower you. These workshops - along with a number of others offered throughout the day - make up the core of the PA Breast Cancer Coalition Annual Conference™.

At the heart of the conference is the Pink Ribbon Awards Luncheon where attendees will enjoy a great meal, the good company of fellow attendees, and hear from the 2010 Pink Ribbon Award recipients U.S. Senator Robert P. Casey, Jr. and an executive from Martin's Potato Chips on how they have contributed to the fight against breast cancer.

Registration for this full day conference includes a continental breakfast, the Plenary Session/Grand Rounds, the Pink Ribbon Awards luncheon, a conference totebag, and access to all conference workshops and the Exhibit Hall featuring numerous vendors. There is a special Bring a Friend discount available for those registering in pairs for this one of a kind conference. For those who would like to attend but need help to do so, partial and full scholarships are available. Applications can be downloaded from the PBCC website at www.pbcc.me/conf.

Register online at www.pbcc.me/reg or by phone at 1-800-377-8828 x104. Don't miss out on this year's conference! Register today!

PA Breast Cancer Coalition Annual Conference™
Wednesday, October 13 ♦ Harrisburg Hilton



Insurance for those with pre-existing conditions now available.

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I N S I D E
THIS ISSUE

The 2010 Home Run Derby was a smashing success. Check out our recap!



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FRONTLINE™

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1-800-377-8828

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President's Corner

Pat Halpin-Murphy

No Insurance for Pre-Existing Conditions? Help is Here.



Pennsylvania recently announced PA Fair Care, which is Pennsylvania's health plan for uninsured adults with pre-existing conditions. This plan is temporary, but it will offer transitional insurance coverage for women who have had breast cancer until the broader coverage provisions of the new federal health insurance law go into effect in January 2014.

Benefits under PA Fair Care include preventive care, physician services, diagnosis and treatment of illness or injury including laboratory tests, hospitalization, therapy services, emergency accident and medical care, prescription medications, and hospice, among others.

Enrollees pay a subsidized premium of \$283.20 monthly for the plan, which is administered statewide through a contract with Highmark Blue Shield.

For more information, please visit www.pafaircare.com or call 1-888-767-7015.



Are You Eligible?

- Are you a resident of the Commonwealth of Pennsylvania?
- Are you a citizen or national of the United States or lawfully present in the United States?
- Have you been uninsured for six months prior to the date you are applying for coverage into the program?
- Do you have a pre-existing condition?

If You Answered Yes to All of the Above, You May Be Eligible.

Bucks County Hosts 67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania Exhibit

The PBCC's traveling photo display, *67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania*, premiered at the Citibank-Warrington in June. The location was chosen as a great place to reach out to women as they ran errands and went about their daily lives. "It was an excellent opportunity to raise awareness of breast cancer among busy women who may not have had the opportunity to see the exhibit otherwise," said Pat-Halpin Murphy, PBCC President & Founder.

Opening reception speakers included **State Representative Katharine M. Watson**; **Debbie Jankowski**, Coordinator of the Breast Health Initiative at St. Mary Medical Center; survivor and Citibank employee **Velma Miles-Roberson**; and Bucks County exhibit participant **Patti Kostrubiak**. The PBCC's Lehigh Valley Vice President Sandy Cray emceed the evening's events.

Special thanks to Citibank's **Kandace Bowens**, who served as committee chair, Citibank for hosting the exhibit, and the PA Department of Health for funding and supporting the exhibit.

Emcee and PBCC Lehigh Valley Vice President **Sandy Cray** is joined by PBCC consultant **Bonnie Squires**; **Patricia Beadling**, Chief of Staff for Senator **Stewart Greenleaf**; and **Representative Katharine M. Watson** at the Bucks County opening reception.



Nillie Wright, Delaware County exhibit participant is joined by her husband Greg and their daughters Julie and Emily in front of her photo in the exhibit.

Survivor Spotlight

Illuminating the lives of breast cancer survivors

Nadean Sitter Erie County



Ed and Nadean enjoying their trip to St. Martin.

Nadean Sitter is Women Veterans Program Manager for the Dept. of Veterans Affairs in Erie, PA. She is married to Ed Sitter and has two children, Stephanie (27) and Lily (20). Nadean represents Erie County in the PBCC's traveling photo exhibit "67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania," along with other members of the Linked By Pink support group.

Diagnosis and Treatment

I was 42 years old when my then-husband Matthew was diagnosed with colon cancer. Taking care of myself wasn't a priority for me during the time that he was sick, until the disease took him when I was 46. A few years later I met a very nice man named Ed and we got married and prepared to move from Pittsburgh to Erie in October 2008.

Since I'd be changing jobs and insurance coverage when we moved, I decided to take care of all my medical tests first, including a mammogram. The radiologist who looked at the results was more thorough than anyone I had ever met before. He said he didn't see anything that worried him but he thought it would still be a good idea to follow up with an MRI because my breasts are dense, and there was scar tissue from breast reduction surgery I had undergone. Both of those factors made the mammogram difficult to read. When I hadn't heard anything a week after having the test, I assumed that no news was good news. Still, I called my gynecologist to follow up, and learned he wanted me to have a biopsy.

I think it's important to note that I stayed an advocate for myself. At any point along the way it would have been easy to say, "Oh, I don't have to call the doctor. It must be okay." I didn't let up though, until I had all the information. That's paramount. I was diagnosed with invasive ductal carcinoma. I met with the surgeon who said that without the MRI, the tumor wouldn't have shown up on a mammogram for at least two or three more years, at a much later stage. He said, "I've looked at your mammogram and the ultrasound and the results looked fine to me. I wouldn't have ordered the follow-up. I want to know who you have up

there looking out for you." I said, "I know who it is. It's my husband."

Listen to Your Gut Feelings

When I got the diagnosis, I wasn't sure who I was more worried about telling. My new husband's wife had died of cancer, and my children had lost their dad to cancer. I chose to be treated by my late husband's oncologist because I trusted him, and because even when Matthew was sick he always took time to look out for me. I knew that whatever happened, he would take care of Ed too. I kept apologizing to my husband because he had to sit in the same surgical waiting room where he had learned that he was going to lose his late wife.

The day I had my surgery, I saw Dr. Abrams, the radiologist who had originally recommended the MRI. He was walking down the hallway of the hospital, and I called to him and asked if he remembered me. He said that he did because that ultrasound was one of the hardest he'd ever had to do. I told him he had saved my life, and that brought tears to his eyes. Dr. Abrams said just don't ever stop listening to your gut feelings.

Being Positive

Someone asked me if it's hard being positive with all I've been through. The way I see it is that being positive means that you give as much quality as you can to every day that you have, whatever your limits are. I like to joke about my surgery and breast cancer. I had some issues about the v-shaped cut out of the side of my breast and said to my husband, "I need to get my self-esteem back." He heard me wrong and said, "Why do you need a steam bath?" That still makes me laugh. Ed and I love to travel and he has introduced me to the joys of the Caribbean. I am learning to relax on the beach with a margarita. I even got brave enough to go topless on the beach and I didn't care about my scars.

My whole experience with breast cancer reminds me of the Eleanor Roosevelt quote, "Women are like tea bags. You don't know how strong they are until you put them in hot water."

"At any point along the way it would have been easy to say, 'Oh I don't have to call the doctor. It must be okay.' I didn't let up though, until I had all the information. That's paramount."

-Nadean Sitter

2010 Home Run Derby Marks a Triple for the PBCC

PA Association of Community Bankers Knocks Another Derby Out of the Park

Forty-one home runs was the final tally recorded in July during the Take a Swing Against Breast Cancer Home Run Derby. Eleven stadiums throughout the state played host to the PA Association of Community Bankers and the PBCC, as well as all of the batters, sponsors, fans, and volunteers who turned out to take part in the event's third year.

Over \$87,000 has been raised to date this year from the home run derby, which will help the PBCC continue to serve the more than 9,000 Pennsylvania women diagnosed with breast cancer each year and the more than 100,000 women living with the disease in Pennsylvania and their families.

"Pennsylvania's community bankers are proud to step up to the plate to take a swing against breast cancer. It's a disease that truly affects everyone—we all have mothers, and most of us have sisters, daughters, and wives. Community bankers put their customers first, and that includes rallying around an organization such as the PA Breast Cancer Coalition. We're energized by the first three years, and are looking forward to continuing our partnership for many more," said **Frank Pinto**, President of the PA Association of Community Bankers.

Plans are already underway for next year's Home Run Derby, so keep checking www.pahomerunderby.org for details for next year's events, as well as a complete recap from each stop this year.

2010 Hall of Fame

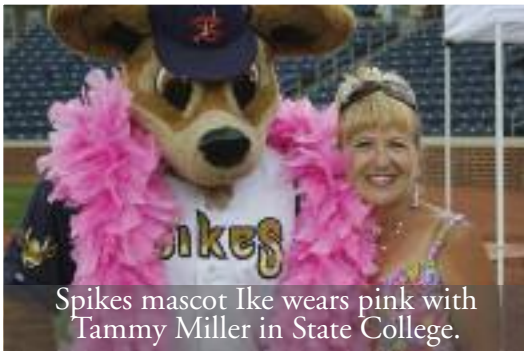
Statewide Top Teams

1. Three Guys & a Senior, Altoona – 2,130 pts.
2. Marquette Savings Bank Team 2, Erie – 1,910 pts.
3. TESCO Tools Team 4, Erie – 1,785 pts.
4. Rep. Boback Team 2, Scranton – 1,745 pts.
5. ParenteBeard, Lehigh Valley – 1,740 pts.
Team Rep. Boback Team 1, Scranton – 1,740 pts.
7. First Federal Savings Bank Team 1, Washington – 1,690 pts.
8. Wilkes University, Scranton – 1,685 pts.
9. Chesapeake Energy, Reading – 1,680 pts.
10. Community State Bank of Orbisonia, Altoona – 1,660 pts.

Statewide Top Single Batters

1. Bill Klenoshek, Washington – 600 pts.
2. Greg Gunter, Lancaster – 510 pts.
3. John Furlong, Reading – 460 pts.
4. John Furlong, Reading – 445 pts.
5. Andy Welcomer, Scranton – 370 pts.
6. Greg Gunter, Reading – 360 pts.
7. Devin Wolfe, Scranton – 345 pts.
8. Sen. Rich Alloway, Harrisburg – 335 pts.
9. John Furlong, Lancaster – 285 pts.
10. Owen Bowermaster, Reading – 280 pts.

WWW.PAHOMERUNDERBY.ORG



Spikes mascot Ike wears pink with Tammy Miller in State College.



Frank Pinto steps into the batters box.



A batter in Reading is caught mid-swing.



Congressman Chris Carney and Pat Halpin-Murphy showcase the pink bat awarded to the winning team.

Statewide Winners

TEAM

Three Guys and a Senior had a score of 2,130 and participated at the Altoona Curve event on July 22.



SINGLE BATTER

Bill Klenoshek had 600 points at the Washington Wild Things stadium.



Rep. Karen Boback (center), Rep. Sandra Major (center right), and Senator Lisa Baker (far right) stepped up to the plate with friends.

Clinical Trials: The Sentinel Node

by **THOMAS B. JULIAN, MD** Associate Director of Medical Affairs, NSABP, Associate Director Allegheny Breast Center, Professor of Human Oncology Allegheny General Hospital Cancer Center

For more than 50 years, clinical trials have played a role in the diagnosis, treatment and outcomes of breast cancer. New concepts based on sound biological principles and rationale are compared in these trials to existing standards of care. With rigorous controls and oversight, the trials offer each patient an opportunity to receive therapies that challenge existing treatment standards, with the expectation that the new treatment will match or surpass the standard of care. In a nutshell, these trials lead to a new standard of care for the next generation of women.

There is no doubt that clinical trials have altered the surgical treatment of breast cancer. In an early NSABP trial, B-06, lumpectomy and radiation challenged the need for disfiguring mastectomy. The NSABP B-04 study set the stage for evaluating the need for axillary lymph node removal, which led to research into biopsy of the sentinel lymph node, the intense pathology evaluation of its metastatic disease, and the predictive values of the positive sentinel node. Clinical trials are currently providing answers about whether a complete axillary dissection is needed after a negative sentinel node biopsy, if an axillary dissection will reduce regional recurrence if the sentinel node has low-volume micrometastatic disease, or if an axillary dissection performed for negative or positive sentinel nodes will affect long-term outcomes such as survival.

Clinical trials carried out by the NCI's cooperative oncology groups lead the way. In the

largest randomized trial for sentinel nodes, NSABP B-32, technical outcomes related to identification rates, false-negative rates, and intraoperative pathology assessment of sentinel nodes have been reported. This trial has also examined and published results about morbidity factors such as arm lymphedema and pain related to sentinel node biopsy, both of which are less than with axillary dissection. At the recent 2010 ASCO meeting, NSABP B-32 results documented that sentinel node biopsy alone for the negative-node patient delivers the same survival and disease-free survival as does axillary dissection, indicating that the more invasive procedure is not needed. At the same meeting, results from the ACOSOG Z-11 sentinel node trial indicated that patients with one or two positive sentinel nodes may not require axillary dissection in order to have improved survival outcomes.

Without well conducted clinical trials, the information and options available to women who receive a breast cancer diagnosis, knowledge that empowers women to make critical decisions about their own care, would be virtually nonexistent.

We live in a time when mortality and morbidity are decreasing for women who receive a breast cancer diagnosis. To keep up this momentum, clinical trials and the cooperative oncology groups need the support not only of current and former patients but of the general public so that more refined and successful treatments become a reality.



Thomas B. Julian, MD

“Without well conducted clinical trials, the information and options available to women who receive a breast cancer diagnosis - knowledge that empowers women to make critical decisions about their own care - would be virtually nonexistent.”

-- Thomas B. Julian, MD



Dr. Julian will present more information on this topic at the 2010 PA Breast Cancer Coalition Annual Conference Plenary Session, *Sentinel Node Biopsy in Breast Cancer*. For more information on Dr. Julian and the conference schedule, visit

WWW.PABREASTCANCER.ORG/CONF

Grassroots Partners

Across the State



Play It Again for Charity
Hanson Brothers Events



The Hanson Brothers of *Slap Shot* movie fame swapped hockey sticks for golf clubs and hit the green instead of the ice for the first ever **Paint the Links Pink Hanson Brothers Golf Open**. The four person scramble was a big hit among those who attended and had a chance to golf with the Hansons. The next day, the Hansons picked up their hockey sticks and skates and made their way to Klick Lewis Ice Arena for the **Paint the Rink Pink** game. The weekend's events 'netted' \$14,000 for the PBCC, adding to the grand total of nearly \$45,000 donated by **Play It Again for Charity** over the past five years. A special shout out to **Rob Ziemba** and **Jon Jehrio** for their continued support!



It may have been a simple walk through the town of Lititz for those who participated in the **Linden Hall 3K Walk**, but for the women with breast cancer in Pennsylvania who are supported by the PBCC, it was a ray of hope. Walkers of all ages (including some four-legged friends) helped make the event a success. Our thanks to the event organizers and all those who participated for going that extra mile!

Taking mom out to the ballgame was the order of the day for those who attended the annual **Reading Phillies Mother's Day game**. Despite the cold temperature, our hearts were warmed by the display of pink on and off the field. The players wore pink jerseys that were auctioned off after the game. Over \$6,700 was raised, making it yet another grand slam for the PBCC! Thanks to the staff, players and the fans in the stands!



The Ephrata High School Baseball Team raised \$628 through the sale of pink wristbands and donations for the PBCC. Thanks for the help!



The Northeast Rockers hooped it up to the tune of \$3,600 for the PBCC this year. We appreciate all of your efforts!



Jean Putt, Event Organizer

To honor the memory of **Lisa Horning**, a beloved teacher who passed away after a long battle with breast cancer, **Brecknock Elementary** chose the PBCC as an organization to support during their "Because Brecknock Cares" day of service. They collected and donated over 560 items to the PBCC, which included items such as books, handmade cards, and silk scarves. These items were used in the PBCC's Friends Like Me care packages, which are sent to newly diagnosed breast cancer patients. Why was the PBCC chosen? A teacher's daughter saw the PBCC pink van!



The Central York Middle School Volleyball Team spiked and aced their way to a \$910 donation to the PBCC. Many thanks to the players, fans, and coach **Karen Kauffman** for their hard work!

Plant the seed in your community and watch it grow statewide - become a **Grassroots Partner**. To find out how, call Sarah at 717-721-2580 x107 or email sarah@pabreastcancer.org

PBCC Awards Grant to Researcher at Lankenau

Through the PBCC's Income Tax Refunds for Breast & Cervical Cancer Research program, Dr. Janet Sawicki of Lankenau Institute for Medical Research was awarded a \$50,000 grant to continue her research on *Targeted DNA-Based Nanotherapy*. PBCC President & Founder Pat Halpin-Murphy and PBCC Honorary Chair & Executive Director of the PA Commission for Women Leslie Stiles visited Lankenau Hospital to present Dr. Sawicki with her award. George Prendergast, PhD, President & Chief Executive Officer of Lankenau Institute of Medical Research and PA State Senator Edwin Erickson also attended to recognize Dr. Sawicki.

Since 1997, the Refunds for Research program has raised over \$2.7 million which has been distributed to PA based researchers.

Request for Applications are now being accepted for PBCC's Income Tax Refunds for Breast & Cervical Cancer Research Grants. The grant funding cycle is July 1, 2011 – June 30, 2012. To download the Request for Application (RFA) visit www.pbcc.me/tax. Letters of Intent are due on September 15, and full applications are due by October 22.



Dr. George Prendergast, President & CEO of Lankenau Institute of Medical Research; Leslie Stiles, PBCC Honorary Chair and Executive Director of the PA Commission for Women; Pat Halpin-Murphy, PBCC President & Founder; Dr. Janet Sawicki, 2010 PBCC Refunds for Research Grant Recipient; and PA Senator Edwin Erickson participated in the press event.

REFUNDS FOR BREAST CANCER RESEARCH



Emma ~ 1 year old

Your state tax refund
TODAY can ensure
her *tomorrows*.



WWW.PABREASTCANCER.ORG/TAX

1.800.377.8828

Coming to Your Community

- 9/25 5th Annual Ride the Trail to a Cure Trail Ride
Penn State Mont Alto Campus - Michaux State Forest, Franklin County
- 9/28 - 10/7 67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania
Hanover Hospital, Hanover, York County
- 10/1 Bosom Buddy Pajama Party, Eisenhower Hotel, Gettysburg, Adams County
- 10/2 9th Annual Westmoreland Walks, Inc.: Taking Steps Against Breast Cancer Walk
Twin Lakes Park, Greensburg, Westmoreland County
- 10/8 Strawberry Square Awareness Fair, Harrisburg, Dauphin County
- 10/9 7th Annual Lois Orange Ducoeur Walk, Charleroi, Washington County
- 10/10 Country Dancing for a Cure Basket Bingo, Newville, Cumberland County
- 10/12 & 10/13 Evening Reception & PA Breast Cancer Coalition Annual Conference
Harrisburg Hilton, Dauphin County
- 10/22 Flying Colors Art Show, Chester Springs, Chester County
- 10/25 - 11/7 67 Women, 67 Counties: Facing Breast Cancer in Pennsylvania
New Castle District Library, Lawrence County

For more information, visit www.pabreastcancer.org/events

AUCTION

Starting 9/15, you can bid on a 22" liquid crystal Sharp TV to benefit the PBCC.

Visit:

WWW.PBCC.ME/EBAY
to make your bid!

Many thanks to Craig Thorne and Sharp Electronics Corporation for donating the TV to the PBCC.



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REGISTER
NOW

Wednesday,
OCTOBER 13

*Annual
Conference*

PA Breast Cancer Coalition
Annual Conference



EDUCATE. EMPOWER. INSPIRE.

Wednesday, October 13, 2010

Harrisburg Hilton | One North Second Street | Harrisburg, PA

REGISTER TODAY AT: PBCC.ME/REG

WE WANT YOU

*to join us for the PA Breast Cancer
Coalition Annual Conference.*

Wednesday, October 13, 2010
Harrisburg Hilton

Survivors, advocates, family members,
health care professionals, and community
and corporate leaders come together with
a common goal of *finding a cure for breast
cancer now...so our daughters won't have to.*"

Don't miss out. Register today!

Sponsorship opportunities
are still available!

Contact Dolores Magro at 1.800.377.8828 x 302

To register, call 1.800.377.8828 x104 or visit

WWW.PABREASTCANCER.ORG/CONF