Legislative Reception . . . . . . Cover
Mission Statement . . . . . . 2
Executive Director . . . . . . 2
A Personal Journey . . . . . . 3
Advocacy . . . . . . . . . . . . . 4-5
Think Before You Pink . . . 6
Volunteer Spotlight . . . . . 7
Advanced Breast Cancer . . . 8-9
Our Programs . . . . . . . . . 10-11
Programs Update . . . . . . . 12
Valued Volunteers . . . . . . 13
Healthy You . . . . . . . . . . 14-15
Tee’d Off at Breast Cancer . . . 16-18
Friends Remembered . . . . . 20
Poetry . . . . . . . . . . . . . . . 22
Fundraising Friends . . . . . 23
Our Donors . . . . . . . . . . . 25
United Way donors . . . . . 28
Upcoming Events . . . . . . . 30
Support BCCR and Volunteer Form . . . . . . . . . . . . . . 31
Lives Touched, Lives Celebrated . . . . . . Back Cover

Ninth Annual Terri Schmitt Legislative Reception

This election year has brought a number of issues to the forefront, notably health care. Feelings run strong on many issues. One goal, however, is bipartisan and universal: We want to see an end to the need for pink ribbons.

That was the sentiment of more than one speaker who gave brief remarks at our ninth annual Terri Schmitt Legislative Reception on August 8th to an audience of legislators, Coalition members, and visitors, all interested in the role advocacy plays in the progress toward better treatments, a cure, and, ultimately, the prevention of breast cancer.

Named for Rush Town Supervisor Terri Schmitt, who died in 2002 at the age of 43, the annual event draws legislators from all levels of government, and their representatives, and is an open and welcoming environment for members of the public to meet their representatives, and – equally as importantly – give both new and veteran legislators the opportunity to meet breast cancer survivors, hear our stories, and ask their own questions about issues important to women and men dealing with cancer and other health care.

continued on page 4
The summer light is dwindling and days are getting shorter. Everywhere we look, people are scurrying to drink in the last warmth of September before the chill sets in. Autumn has arrived and, with it, an array of color that reminds us of the beauty of our region. Firewood will be stacked, cider will be mulling, warm quilts will come out of storage and October will, officially, be upon us. In the midst of it all, we hope each of you has a chance to bask in the season's bountiful offerings and celebrate your lives!

In case you are new to this, October is Breast Cancer Awareness Month. The staff, volunteers, and members of the Breast Cancer Coalition community are busily preparing for the weeks ahead.

It sometimes seems that everyone wants in on the (fill in the blank)-for-a-cure action. Certainly, we as a culture are almost universally aware of breast cancer. Pink campaigns abound and it is rare to meet anyone who has not heard about early detection, the importance of screening, and expensive tests that, so far, have not given us the cure we work so hard to claim.

Yet, for those of us living with a history of breast cancer, or who have been touched in any way by this disease, breast cancer awareness cannot be confined to one particular month.

Each week, every month and all year long, I meet with those newly diagnosed with breast cancer and my heart aches for each of them. Though I know it is critical to survivorship, it is hard to celebrate screening and early detection when so many women (and men) are doing everything right, yet are diagnosed with aggressive cancers, late diagnoses (even when screened every year), Her2neu positive cancers, Estrogen/Progesterone negative cancers, invasive cancers, node-positive breast cancers, even metastatic breast cancers. Doing. Everything. Right. I feel a sense of urgency. I am impatient.

When it comes to breast cancer, there are often more questions than answers. We join in celebration of every success. Small incremental steps continue to be made, but these are not enough, and they distract us from the medical failures that abound. Collectively, our country spends more than a billion dollars each year on breast cancer research. Though breast cancer deaths have dropped ever so slightly, the numbers pale next to what we spend in dollars and the attention given to the disease.

The conversation needs to change. The focus needs to move towards prevention. We need to understand what causes the shift, physiologically, that allows breast cancer to happen. To that end, prevention IS the cure.
Dominique Boller entered the world of frequent doctors’ visits, repeated hospitalizations, and the challenges of balancing work and family amidst a chronic illness in 2000, when she was diagnosed with lupus, an inflammatory disease that can affect different parts of the body. As a single mother with a young son to consider, her situation was all the more uncertain at times. Fortunately, Dominique’s family stood behind her and together they made their way through the ups and downs of living with a condition that was, at times, debilitating.

Then, in October of 2009, after experiencing a sudden, dramatic weight loss due to illness, Dominique noticed a lump in one of her breasts. She called her doctor, who was able to see her that afternoon. An ultrasound was done, then a biopsy was ordered, which took place a few days afterward. Dominique was at work when she received the phone call from her doctor with the results: the diagnosis was breast cancer.

“Things started moving really fast after that,” she continues. At a follow-up ultrasound appointment, to help answer her plethora of questions, Dominique was given the phone number for the Coalition. She called and spoke with Tracey, our Program Coordinator, who scheduled a one-to-one meeting with our Director that week. From there, Dominique was matched with a PALS Mentor, and began to attend Brown Bag Friday lunches. Having found a community of open-armed and open-hearted survivors, Dominique was able to move past her initial frustration. “I realized I do have the power to control some of this, which gave me hope.”

Dominique began the process of consulting with doctors and surgeons, and assembled a group of health care providers that not only met her needs, they clicked with her family members as well. “That was important to me. It was as important for them to be able to communicate with my family as it was for them to be a good fit for me,” Dominique says, and calls her health care team “awesome.”

Just before Thanksgiving that year, Dominique underwent a mastectomy. She did not opt for reconstructive surgery, and a big factor in that decision was the fact that with lupus, the body tends to reject implants, even if they consist of the person’s own tissue. Afterwards, Dominique and her doctors decided that the next step in her treatment would be chemotherapy. Since one of the hallmarks of lupus is a chronically low white blood cell count, and since chemo would cause those numbers to drop even further, Dominique’s levels were carefully monitored and boosted with self-administered shots of neupogen, a medication that boosts white blood cells. Even with these precautions, there were times when treatments had to be delayed due to low blood counts. Dominique took it all in stride, waiting until her counts came within an acceptable range to continue treatment, and finished chemotherapy in June of 2010.

Radiation, which might have been the next line of therapy for someone in Dominique’s position, was foregone in her case. With lupus, her ability to heal from its effects was uncertain. One of the driving factors behind her cancer was determined to

Continued on page 19
issues. This networking took place over plates of fabulous hors d’oeuvres and cool beverages.

Holly Anderson, our Director, was one of many who thanked legislators for their support, saying that the ongoing working relationships between breast cancer advocates and representatives have grown solid over the last few years. Board member Katherine MacBeth Clark spoke of her friendship with Terri, a woman “whose laugh filled the room … [who] knew that BCCR needed a strong foundation and became involved.” She was, said Kathy, a woman whose passion for getting things done was quickly applied to cancer issues upon her own diagnosis.

Issues targeted for advocacy efforts in New York State in the last few years have included insurance coverage for oral chemotherapy and other vanguard treatments, support for the Affordable Health Care Act, and involvement in education and advocacy support for larger environmental

continued on next page
issues, such as anti-fracking activities.

We all have a voice. Health equity, environmental responsibility, and ensuring that breast cancer remains an important focus of research attention is something we can all work together on, in whatever way each of us chooses to make our voice heard.

“Breast cancer is a non-partisan issue”, said Board Chair Patty Cataldi, who is also a member of the Webster Town Board. “Cooperation and collaboration, even in the midst of a contentious political atmosphere, will make those pink ribbons go away.”

The Coalition’s Advocacy Committee meets the second Tuesday of each month at 1 p.m., and meetings can be attended by conference call. Personal attendance is not necessary. We also visit local legislators’ offices in Rochester and in Albany. We welcome all interested members of the community; please call 473-8177 with any questions.
Social change movements have played a crucial role in creating new realities in the United States and around the world. From the AIDS movement to the recent Tea Party and Occupy Wall Street efforts, change is exploding all around us. What are the factors that influence groups of people to take collective action to drive change? What can those of us working to accelerate the end of breast cancer by 2020 learn from other social change movements? A distinguished panel of experts on social change was assembled at the National Breast Cancer Coalition’s 2012 Annual Advocate Summit this past May to share their insights and key learnings.

Ali Ambre, MSJ, CQ Roll Call, reflected on the recent emergence of the Tea Party. Ali explained that the Tea Party tapped into the frustration of the American people and succeeded in getting everyone talking about the issues. They used grassroots tools such as facebook, discussion boards, and weekly conference calls. And they stayed focused on the core message – the need for responsible financial spending in the US. The key learning point for us is the need to be very focused with our message and to tap into

As Breast Cancer Action so frankly puts it, “despite better treatments and increased access for many women, 40,000 women still die from the disease each year.”


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When I first arrived at the Breast Cancer Coalition of Rochester for my summer internship, I was not expecting to gain all of the vital information I would soon require over the coming weeks. Little did I know, and little does the public know, that breast cancer and its possible links are truly enormous, and many things may contribute to its causation. Growing up with family members who, unfortunately, contracted the disease, I have always contributed by giving donations, participating in walks, and offering my support whenever needed or possible. Prior to my internship, I was unaware of the things people with cancer are interested in, and what they wish they could change - besides not have cancer at all. But soon enough, I learned that there was a lot to talk about. Let me start by saying not only does the Coalition offer their incredible empathy during their many support groups, but they also rally for laws to change, on local, state and national levels. They are the ones actually petitioning for change and pushing for regulations in the local community and beyond. Whether getting signatures on petitions and sending them to the governor’s office or doing research on the harms of hydrofracking and the like, the Coalition is, in one word, dedicated. Being surrounded by these incredible women, whose commitment to seeing an end to the disease is truly mind-blowing, I was given my own opportunity to make a difference and possibly reveal a side of the breast cancer industry others may not have had exposure to.

During my time at the Coalition, I worked on a campaign called Think Before You Pink, an idea the Coalition has partnered with Breast Cancer Action to promote, intended to raise awareness about where consumer dollars go when buying pink ribbon paraphernalia. Little does the public

continued on page 29

continued on page 24
Our annual Pink Ribbon Run and Family Fitness Walk has been near and dear to the hearts of many at the Coalition, having taken place every Mother’s Day for eleven years. Coordinating this event is no small undertaking, and at the helm are two very special people: Debra Bonsignore, Event Director, and Bix DeBaise, Race Director. Both have worked hard through the years to grow and develop the event, our largest fundraiser of the year. It has become an unparalleled groundswell of community support for those who are dealt a breast cancer diagnosis, and those who care for and about them.

In September of 2001, with Holly Anderson as the new Coalition’s new Executive Director, work began toward the goal of creating a run and walk that truly belonged to the organization. It was two weeks after the 911 tragedy, and charitable groups of all kinds struggled to find funds. Money that was normally donated to various causes went - very rightly so - to help with the aftermath of the disaster. It was an uphill battle for community groups to secure needed funding. But Coalition members, used to undertaking difficult tasks, forged ahead. The following spring, with the many details of the upcoming run/walk weighing heavily upon her, Holly enlisted the help of Debra, who she knew from the community as someone who could pull all the loose ends together. Debra expertly and joyously rose to the occasion, became the Event Director, and worked tirelessly to oversee the very first run and walk, called Steppin’ Out With Heart and Soul. It was held on the campus of St. John Fisher College and was a huge success, generating much needed funds for the growing Coalition. It was also the beginning of a Mother’s Day tradition for many that has grown in size and scope every year since. Debra has been in charge of the event throughout its existence.

In addition to her work with the Coalition, Debra is a Senior Trade Broker in the Media Division at IMS Barter, and is involved in greyhound rescue. Her smiling face being kissed by one of her beloved greyhounds has graced billboards around town.

Bix DeBaise came into the Coalition as the newly widowed husband of Terri Schmidt, Past Chair of the organization. An avid runner, Bix sprinted in to help with the event, followed closely by several members of his family. He became the Race Director in the third year of its existence. Under its new moniker, The Pink Ribbon Run and Family Fitness Walk, this was the first year it was held at Ontario Beach Park. In the ensuing eight years, Bix has devoted many, many hours seeing to the myriad details of planning and executing the race, which is a registered event open to women of all ages. From taking care of the licensing, to setting the course, to seeing that the needs of the runners are met, to coordinating the small army of volunteers needed for the smooth operation of the event, Bix orchestrates it all with an eye to detail.

An established artist in his own right, Bix’s perceptive eye is reflected in his paintings, some of which have graced the walls of our Center. Others have been auctioned at our autumn gala, the ArtRageous Affair. One in particular holds a permanent place of honor at the Coalition: Chelsea’s Hope (above). Featuring Terri’s mother, Terri herself, and their daughter, Chelsea, the painting imparts a powerful message to all affected by breast cancer.

continued on page 13
**T-DM1: Breakthrough or One Small Step?**

- By Pat Battaglia

T-DM1 made headlines recently after Genentech presented the results of their Phase III clinical trial of the medication during the annual ASCO Conference this past June. Using a new approach to zero in on cells that overexpress the HER2 growth factor, TDM-1, or Trastuzumab Emtansine, is a drug-antibody conjugate in which the targeted monoclonal antibody trastuzumab, also called Herceptin, is chemically linked with the potent chemotherapeutic drug DM1, or maytansine. This “armed antibody” is designed to deliver its toxic payload to tumor cells while sparing others. About one in five breast cancer diagnoses are HER2 positive; they go into overdrive producing a factor that enhances further growth.

T-DM1 was tested on nearly one thousand women with HER2 positive advanced breast cancer who were no longer benefitting from treatment with herceptin. With the new treatment, these women’s cancers remained in check, or what is known as progression-free survival, for an average of about 9.6 months. Average time until disease progression for those in the control group, who received Xeloda and Tykerb to treat their disease, was 6.4 months. The long term difference in overall survival between the two groups is not yet known.

While a percentage of women in both groups experienced severe side effects, that rate was slightly less in the T-DM1 arm of the study; 41% of those on TDM1 versus 57% of the control group. Women on the new therapy did not experience the rash, nausea and vomiting, and hair loss of those in the control arm of the study. Side effects of TDM1 included low platelet counts and elevated liver enzymes.

Unanswered questions still remain about T-DM1’s long term effectiveness: will cells become resistant to this new combination of drugs? Is there an overall survival benefit? If so, how much? The cost of this therapy is another unknown.

As Genentech moves forward with plans to seek FDA approval for T-DM1, they are conducting additional studies of the medication. While it may not be the breakthrough or magic bullet that has been reported by some, it could prove to be an incremental step in advancing the treatment of metastatic disease. But we need to know more before that call can be made. Stay tuned.

2.)http://bcaction.org/2012/06/27/breast-cancer-treatments-news-updates/

For more information:
Pertuzumab

On June 8, the FDA approved the use of pertuzumab (Perjeta) in combination with trastuzumab (Herceptin) and the chemotherapy docetaxel in women with HER2 positive metastatic breast cancer who were previously untreated for the disease. Data released at the San Antonio Breast Cancer Symposium in December 2011 showed this combination of drugs delayed tumor progression by six months, with the greatest benefit seen in estrogen receptor negative tumors.

However, since the full data from the trial will not be released until later this year, it is difficult to assess the implications of pertuzumab treatment for patients. Of particular concern is the focus on progression-free survival, while overall survival rates are unknown at this time. Additionally, with higher rates of febrile neutropenia and diarrhea in the study group, and considering the high price tag of this drug, the fact that pertuzumab has been approved without going through the typical review process is of concern. Breast Cancer Action, a national advocacy group from San Francisco, has outlined these concerns to the FDA and is monitoring the situation closely.

For more information: http://bcaction.org/2012/06/27/breast-cancer-treatments-news-updates/

Tykerb

GlaxcoSmithKiline, makers of Tykerb (lapanitib), withdrew their application seeking FDA approval for the use of the medication in combination with Herceptin for patients with HER2 positive...
Our Programs at the Breast Cancer Coalition of Rochester... all FREE of charge!

BC 101
This program provides information and support to those who are coping with a breast cancer diagnosis. The goals of the program are to assist participants in managing the complex tasks and emotions of a breast cancer diagnosis and to empower women to be their own self-advocates as they proceed through treatment, recovery and survivorship. Our professional facilitators are eager to provide a safe, comfortable atmosphere where information can be absorbed and assimilated, while formulating a strategy for coping with each individual’s breast cancer experience.

Tuesday Night Breast Cancer Support Group
This discussion-based support group, led by Claire Gladwell, RN, meets regularly here at the Coalition. Join with others coping with a diagnosis of breast cancer, share your experiences and lend your support. We meet every three weeks on Tuesday evenings from 5:30 to 7 pm. Though no registration is required, please call for the next meeting date.

Thursday Night Breast Cancer Support Group
This discussion-based support group, led by Peg DeBaise, LMFT, meets bi weekly and is perfect for those who are newly diagnosed with breast cancer, or for those within the first two years following the end of treatment. Meets the 1st and 3rd Thursday of the month from 5:30-7:00 p.m. This is an open support group- no registration required.

Friends & Family Support Group
For those who have a friend, partner, or family member who has been diagnosed with breast cancer, we extend an invitation to a special group designed to offer support and guidance. This group, led by Peg DeBaise LMFT, meets on the second Thursday of each month from 5:30 until 7:00PM. When the caregiver (male or female, any age) needs support, we’re here for you! An RSVP is appreciated, as light refreshments will be served, but don’t let the fact that you haven’t called in advance keep you away. Please call 473-8177 for more information or to RSVP.

Brown Bag Fridays
At the Breast Cancer Coalition! Any given Friday at noon finds a group of women conversing over anything from the latest research on Herceptin to our own locally-funded research initiatives… from hair loss to funky re-growth… from neoadjuvant therapy to the latest clinical trials… from acid reflux to exercise… from recurring dreams to friends and family’s behavior… from prosthetics to bathing suits… from American Idol to ‘The Amazing Race’... and on and on. Feel free to bring your lunch and BCCR will provide delectable desserts.

This is a non-traditional support group, which is exactly what many of us have been looking for. Brown Bag is a drop-in program. There is no need to call ahead.

For information regarding our programs offered for those living with advanced breast cancer, please see page 9.
Peer Advocates Lending Support: P.A.L.S. SM

Peer advocacy is at the core of the philosophy behind the Breast Cancer Coalition of Rochester. In that spirit, we have developed the PALS Program. The concept of this program is simple: individual breast cancer survivors reach out to those who are new to the disease, providing a foundation of caring through one-to-one contact, helping them to connect to resources in the community, and working hard to instill confidence in the face of a difficult situation. Please call to learn how you can become involved as a mentor, or if you would like to be enrolled in the program after your own diagnosis to receive some much needed support and a pack of goodies.

Book Club

What if a traditional support group isn’t for you, but you still like the idea of participating in a supportive community following a breast cancer diagnosis? Join our Book Club! The Book Club meets on the 4th Thursday of the month, from 6:00-8:00 p.m. Participation is limited and sign-up is required. To reserve your seat, learn the next book selection, or to suggest a book, call Jean at 473-8177.

Voices & Vision:
A Writing Workshop for People with Breast Cancer

This program gives people with breast cancer an opportunity to explore and express their feelings through writing. The warm and supportive group is led by a professional instructor. Not only has writing proven to be very therapeutic for breast cancer survivors, but this program is much loved by participants. Workshops run in five week cycles on Tuesday evenings and advanced registration is required. This workshop is limited to 12 participants.

Gentle Yoga

On Monday evenings, you can find women stretched out on our floor doing Gentle Yoga taught by Susan Meynadasy, a registered yoga trainer. Yoga sessions began in Spring 2005 and have been in high demand ever since. Sessions run in six week cycles and the class is limited to 14 breast cancer survivors. Advanced registration is required.

Young Survivor Soiree

What is a young survivor? Only an individual can determine whether or not the term fits. It could apply to a woman of any age, but it usually refers to those between the ages of 20 and 50. A young survivor can identify with those who have been dealt a breast cancer blow in the midst of a career climb, or while raising children; or perhaps with those whose family plans have been derailed by breast cancer treatment. Four times a year, young survivors gather at the Breast Cancer Coalition for our Young Survivor Soirees. These get-togethers are an informal way to meet and hang out with other survivors who have faced a similar journey. The next meeting date will be in November. Please call if you would like to be added to the invitation list.
Change can be difficult. For many people reading this article, change may have come in the form of a breast cancer diagnosis. Or change may have affected us when someone we love was diagnosed with breast cancer. Regardless of the circumstance, I think we all can agree that change happens to every individual – whether we like it or not. As for myself, while I am not a breast cancer survivor, I have learned a tremendous amount from those who are survivors about how one handles and deals with change.

When I came to work at the Coalition three years ago, I believed I was going to work for a non-profit. And I did. But what I didn’t know was that this twelve year old (at the time) non-profit was much more than that. I have been employed at other community agencies in the past, but never have I been involved with an organization that, years after its doors opened, has a growing, passionate, and dedicated community of volunteers, program participants, board members, survivors, and staff. For the past three years, I have seen nothing but growth, dedication and passion to propel the Coalition’s mission: to provide support to those touched by a diagnosis of breast cancer. I am honored to have been on the front lines and meet almost all who came through our doors. I have been touched by the stories of strength and courage that it takes to face a diagnosis of breast cancer. I have also been amazed at those who are not breast cancer survivors, but cheerfully volunteer by distributing newsletters, joining a fundraising committee, or even doing office work when staff needs some additional support. It has been wonderful to know and work alongside the Board of Directors for the Coalition. I have volunteered at health fairs with Board members, listened to them lead committees as the Committee Chair, and worked with them when it was “all-hands-on-deck” during a busy “crunch-time”. I also cannot say enough about the dedicated staff that give their heart and soul to those who need support.

Change, welcome or not, is a part of life. I have enjoyed working
We would like to extend our sincere appreciation to the wonderful volunteers who helped make our 10th Annual “Tee’d Off At Breast Cancer” Golf Tournament on July 30 such a great success. Special thanks to Brenda Tartaglia and Betty Podlesh, who stayed at Brook-Lea Country Club all day - from registration through dinner - helping in a variety of ways. A big thank-you goes out to all who helped make this year’s tournament such a fun and special event!

During the weekend of the Park Avenue Festival, the weather went from one extreme to the other. Saturday gave us 100 degree temperatures and Sunday’s thunderstorm made the day a complete wash out. Our dedicated volunteers stayed right through it all, enjoying the great music and food. We had a blast selling raffle tickets and getting signatures on the Deadline 2020 petition. Many Park Avenue Festival regulars stopped by our booth to say “Hello” and to see what was new this year. On one of the hottest days of the year, Karen Destino, Marianne Sargent, Rose Agins, Mary Jo Provenzano, and Marianne Siracusa were there to help. Later that sweltering day came Tom & Lori McJury with their beautiful daughter Maura. Michelle Cook and her mother, Laurie, also pitched in, as did Betty Digby. Sunday started out to be a beautiful breezy morning, and Marcy Lazio, Jennifer Townsend, Rebecca Soloman, and Nancy Weinman pitched in, along with the dynamic duo of Betty Miller and Connie Schmeer. The darkening sky did not deter Judy and Harry Wood, Nicole Knight, or Phyllis Connelly, who all stayed and got soaking wet with Angie, helping to close it out. All in all it was a great weekend. Thank you all!

Want to Help?
See page 31 of this issue for a volunteer form you can fill out and mail to us. Or check our website, www.bccr.org, for an online form. Your help will be deeply appreciated.

“Faced with what seems like an impossible task, a group of folks will do well to remember the African proverb: When spider webs unite they can tie up a lion.”

- Johnnetta B. Cole
The USDA coined a new term in its 2010 dietary guidelines: the word “SoFAS”. It isn’t something you sit on. SoFAS is shorthand for a very commonly found combination of high-calorie foods in the standard American diet; solid fats (SoF) and added sugars (AS).

Solid fats are those that are solid at room temperature, including animal fats such as beef, chicken, and pork; butter and other dairy fats; some vegetable fats such as palm kernel oil, coconut oil; and the hydrogenated fats found in shortening and most margarine.

Sugar, the other half of the SoFAS equation, is found in many forms. Sugars are added to foods for flavor; to provide bulk, texture and browning qualities to baked goods; as a preservative; and to counteract the acidity of some foods. The list of different types of added sugars is long, and includes white sugar, brown sugar, corn syrup, maple syrup, fructose, and maltose, and many more. Fruits and some other foods contain a fair amount of natural sugars. These are not added sugars, and fruit contains many vital nutrients.

SoFAS are found in baked goods such as cookies, cake, sweet breads, ice cream and other frozen treats, and many sweetened beverages. And when you combine a fast food burger with a soda, you can surpass the recommended quotient of SoFAS in one meal.

In addition to being implicated in a number of health concerns such as obesity, diabetes, and heart disease, SoFAS are “energy dense”: they provide a large number of calories but do not contain other important nutrients such as vitamins, minerals, and fiber. In short, they are empty calories. This becomes a problem when these foods comprise too large a proportion of the diet. The USDA guidelines recommend that for most people, no more than 5 to 15 percent of total daily calories should come from SoFAS. That percentage is much higher in the typical American diet: about 35 percent.

The guidelines recommend replacing energy dense SoFAS with nutrient dense foods such as vegetables, fruits, whole grains, and low fat or fat free dairy products. Using liquid oils to replace solid fats whenever possible is also suggested. There is credible evidence to suggest that naturally occurring solid fats, such as unrefined coconut and palm oils, are safe and healthy consumed in moderation along with a balanced diet.* While options abound in the choice of cooking fats, it makes sense to use them judiciously and avoid those that are highly processed.

When in the grocery store, try shopping around the perimeter of the store. The produce and other foods that must be kept under refrigeration – the fresh selections – are all there. Choose sparingly among the center aisles, where many of the highly processed foods are kept.

Better still, support your local farmer’s market. Food that hasn’t traveled far is much more likely to be at its peak freshness and flavor. Or join a CSA (Community Supported Agriculture) to become part of the process of bringing food from the farm to your table. These organizations are available in many communities.

A world of culinary delights awaits when you investigate recipes containing fresh ingredients. The variety of tastes, textures, and colors of these foods is astounding. Recipes don’t have to be complicated; continued on next page.
ROASTED LEMON-PARMESAN CAULIFLOWER WITH CAPERS

Ingredients

1 Lemon
1 Large head cauliflower, trimmed and cut into bite-size florets
2 TBs extra-virgin olive oil
1/4 Tsp sea salt
1/4 Tsp freshly ground pepper
1/2 Cup finely shredded parmesan cheese, plus more for garnish
2 TB capers, rinsed

Makes 4, 1 cup servings.

Recipe from EatingWell, www.eatingwell.com

• Position rack in lower third of oven: preheat to 450°F. Coat a large rimmed baking sheet with cooking spray.

• With a sharp knife, remove skin and white pith from lemon and discard. Working over a small bowl, cut the lemon segments from their surrounding membranes, letting the segments drop into the bowl. Drain the juice from the segments.

• Toss the lemon segments, cauliflower, oil, salt and pepper on the baking sheet and spread evenly. Roast until starting to soften and brown, stirring once halfway through, 25 to 30 minutes.

• Sprinkle parmesan and capers over the cauliflower, stir to combine. Garnish with more parmesan if desired.

PARMESAN SPINACH CAKES

Ingredients

12 Oz. fresh spinach (remove tough stems) or frozen, thawed and well drained
1/2 Cup part-skim ricotta cheese, or low-fat cottage cheese
1/2 Cup finely shredded parmesan cheese, plus more for garnish
2 Large eggs, beaten
1 Clove garlic, minced
1/4 Tsp salt
1/4 Tsp freshly ground pepper
Optional: A pinch of nutmeg

• Preheat to 400°F.

• Pulse spinach in three batches in a food processor until finely chopped. Transfer to a medium bowl. Add ricotta (or cottage cheese), parmesan, eggs, garlic, salt and pepper; stir to combine.

• Coat 8 cups of a muffin pan with cooking spray. Divide the spinach mixture among the 8 cups (they will be very full).

• Bake the spinach cakes until set, about 20 minutes. Let stand in the pan for 5 minutes. Loosen the edges with a knife and turn out onto a clean cutting board or large plate. Serve warm, sprinkled with more parmesan if desired.

Makes 4 servings, 2 spinach cakes each.

Recipe from EatingWell, www.eatingwell.com

SoFAS continued

remember that fruit is the original fast food. There’s no need to feel guilty about the occasional indulgence – the birthday cake or grandma’s chocolate chip cookies – when the mainstays of your diet are good, wholesome fare. Getting of the SoFAS isn’t about deprivation. It can be fun, interesting, and oh, so delicious! ➜

*www.nytimes.com/2011/03/02/dining/02Appe.html?pagewanted=all

For an eye-popping, mouth-watering approach to fresh cuisine, visit: www.tastandsavor.com

For more information:

www.mayoclinic.com/health/added-sugar/my00845

health.nytimes.com/health/guides/nutrition/sweeteners/overview.html

www.choosemyplate.gov/weight-management-calories/calories/solid-fats.html
Participants at the tenth annual “Tee’d Off At Breast Cancer” Golf Tournament enjoyed sunny skies and warm temperatures at Brook-Lea Country Club on Monday, July 30th. Special thanks go out to co-chairs Sean Patton and Lee Cordero for securing more sponsors than ever, including – for the very first time - not one, but two Eagle Sponsors at $2,500 each. Everyone on the planning committee deserves applause for this year’s tournament, which was praised by many participants as the best one yet. Longtime committee members Susie Smith, Jerry Valentine, Charlot & Remo Rossi, Sylvia Cappellino, Connie Zeller, and Holly Anderson were joined by newcomers Rick Dougherty, Cindy Dykes and Kay Kolb. Of course, we couldn’t host a successful event like this without the tremendous effort of our volunteers, many who returned after assisting in previous years, and a few newcomers who helped make the day fun and successful.

A beautiful day for golf!

And they’re off!

Event photos taken by Ria Tafani
OUR GENEROUS SPONSORS

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Dorothy O’Brien – in memory of Linda Keith

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Wambach Garden Centers
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Windsor Cottage
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High fivin’ it on the green!

Monroe County Clerk, Cheryl Dinolfo, enjoying dinner with golfers.
TOURNAMENT RESULTS

1st Place Men's Flight
Wynn Bowman
Adam Chen
Rick Dougherty
Alan Roides

1st Place Women's Flight
Cheryl Deyle
Lori Hawkins
Kay Kolb
Rasalie Pusateri

1st Place Mixed Flight
Patti Keyes
Julie Overbeck
Dan Overbeck
Jeff Sanger

Closest to Pin Women
Stella Slaight

Closest to Pin Men
David Zippin

Long Drive Women
Donna Patton

Long Drive Men
Dave Bard

Our dedicated golf committee:
Front: l to r, Susie Smith, Sylvia Cappellino, Charlot Rossi, Connie Zeller, Cindy Dykes. Back: l to r, Kay Kolb, Remo Rossi, Lee Cordero, Sean Patton, Jerry Valentine

Darlene Toole doing the splits!
with team members Greg Murphy, Dave Bard and Josh Zamiara

A few of our lucky raffle winners
displaying their prizes.

Sylvia Cappellino (second from left) enjoying lunch with fellow golfers

FOUR!
be estrogen, so Dominique was given injections of lupron to suppress her ovaries, and began a five-year course of tamoxifen, a drug sometimes referred to as an anti-estrogen. The injections ended in October of 2010, and Dominique continued on tamoxifen until recently. After developing a blood clot, and as the role of tamoxifen in this situation is unclear, Dominique’s medication has been discontinued for the time being. Her story is still unfolding.

Life has changed drastically for Dominique in the time since her diagnosis. Changed, happily, in the direction of growth and personal fulfillment. Prior to her breast cancer, she routinely put in fifty to sixty hours a week at her job. The precious time left over didn’t allow for much family oriented living. Her breast cancer experience caused Dominique to rethink her priorities. “I realized how important life is, and how important it is to take time to enjoy my son, to enjoy my life,” she muses. “Facing cancer helped me rediscover what I wanted in my life; my path.” At age thirty-five, Dominique retired from her position and took a full year to recover before moving on to new adventures. Last September, she enrolled at Monroe Community College to pursue her interests in photography, writing, and television production. She has taken on a project of photographing young African American women as they go through breast cancer, documenting their unique obstacles and how they are overcome. Dominique’s passion for her work is the basis for her newfound appreciation of life.

What has not changed, much to Dominique’s relief, is her family dynamic. The love and support that were always there still exist, having weathered the storms of lupus and breast cancer with resilience. “We’re still very grounded,” she says of her family – grounded in mutual respect and support. Her son, as part of this dynamic, has naturally been affected by his mother’s diagnosis and treatment, but communication remains good between the pair. They are facing life as a team.

Looking back on the early days after her diagnosis, Dominique would advise anyone in a similar position to remember that “You have the power to control some things. Ask questions; select the doctors that fit with you. Having a team on your side – your family, friends, doctors – is probably seventy-five percent of the battle.”

With her newfound purpose in life, Dominique remains connected with the Coalition. She checks in from time to time, openly shares her perspective with those who are newly diagnosed, and graces us with her calm, steady, uplifting presence whenever she is able.

Lupus did not get the best of Dominique. Breast cancer did not get her best, either. Dominique is at her best when her intelligence, compassion, and creative spirit are allowed to shine. And she has let her light shine brightly, much to our delight.

You can follow Dominique at her Caringbridge site: http://www.caringbridge.org/visit/nikkey

Judy Buchanan continued

specifically, “less weight and no hair,” as she puts it. She appreciates the weight loss, but not the way it happened. Keeping a sense of humor can be helpful. “I will never again have a “bad hair” day,” Judy quips.

There are places cancer can never touch, and some important things for Judy have remained the same. She is able to continue her part time employment at a job she loves. And, Judy says, “My faith in God has not changed. The support from my husband, kids, sister, and friends has not changed. Without that support, I wonder if I would still be here.”

Despite the ups and downs of living with breast cancer, Judy moves ever forward. “I still get up every morning, thank God, and carry on,” she affirms. Her family, friends, caregivers, and all of us at the Coalition are grateful for Judy’s presence among us.

Advanced Breast Cancer News continued

metastatic breast cancer whose disease had progressed while being treated with Herceptin. With less than two weeks to go before the July 24 advisory committee review, it was determined that “questions from the FDA could not adequately be addressed with the data currently available.” * Reviews of the drug combination are continuing in Europe and other countries despite this recent action in the U.S.

http://www.msnbc.msn.com/id/48162577/ns/health/t/gsk-pulls-us-bid-use-tykerb-herceptin/#.UBw0xWHDfs0
Laura lived. She inspired people to be who they really were and brought the best out in them. Laura’s laughter and beautiful smile could light up the room. Family and friends loved her dearly. They looked to her for balance. She taught us to enjoy every moment, for she gained wisdom of life at an early age. She gave with gifts of voice, time, and companionship. Laura’s faith and perseverance guided people to the Lord.

I married my best friend. We both knew that we should cherish every moment of our marriage because of the cards we were dealt. We packed so many wonderful memories into our 13 years of marriage, with our beautiful, loving, children, Zachary and Sarah.

When we long for Laura, she is deeply missed. But we still hear the ringing of her laughter.

“It’s not forgetting that heals. It’s remembering.”

~Amy Greene
Jessie Whitefield - By Phyllis Connelly

Jessie Whitefield always set her standards high and had a knack for getting quickly to the core of a problem, getting a grip, and voila! A plan of action appeared. Occasionally through the years I would turn to her with a particularly perplexing problem regarding breast cancer and advocacy. Her insight always saved the day.

You could say Jessie Whitefield had a way with words. Not too long after 9/11, we went to New York City for a New York State Breast Cancer Network meeting. With tight security now in place, I stood gawking while, without creating any attention, Jessie persuaded the security guard that it was in the best interest of all of us that she be allowed to board the plane with her cat’s toenail trimming scissors still in her purse.

We engaged in a number of long phone conversations during the last couple of years.

Many topics got our attention, from the price of eggs that week to living with cancer and coping with major changes in one’s life (after the unexpected death of my husband).

We especially enjoyed sharing stories and bragging about our grandchildren. How she loved those grandkids!

Humor was another of her long suits. I’ll never forget the time she told me she gave up driving a car. However, that didn’t stop her from driving. With the aid of one of her male relatives, some sort of wheeled conveyance was created requiring pedaling. I roared out loud as she described herself tooling around her neighborhood on her “bike-a-roo”, as I called it.

Jessie made a difference in many people’s lives. When someone like Jessie leaves your world, you are left with an irreplaceable nagging space in your heart, good memories and an indelible stamp on your spirit.

A favorite saying of mine is by Actress Rosalind Russell, who died of breast cancer in 1976:

“Taking joy in life is a woman’s best cosmetic.”

Jessie was indeed a most beautiful woman. ☻
at the Breast Cancer Coalition of Rochester, but this month my husband and I will be moving to Richmond, Virginia to begin a new chapter in our life together. As I begin this new adventure, I will take with me sage wisdom from the Brown Bag Friday table: “Take one day at a time”, “Know what I need and don’t be afraid to ask for it”, “Surround myself with positive and supportive people.” Wonderful words of wisdom that women battling breast cancer have shared with me and with others who are just embarking on their journey. For three years, I have seen women share their broken hearts, their tears, and warm hugs with one another. They have also shared their stories of healing, inspiration and hope. I take these words now and apply them to my changing life situation.

The Coalition is a unique community organization and I consider myself blessed to have been a part of its growth. I am not sure if I will ever find another organization quite like this one, but I will always carry with me the love, strength, and courage that have been evident in each person who is a part of this group. Thank you for being a part of my life. My role as Program Coordinator is done, but my role as friend of the organization will never change. Jean Sobraske has taken the position of Program Coordinator at the Coalition and it is my honor to introduce you to her. We have spent the last two weeks together in training, and her compassion and kindness have already come shining through. Stop in or send an email to welcome Jean to the Coalition. Change can often bring such wonderful surprises!
The Power of Youth

Victor Junior High School students from Red 8 Team, Alexes LaRosa, Reagan Mayer, Victoria Montemoreano, and Angela Ratka were moved by the work the Coalition does in our Community. With their own money they created a candy basket and raffled off tickets to their fellow students. The girls efforts raised $80 for the Breast Cancer Coalition of Rochester.

Thank you to such a wonderful and caring group of young students!

Mom’s Club of Henrietta - West NY

Thank you to all the Moms for your generous donation of $300 to the Coalition and teaching your children by example the act of giving!

The Settlers Club of Fairport

During The Settlers Club of Fairport’s last board meeting of the year, the club chose the Coalition as their recipient of their annual charitable donation of $250.

A big thank you for the generosity of our community friends!

Wayne NHS Students Make Donation

The members of the National Honor Society from James A. Benway High School of Wayne County, raised $750 for the Breast Cancer Coalition through various fundraising efforts throughout the school year.

Thank you to advisor, Sarah Francis and the NHS students for their generosity!

Heartfelt Bookmarks

Ben and Annie Mulhall made special bookmarks in honor of their dear Aunt, who was diagnosed with breast cancer. These caring children raised $10 for the Coalition.

Great job!

Ladies Night Under the Starrs

Many thanks to Kelly Breuer and Barbara McSpadden from Rochester Women’s Magazine for organizing a fun and relaxing evening at Starry Nites Cafe on June 28th.

The event was filled with raffles, glitter tattoos, pink ribbon cookies, drink specials and summertime fun. These, along with many generous donations raised $189 for the Breast Cancer Coalition.

Thanks ladies for a great night under the starrs!

Freshly Squeezed Fundraiser

Olivia, Maggie and Bridgette had a lemonade stand in front of their home on Mother’s Day after our Annual Race and Family Fitness Walk. The girls decided they wanted to do more for the cause and raised $20 with their efforts.

These young ladies with big hearts are proof that everyone can make a difference! Thank you.

Golf for the Cure at Midvale Country Club

Pink balloons, pink napkins, pink wine and even pink shirts and ties! On Tuesday, June 26th, Midvale Country Club hosted their annual Golf for the Cure fundraiser and tournament held in memory of their good friend and club member, Claudia Sanger, who passed away in March 2012. Through hole sponsorships, raffle tickets, and donations, MCC was able to donate over $2,804 to the Breast Cancer Coalition of Rochester. Thank you to the Midvale Country Club family for keeping the money local and showing support to the women in our surrounding counties that are diagnosed with breast cancer. Your generosity and kindness is above par!
Our Fundraising Friends

Cancer Fighting Ninjas

Stormers Soccer Club’s Soccerween Youth Tournament held in October 2011, raised $152.12. The girls in the U13 team dressed up as “cancer fighting ninjas” and passed a bucket around the sidelines of other games to raise money for the Coalition. Thank you so much for your honorable mission!

Girl Scouts Create Quilts

Ashley Stafford (Cadette Troop 60639) and Genevieve Ruhland (Ambassador Troop 60270) made lap quilts as part of an In the Pink badge. They researched information about breast cancer, developed a powerpoint presentation and were asked to either give the quilts to someone they knew who had breast cancer or to donate them. The girls chose to donate them to the Coalition.

Thank you!

Overtime(2) Pays Off?

The Breast Cancer Pink Solo Cup Backyard Party/Kentucky Derby was held at the Overtime Grill(2) on July 28th. In memory of their friend, Pam Pray and in honor of their bartender, Chani Vacanti who continues to “fight the beast”. Their “overtime” efforts raised a total of $1125 for the Coalition. Thank you!

Pittsford Seniors Go Above & Beyond

Pittsford Seniors held fundraisers and raised money for the Coalition. They then took it upon themselves to look at our wishlist and buy several items listed there!

A+ for going above and beyond! Thanks you!

Think Before You Pink continued

know that more times than not, companies and manufacturers say they will donate to an organization, but fail to deliver with money what they said with their words. No one owns the rights to the pink ribbon, therefore any company, if they choose, can add it to their items and lead the public to assume a portion of the price will go towards breast cancer research. However, this is often not the case. If it does state on the item where the money is intended to go, sometimes a cap on donations has been put in place by the manufacturer. So regardless of your purchase, if the cap has already been reached, zero dollars go towards the intended organization. That is not to say that in this case, no money is given to a foundation, it simply means that as consumers, we need to be smart and double check where our money is going.

As Breast Cancer Action so frankly puts it, “despite better treatments and increased access for many women, 40,000 women still die from the disease each year. A woman is diagnosed with breast cancer every two minutes. In the 1960’s a woman’s lifetime risk for breast cancer was 1 in 20. Today it is 1 in 8.” So, with these numbers, one wonders, just exactly where IS our money going? Bottom line: think before you pink! And if you want to donate, put your money towards an organization you trust or give to local community groups such as the Coalition to see real results.

For more information please visit www.thinkbeforeyoupink.org
Donations ending June 30, 2012

The name of the individual honored or remembered is shown in bold type. The Breast Cancer Coalition thanks donors for these gifts made since our last listing. (Donations made after June 30th will be included in the winter newsletter.) We apologize for any errors and/or omissions on our donor pages.

In Honor of:
Breast Cancer Coalition 15th Anniversary
Marion Anderson

Valerie Chiodo
I Run for Val 5K Group

Janet Clark
Emma Waddington

Michelle Cotturone
Gates Chili Central School District
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Candy Fermoil
Daniel Fermoil

Sandra Harmon
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Cathy Bishop
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JoAnn Beck
Pam Bialaszewski
Nancy Brandt
Luis Burgos
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Judy & Ron DiMartino
Karen Henry
Molly Ives
Mary & John King
Mary Kirkendale
Dawn Knox
Lakeview Garden Club
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Sally Tysiac
Linda & Joseph Wukitsch
Roberta G. Young

Emily Connelly
Edward Connelly

Frances DiChristina
Gretchen Martino

Elsie DiRaddo

In Memory of:
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Eleanore Jozefski

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Helen Viola

Geraldine Doherty
Betty Miller
Jackie & Bill Udicious
Suzanne Zaso

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David Cellini
Joan Hapeman
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Claudia Sanger
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Midvale Country Club - Rally for a Cure Event

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Cricket Luellen
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Lori McClure

Sally McGucken
Rochester Fire Department Engine 12 - Group 1
Rochester Fire Department Engine 12 - Groups 2, 3, & 4
Ruth Schaefer
Joan Sibley
Ann Warren
Catharine Wise

Alice Webster
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Wally Ziolkowski
Gretchen & William Martin

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Constellation Energy - ARTrageous Affair - Pink Ribbon Sponsor
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Estate of Donald Henderson
Family First Federal Credit Union - T’ee’d Off at Breast Cancer - Green Tee Sponsor
Gates Chili Central School District - T-shirt Sale Fundraiser
Hill Creek Consulting, LLC - T’ee’d Off at Breast Cancer - Green Tee Sponsor
Jam & Jemz Studio - Pink Ribbon Run & Family Fitness Walk - Pink Ribbon Sponsorship
Charlot & Remo Rossi - T’ee’d Off at Breast Cancer - Green Tee Sponsor
Chris Sanzone - Daisy Duke Comedy Club Fundraiser
The Duke Company - T’ee’d Off at Breast Cancer - Green Tee Sponsor
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Wayne Central School District - National Honor Society

Pink Ribbon Circle $100-$499

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Darren Guido
Anthony Iacovangelo - Tee’d Off at Breast Cancer - Hole Recognition
JP’s Farm Market - Tee’d Off at Breast Cancer - Hole Recognition
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Schiano Law Office, P. C. - Tee’d Off at Breast Cancer - Hole Recognition
Sharpcuts Lawn & Landscape Care - Tee’d Off at Breast Cancer - Hole Sponsor
Starry Nites Café
Thelma’s
The Duke Company
The Jones Group - Tee’d Off at Breast Cancer - Hole Sponsor
The Settlers Club
Tim’s Trim, Inc. - Tee’d Off at Breast Cancer - Hole Sponsor
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Carolyn Vacanti
Richard Warner - Tee’d Off at Breast Cancer - Hole Sponsor

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Genevieve Yaeger

**Congratulations to Arthur Fischman**
$250 Wegman gift card winner at the Park Avenue Festival
Karen Cosentino
Joelle Corsi
Joyce Cordello
Kathleen Conroy
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Lori Andolino
Carl Andrus
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Kimberly Barclay
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Dawn Breen
Charletta Broome
Rachel Burke
Jerome Butterbrodt
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Christina Calloway
Anayberca Camilo
Diane Campbell
Jeanette Cannioto
Antoinette Capellupo
Shannon Carey
Mary Cassidy
Halin Cebula
Alan Chard
Frank Chiaino
Patricia Clark
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Lenora Colaruotolo
Lathero Collier
Donna Coluzzi
Patricia Conolly
Susan Conrey
Kathleen Conroy
Joyce Cordello
Joelle Corsi
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Hayley Gendron
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Ramon Giamartino
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Jennifer Green
Susan Grieco
Lori Griffin
Kimberly Guida
Sonia Hahn
Marla Hamilton
Shalonda Hamilton
Marlene Hampson
Laurel Harrington
Max Harrington
Kimberly Harris-Pappin
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Donna Hawkes
John Hawkes
Lena Hayes
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Corinne Heh
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Darwin Hickmon
Andrew Hicks
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Cathy Hoercher
Kristina Hoff
John & Seana Holtz
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Julie House
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Troy Hicks
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Steven Izanza
Gianluigi Iulianella
Marcelino Jaime
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Cynthia Jones
Jessica Jones
Kelly Jones
Sade Jones
Kathy Jo Kane
Amanda Kantrowski
Helen Kashtan
Michael Kauffman
Gregory Kayes
Bridget Kelly
Kristine Kelly
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Matthew Knaub
Nicoe Knight
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Judith Laing
Lisa Landry
Kristin Lane
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Christopher Miller
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Michelle Morgan
Mark Mori
David Morris
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Maria Muhleman
Brooke Mullen
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Patti Murphy
Gretchen Myers
Sheila Myricks-Crawford
Diane Nau
Jane Naylon
Angel Nazario
Cynthia Nelson
Susan Nelson
Molly Nero
Bonnie Niver
Nicholas Noce
Therese O’Connor
Kevin O’Gara
Timothy O’Loughlin
Carlos Ortiz
Samantha Ortolano
Juliet Overbeck
Jeanne Paiko
Christine Palmeri
Kathleen Parisi
Pamela Parker
Ardelia Parker-Killings
Dana Parmelee
Sally Partner
Janice Paternico
Tajac Paul
Alexandra Petsos
John Plummer
Katlyn Plummer
Lauren Politico
Kayla Powell
Meghann Powell
Judith Principe
Sheri Privitera
Charles Rankin
Hugh Ratigan
Julian Rayburn
Hollee Recore
James Redden
Carol Reed
Judy Reed
Thomas Reichlmayr
Christine Remington
Michelle Ricigliano
Courtney Ripley
our frustration with “pink ribbons and hope”. Deadline 2012 gives us the platform and opportunity to focus on finding a cure for breast cancer.

Alan Rosenblatt, PhD, Center for American Progress, reviewed the social unrest that has been growing in the Middle East; Egypt, Libya and Syria in particular. Pictures and videos of uprisings and violence in this part of the world have gone viral via facebook and YouTube and this has fostered an international sense of injustice. In situations such as these, social media has been created around issues that people hold most dear: freedom and justice. People near and far from the action are outraged by what they have witnessed and will not tolerate abuse of power, corruption and murder of innocent people. The many communities of people who identify with and value the ideas of freedom and security continue to share the messages and images they receive with others. Thus, social medial spreads quickly to millions of people who otherwise would remain uninformed and silent.

So what does this mean for our fight to end breast cancer once and for all? We need to make breast cancer much bigger than a women’s issue. We can leverage social media to elevate it to a non-partisan family issue. Breast cancer is impacting the fabric of societies all around the globe. The movement to end breast cancer will strike an emotional chord of anger when we make it a social movement to protect and preserve families. Through social media such as facebook, blogs, twitter and YouTube we can generate a public expression of support for funding research programs and finding a cure. Let’s tell our stories and make it personal so that we can evoke emotion, create a sense of urgency and drive change. Together we can unify a nation to eliminate breast cancer by 2020. Share the Breast Cancer Deadline 2020 petition via email, facebook, your book club, at a family reunion, etc. Together we can save lives - our lives and the lives of our mothers, sisters, aunts, cousins, daughters, friends, neighbors, teachers and co-workers. To quote William H. Johnsen, “If it’s to be, it’s up to me.” Are you with me?

*Sign the petition at the Coalition. You can also go to breastcancerdeadline2020.org to sign or download a copy to share with others. »

Winter is an etching, spring a watercolor, summer an oil painting and autumn a mosaic of them all.

- Stanley Horowitz
Upcoming Events & Programs at the Coalition

Saturday, October 6, 2012
2012 ARTrageous Affair
6:00pm

Wednesday, October 24, 2012
Lives Touched, Lives Celebrated
7:00 - 9:00pm

Thursday, November 1, 2012
PALS Mentor Training
Noon - 5:00pm

Wednesday, November 28, 2012
Holiday Open House
4:00 - 6:00pm

The Healing Arts Initiative

The Healing Arts Initiative is an opportunity to learn about a practice you may have heard of, been curious about, or have fallen away from due to breast cancer treatment.

These offerings will be held in four-week sessions on Saturday mornings throughout the year.

Offerings such as:

- Feldenkrais
- Fluid Motion
- Gentle Yoga
- Pilates
- Qi Gong
- Tai Chi

For more information, please call the Coalition at 585-473-8177

All events unless otherwise noted are at:
THE BREAST CANCER COALITION OF ROCHESTER
840 University Avenue
(Between Culver and Goodman)

Questions? Contact the Coalition at (585) 473-8177
Take Action!

Become a Supporter of the Breast Cancer Coalition of Rochester by making a gift today!

Your donation will ensure that you will receive a subscription and invitation to all general meetings, educational forums, and special events. Additionally, you will help support our goal of creating an active voice in the Greater Rochester Region in the fight against breast cancer through advocacy, education, and support.

I am interested in learning more about (check all that apply)

PROGRAMS:
☐ Advocacy Committee
☐ Research Committee
☐ PALS (Peer Advocates Lending Support) Mentor
☐ Annual Advanced Breast Cancer Seminar

REPRESENTING THE BREAST CANCER COALITION AT:
☐ Health Fairs
☐ Festivals
☐ Public Speaking (Churches, Schools, Community Groups)

FUNDRAISERS:
☐ Pink Ribbon Run & Family Fitness Walk
☐ “Tee’d Off” at Breast Cancer Golf Tournament
☐ ARTrageous Affair Gala
☐ Community Event Fundraisers

OTHER:
☐ I am bi-lingual in ____________________________
☐ I am a deaf interpreter
☐ I am able to deliver newsletters (Quarterly)
I am available: ☐ Days ☐ Evenings ☐ Weekends

Other ways I would like to volunteer: ____________________________
_________________________________________________
_________________________________________________

Breast Cancer Coalition of Rochester
840 University Avenue Rochester, NY 14607
585.473.8177 • 585.473.7689 fax
info@bccr.org • www.bccr.org

Gifts of $100 + receive a complimentary Comfort Heart.

Volunteer Information form

Name
Address
Phone Work/Cell
E-mail
☐ I am a breast cancer survivor

I am interested in learning more about (check all that apply)

PROGRAMS:
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☐ Research Committee
☐ PALS (Peer Advocates Lending Support) Mentor
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_________________________________________________
_________________________________________________

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585.473.8177 • 585.473.7689 fax
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I would like to make a gift of $
In ☐ Honor of
☐ Memory of

Please send notification of my gift to: (name and address)

Payment Choice
☐ Check, Money Order ☐ Visa/Master Card/AmEx
Amount Enclosed $ ____________________________
Credit Card No. ____________________________
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Name on Card ____________________________

Breast Cancer Coalition of Rochester
840 University Avenue Rochester, New York 14607
(585) 473-8177; www.bccr.org
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Rochester, New York 14607

Voices of the Ribbon
Published Quarterly by the Breast Cancer Coalition of Rochester
Tel. 585-473-8177 • Fax 585-473-7689 • E-Mail: info@bccr.org • Online at bccr.org

Voices of the Ribbon
is published quarterly
by the Breast
Cancer Coalition
of Rochester for the
purpose of providing
encouragement and
inspiration to those
facing a breast cancer
diagnosis, their
supporters, and care
providers.

In addition, it is
intended to impart
accurate, science-
based information
to enlighten and
empower its
readership.

the 12th Annual
Lives Touched, Lives Celebrated

Music... Reflections... Tributes... Song...

October 24, 2012 7:00 – 9:00 pm FREE!
The evening will begin with a short candlelit walk through the Artwalk district, followed
by reflective readings, tributes and music at the Coalition, 840 University Avenue.