It was a large, merry crowd that gathered at the Coalition for the 2010 Holiday Open House. Despite the chill outdoors, there was plenty of warmth, good cheer, scrumptious food for noshing, and lively conversation within the brightly lit, festively decorated office. Cares were left behind for a while as survivors, their friends, families, and supporters from throughout the local community chatted with old friends and forged new connections. Laughter rang out many times, from many places throughout the room. On hand to lend their musical talents were vocalists Emily Scripps and her...
What’s new? So much! We are excited about the launching of The Healing Arts Initiative. You asked and we responded. The Healing Arts Initiative is a program that was developed in response to comments received on evaluations over the past two years. Are you interested in Qi Gong? Meet Raphaella McCormack, a local instructor. Tai Chi? Hello, Nancy Dimitry Gillespie. More Gentle Yoga? Raksha Elmer joins our beloved Susan Meynadasy. Feldenkrais? Though we weren’t sure what this was, our curiosity led us to discussions about this healing movement therapy with the great Fred Onufryk. Pilates? We didn’t need to leave our own back yard to find Carrie Block. She was here all along! Fluid Motion? We welcome our neighbor from just down the road, Tracey Boccia of Callan-Harris Physical Therapy. We are tremendously excited about this new initiative. We hoped classes would fill, but were astounded by the response! Within hours of our announcement, the first four-week session, Qi Gong, was overflowing, with a waiting list that could easily have filled a second session. So how did we handle this? Thanks to the instructor, we were able to add another class, which ran on the same day as the first. The second four-week session, Gentle Yoga with Raksha, is underway, also with double classes. By all accounts so far, this is a program that really matters to the survivor community. Please keep your feedback coming.

Speaking of feedback, what good are outstanding services and programs if those who need us are unable to find us? One of the hardest things to hear is “I wish I had known about you when I really needed you - right after my diagnosis.” In response to these types of comments, we recently expanded our repertoire of newsletter distribution sites. After all, our newsletter is how many people indicate they found us. During February, we visited hair salons, gyms, health clubs, more
As I climbed three flights of stairs to Enrique’s yoga studio one evening, I noted how fatigued I felt after a long day at work in my high school classroom. Yoga class would be a quiet closure to my day, I mused. Enrique guided the small group through various stretches, poses, and breath work. Toward the end of the class he announced that we’d be doing headstands next. Demonstrating gracefully and effortlessly in the middle of the studio, he unfolded his body straight up into the air. In order to accommodate the range of abilities of the students in the class, he showed us several options and modifications for unfolding into headstand against the wall. I had never done a full headstand pose before and I told myself that I certainly wasn’t about to do it tonight. I decided I would practice downward facing dog against the wall while the others do actual headstands.

I placed my mat against the wall and Enrique walked over and announced, “Come on Amy, I will help you up into headstand.” I quickly responded, “I don’t want to be up-side-down.” Enrique continued, “You must overcome your fear. You are strong enough to do headstand, and I will be right there with you.” At that moment I realized I wasn’t going to be able to avoid this. Reluctantly, I cupped my hands on the mat and placed the crown of my head into them; I moved my legs closer and closer to my torso and the wall as he instructed. He then took hold of my ankles and guided them up over my head and against the wall. I was officially up-side-down! I tried to concentrate on breathing as I studied the weave of the threads in Enrique’s cotton yoga pants behind me. “Do not let go of me,” I blurted out. “I’m right here. I’m not going to let you go,” he calmly replied. After a few minutes, he gently helped me back down to the mat. Crumpled over like a rag doll, I lifted my head and sat upright, fully expecting to be very dizzy. “How do you feel?” Enrique asked. “Wow!” I said. “You see, it’s a whole new world up-side-down,” he responded as he moved on to the next student.

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At so many points in my life, I have discovered the act of looking backward and reflecting on a particular challenge or event has provided me with the strength and perspective to move forward. After that first headstand, I felt energized about what I had overcome and accomplished; I began to see that a small transformation had taken place within me. Being on my head subtly shifted my focus and reminded me, once again, that I do possess an inner strength that I often overlook and forget about. To some, doing an assisted headstand against the wall might be a very small accomplishment, but the act of spending a few minutes on my head helped teach me that I must experience each and every moment in the present for what it truly is, and that there is something to be gained, even from the difficult, daunting or intimidating challenges in life.

Four years ago I was diagnosed with breast cancer; at the time, I never believed I had the strength or stamina to navigate through such an overwhelming and difficult challenge and survive. Now, looking back, I realize an inner strength was there all along, deep in my core, my being; it allowed me to face my fears, difficult decisions, surgery and treatment in order to heal and become whole again. Throughout my breast cancer journey, many individuals continually reminded me to take one step at a time – face one appointment, decision, test, and then move on to the next step. This advice helped me to focus on the present moment and then move forward each day.

“I am a stronger woman because of my breast cancer, but it is a journey that has also taught me to notice and appreciate the small moments and shifts in life.”
Susan M. Cohen, beloved Chair of the New York State Breast Cancer Network, died on December 22, 2010. She was 69 years old.

Susan co-founded the Network with a small group of other New York State breast cancer survivor powerhouses in 1998. For the past twelve years she has been our leader, our teacher, and our inspiration.

In 1998 Susan had already logged many years as a New York City housing advocate and lawyer for low-income people. She came with her community-building and advocacy skills well-honed. There was no need for learning on the job: from the beginning Susan knew where the Network needed to go and how we could get there.

Not to say that it was easy. We are the only statewide Network of free-standing, survivor-driven, community based, breast cancer organizations in the country. Our members are organizations, not individuals. Our member organizations manage and promote Network activities through their own chosen delegates, a group of passionate, strong-willed, opinionated community leaders. These delegates represent their own local groups which have different populations, different areas of the state, different organizational approaches, and often different priorities in the struggle against breast cancer. When we began in 1998, our member organizations were also competing for the few, private foundation grants available for community-based breast cancer organizations. It would have been easy for us to implode into disarray and competition. Susan had another idea.

Susan believed in her core that our differences could become our strength. She knew that although we could argue fiercely about whether access to quality care, direct support services, or primary prevention/environment was the most important focus, she knew that if we stepped back and took a breath, we would agree that they were all important. Many of our groups could only focus on one priority or the other because we were small, under-funded, volunteer-based organizations that were working hard each day just to keep our doors open, and we could not do it all. Susan knew that as a Network, we could.

So Susan went on to design a structure that was just loosely knit enough to encompass our differences, but tight enough to be a unified, strong voice in public policy decisions in Albany. She helped us change our potentially divisive differences into a sharing of expertise: we agreed to support each other’s priorities and could finally do so because we didn’t have to become experts in every aspect of the breast cancer movement. Instead, we could depend on each other’s expertise. If the focus of our individual group was, for example, direct support services, we could still take a stand on important environmental issues affecting breast cancer because we now had our sister organizations with that focus to guide us to the most relevant issues and the best legislation. It was a brilliant design and it works.

Twelve years later we are still a loud, opinionated, unwieldy group managing this Network, and now we are also grief-stricken. But we are deeply committed to each other and to the mission of the Network. Susan left us with the history and the heart to continue our work, and that is what we will do. In Susan’s memory, in Susan’s honor. <>
Once again, members of BCCR’s Advocacy Committee will meet local legislators in their offices here in Rochester on April 7th, marking the 13th anniversary of New York State Breast Cancer Advocacy Day.

Advocates gather annually in Albany to promote an agenda decided each year by the New York State Breast Cancer Network; however, BCCR interchanges attendance in Albany and local visits in alternating years. This year, we will be in Rochester, and we invite all interested BCCR participants and friends to join us.

“Advocacy” is not a mysterious process … we can all do our part to make calls, write emails and letters and, if you choose to, be part of legislative meetings to put real faces and real histories behind the paperwork and process that legislators deal with every day. Try it, you might find a new passion! 🚀

To learn more about New York State Advocacy Day and state issues, please visit the Network website at www.nysbcsex.org.

To learn more about federal priorities and the national NBCC conference in Washington, please visit the NBCC website at www.stopbreastcancer.org.

The 2011 legislative priorities focus on two issues:

- Restrict the Use of BPA in Thermal Receipts. You may recognize the term “BPA”; it is a synthetic resin used in many products, including thermal cash register receipts, and has been determined to cause tumors in animals, among other genetic damage. Since many retailers, including Wegmans, are already using BPA-free thermal paper, this route of exposure can be easily addressed in New York State.

- Insurance Parity of Cost for Oral Chemotherapy. Introduced in the last legislative session, this legislation would ensure that oral chemotherapy is treated no less favorably than IV or injectable chemotherapy.

The National Breast Cancer Coalition held its Annual Advocacy Training Conference in Washington, DC, last May. I attended with a group from the Breast Cancer Coalition of Rochester, and the trip was rewarding in so many ways. Not only did I form a stronger bond with Coalition friends, I met many passionate breast cancer advocates from all over the globe. There was a palpable energy in the crowd that gathered each day to listen to speakers covering a wide range of topics. This enthusiasm and spirit was carried to Capitol Hill on the last day, when everyone met with their appropriate representatives to discuss key issues of pending legislation important to the breast cancer community.

In early January this year, it was reported that there was an exciting development in the diagnosis of cancer: a new blood test that could detect the presence of a single cancer cell! When hearing the various media sources reporting this "breakthrough" I was reminded of one of the sessions that I attended, entitled "Breast Cancer & The Media: Who Gets It Right?" Gary Schwitzer of the University of Minnesota was a

Fact or Fiction? Reading Behind the Headlines  -by Patti Cataldi

continued on page 6
On Thursday, December 30, 2010 my doorbell rang. We were expecting some friends for dinner, so I was surprised when I found a young man from our church youth group at the door. Jake Ottenschot is in the tenth grade at Webster Thomas High School and a member of the St. Rita Church Youth Group with my son. As he doesn’t live in my immediate neighborhood, I was a bit taken aback to see him on my doorstep.

He was there to let my family and me know that he had been thinking of us over the holidays, and he wished us a Merry Christmas. He explained that he wanted to do something to make the holidays better for other people, and knowing that I am a breast cancer survivor, he wanted to give me a gift. He reached into his pocket and gave me a $10 bill. He told me that he knew it wasn’t much, but he just wanted to do something nice and he thought of me and my family.

These words are dramatic, but vague. They provide sensational headlines that exploit our anxieties. Our attention is drawn by fear and shock, while complex medical information is oversimplified.

With the constant barrage of information in print and on the Internet, even on Facebook and Twitter, how can we determine fact from fiction? If it sounds too good to be true, should we be skeptical? Now more than ever it is important that we become critical health care consumers when dealing with media coverage about cancer “causes” and “cures”. We must look beyond the headlines.

I was so moved by his thoughtfulness and generosity, I couldn’t find the words to thank him enough. I promised him I would donate the money to breast cancer awareness, and immediately thought of Holly Anderson and the Breast Cancer Coalition. Holly and I have both been active in Cub Scouts and Boy Scouts for years, and she was very supportive and helpful to me during my cancer treatment. Imagine how surprised I was to find out that she was Jake’s Cub Scout den leader years ago!

Jake is a special young man with a big heart. I am so proud of him. He is thoughtful, caring, and an inspiration to many. I’m honored that he thought of me this holiday season, and grateful that he chose to help others with breast cancer. Way to go Jake!! ☺

Eileen Philippone is a 2-year breast cancer survivor. She lives with her husband, Steve, and children, Eric and Joey, in Webster, NY.
It’s a very difficult place to be when someone you know is facing a breast cancer diagnosis. Whether the disease has struck a family member, or a friend, co-worker, or someone you see occasionally at social functions, learning that a person has had this life-altering diagnosis can be, at the very least, unnerving. When it’s someone close to you, someone you care about deeply, it sets off a complex range of emotions, unique to each person and each situation.

Peg DeBaise, licensed family therapist and facilitator of the Coalition’s new Friends and Family Support Group, describes some of the emotions that typically occur in those who are supporting a loved one through breast cancer. “First, they may feel fear,” she says, “the fear of the unknown.” It’s normal to wonder what is going to happen to your wife, or daughter, sister, or friend. Uncertainty about shifting roles and expectations is also common, which can lead to anxiety. Another feeling often experienced is helplessness. “They may feel paralyzed, not knowing what to say,” says DeBaise. This can often be mingled with guilt, particularly if the person is older than the newly diagnosed. A person may think, “It should have been me,” or “If only I had done (fill in the blank) differently.” People often wonder, “Am I doing – or saying – the right thing?”

Rather than trying to think of the “right” things to say, DeBaise advises those who know a person struggling with breast cancer to listen; to be emotionally available to them. “It’s OK to say ‘I don’t know what to say,’” she maintains. “That’s more genuine than offering platitudes.” For example, it’s not uncommon for women in treatment to hear that “You look good!” when they may not be feeling at all well. The comment is sincere, but denies the reality of the person’s feelings. It’s far more helpful to ask “How are you feeling?”

Those facing breast cancer draw on deep reserves of strength to cope, but at any given moment, may not be feeling particularly courageous or positive. The most meaningful responses at times like these honor the true feelings of the person. “I’m here for you no matter what,” or “We’ll get through this together,” are helpful, as is offering a silent hug when words fail you.

As a caregiver or concerned family member or friend, you need support too. “It helps,” says DeBaise, “to find others to talk to who are going through the same thing - a safe place to go to express your feelings.” The Friends and Family Support Group is one such place. “It’s important to remember that in order to care for others, you need to care for yourself,” she adds, and a support group is a perfect place to express yourself and have your needs met. “Remember the oxygen mask on the airplane – you have to put your own on first before you can assist others who aren’t able to help themselves.”

If, despite your best efforts, you find yourself feeling overwhelmed – if you find yourself feeling anxious, overwrought, or depressed; if you’re not meeting your basic needs or not sleeping well; or if you feel your relationships are being negatively impacted by all your family is going through – consider seeking professional help. A therapist can help you navigate this uncertain terrain.

Finally, accept assistance when it’s offered. Neighbors may offer to mow the lawn, friends can pick up groceries for you, or grandma can take the kids to soccer practice. When someone says “If you need anything, just ask,” . . . ask. Be specific with your requests as you offer those who want to help the opportunity to do so, and it will ease your burden.

Women and men don’t need to face breast cancer alone. Family and friends don’t need to face the fallout of the diagnosis and treatment alone either. As your loved one finds a path to healing, seek all you need to help you through. We are all in this together. ✨

Ever the forum for authenticity, a recent session of Brown Bag found participants responding to a question about how they would have liked family and friends to treat them. Among the responses were these:

- Everyone had good intentions, but I learned throughout the process that I had to tell people what I needed. It was good to have those boundaries for them and for me.
- Remind myself (when I hear insensitive things) that what people say is about THEM not about ME.
- One of the best things was to receive a hug and hear “I’m so sorry.”
- I learned to dump things that are not helpful and keep the good thoughts at a higher place in my mind.
- A friend told me that “the only way out is through”
- I hated the “pity look”
Living With Advanced Breast Cancer

Compassionate Care for All Phases of the Journey: An Interview With TIMOTHY QUILL, M.D.

Dr. Quill is a Professor of Medicine, Psychiatry, and Medical Humanities at the University of Rochester School of Medicine and Dentistry. He is also the Director of the Center for Ethics, Humanities, and Palliative Care and a Board certified palliative care consultant. He has published and lectured widely in his field of expertise. He is one of the featured speakers scheduled for our Advanced Breast Cancer Seminar on April 1st. Recently, he granted an interview to Pat Battaglia from Voices of the Ribbon to discuss questions regarding the role of palliative care in the treatment of breast cancer. His message is at once enlightening and reassuring.

Pat: What would you consider to be a working definition of palliative care that patients can use?

Dr. Quill:

To palliate means to comfort. Palliative care really addresses pain and symptom management. If you’re uncomfortable in any way, physically or psychologically, we would break that out from whatever else is going on and try to address that in itself. Now, it might sometimes require treatment of the underlying disease. But sometimes you can treat pain at the same time your disease is being treated, or while you’re waiting for it to be treated. Chances are if you feel better, if your symptoms are better, you’re going to do better. You’re going to be more resilient.

It’s partly pain and symptom management. And it’s partly some added support for people who might be going through a difficult time; we talk with people, we listen to them. And sometimes it’s helping with decision making. If you’re not sure which way to go, it gives you an unbiased person to weigh the potential avenues. Those are the three main domains.

Pat: That’s interesting. My understanding of palliative care is that it takes care of symptoms and pain without directly addressing the underlying cause. But sometimes you do deal with that.

Dr. Quill:

Sure, yeah. If addressing the underlying cause is going to really be the critical piece, if it’s going
On December 16, 2010, the FDA reversed an earlier ruling and recommended the removal of the indication for Avastin (bevacizumab) to treat metastatic breast cancer. Citing numerous adverse side effects and the lack of overall survival benefit, the agency’s recommendation was based solely on the risks versus the benefits of the medication; the high cost of the drug was not a consideration. This decision does not have any effect on FDA approval of Avastin to treat advanced lung, colon, and rectum cancers.

The new recommendation has no immediate effect - it is the first step in the process of withdrawing the breast cancer indication for Avastin. At the time of this writing, Genentech, the manufacturer of the drug, has appealed the decision and litigation is underway. We will continue to closely follow this story as it develops.


A long-standing surgical treatment of breast cancer in the past has been the removal of most or all of the lymph nodes in the armpit area during a procedure known as axillary node dissection (AND). Currently, a sentinel node biopsy is often conducted first, in which dye is injected into the tumor and followed until it reaches a lymph node. That node, and sometimes one or more others, is removed and tested for cancer. If the sentinel node tests “positive” – if cancer is found – other lymph nodes are most often removed.
Our Programs at the Breast Cancer Coalition of Rochester

**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 BCCR. 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 BCCR for the next meeting date.

**Thursday Night Breast Cancer Support Group**
This discussion-based support group, led by Peg DeBaise, MFT, meets regularly here at BCCR 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 RSVP 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 MFT, 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 the BCCR 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 BCCR Book Club will meet 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 and learn the next book selection, call Tracey at BCCR.

Voices & Vision: A Writing Workshop for People with Breast Cancer
This exciting 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 getting rave reviews! Workshops run in six 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 BCCR’s 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 two meeting dates are Friday, March 4th from 6 to 8PM and Friday, June 10th, from 6 to 8PM. Please call if you have any questions, or to RSVP.
Sometimes support is in the form of a traditional support group. Then again, sometimes it is through a connection with a PAL; someone who is able to offer encouragement and guidance to a newly diagnosed woman facing the same road ahead. Often support may be in the form of our writing workshop or gentle yoga class. With each and every program, the greatest tool we have to learn about the experience of participants is the evaluation process. Whether it is done every six weeks or once a year, the evaluations give program participants an opportunity to anonymously share their thoughts and offer feedback regarding other programs that might be of interest to them.

Through these evaluations, and also through verbal suggestions, we have noticed incredible interest in mind-body-spirit programs. Our hugely successful Gentle Yoga program has been offered here at the Coalition for 6 years. It has been so popular, that every new 6-week enrollment has had a substantial waiting list. The consistent waiting list, combined with the feedback we’ve received has shown the need for additional mind-body-spirit programs – in particular, movement therapies such as Qi Gong, Tai Chi and Pilates.

In response to our community, we have elected the year 2011 as the year to enlist our Healing Arts Initiative. This initiative is an opportunity to learn about a practice one 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.

We kicked off our Healing Arts Initiative at the first evening seminar of 2011 by featuring six different modalities and their instructors. The practices included were Qi Gong, Gentle Yoga, Fluid Motion, Feldenkrais, Tai Chi and Pilates. Each instructor shared their experiences in their field of work, and explained their particular therapy to those in attendance. We were able to sample healing energy through Tai Chi and Qi Gong and get up and raise our hands and kick our feet with Fluid Motion. We were able to learn what Feldenkrais is (it’s awareness through movement for those who are curious!) and practice deep breathing and meditation with Gentle Yoga. With the introduction of this program, there has been a large interest in sign-up for each of the four-week Saturday sessions. Many who have never tried these practices before will be able to explore them in a safe environment with other breast cancer survivors.

We are pleased that we can offer this pilot program in 2011 and allow community exposure to these specific healing arts. It may not be for everyone, but those who want to give the healing arts a try stand to reap great benefits. If you are interested in learning more, please feel free to contact Tracey at 473-8177 or tracey@bccr.org.

Namaste.
The sun is shining longer each day as we head toward spring. Warmer temperatures are just around the corner and the bulbs underground wait patiently for their time to push their blossoms skyward. Here at the Coalition, we find ourselves in need of a few more helping hands. We are putting out a call for volunteers to help distribute our quarterly newsletter. This newsletter is vital in connecting the Coalition with the community at large. Join our band of merry troopers: Pat Battaglia, Phyllis Connelly, Pat Foucht, Niki MacIntyre, Shawna Poisson, Tracey Dello Stritto, Michele Newman, Nancy Biernbaum, Betty Miller, Nancy Germond, and Jim Munnings as they hit the road!

A big “thank you” goes to Nancy Germond and Sharon VanMeenen for representing the Coalition at the University of Rochester Health and Wellness Fair. This is a well attended event and an opportunity to share our presence with UofR employees. We also extend our gratitude to Betty Miller and Nancy Wienmann, who made it possible for us to host a table at Gilda’s Walk for Wellness. Thank you, gals, for sharing your Sunday.

The Breast Cancer Coalition teams up with the Highland Breast Imaging Center and Cancer Services of Monroe County to offer free mammography screenings for women 40 or older who are underinsured or lacking health insurance. This screening day is held several times throughout the year, and our own Betty Miller and Linda Gaylord are always on hand to help the staff as they strive to create a caring and supportive environment for women who may be hesitant to access this important health care service.

In tandem with the lengthening daylight, we find ourselves once more preparing for the upcoming health fair and festival season. Mark your calendar now for the Lilac Festival (May 13th through the 22nd) and the Park Ave. Fest (Aug. 6th and 7th). Dreams of sunshine, music and food are just around the corner.

To volunteer call Niki at 585-473-8177 or email her at Niki@bcr.org

“The world is hugged by the faithful arms of volunteers.”
- Terri Guillemets

Volunteer SPOTLIGHT

Mary Jo Deichmiller
By Pat Battaglia

Many of our volunteers are breast cancer survivors, but there are also those who believe strongly in the Coalition without having faced the diagnosis themselves. Mary Jo Deichmiller is one of these. Several of her friends are breast cancer survivors, and she has become passionate about our work. Mary Jo is always willing to help out in any way she can.

She spearheads the Xerox Chili Cook-off Fundraiser, which donates all proceeds to the Coalition. A friendly face behind our tables at the What Women Want Expo, the Lilac Festival, and the Park Avenue Festival, she has greeted people and answered their questions about breast cancer and the work of the Coalition. Mary Jo participated in the Golf Tournament held last summer. At our Gala this past October, she not only volunteered her own time to help us, she rounded up about fifteen of her friends to do the same!

It’s a long trek from her home to our office, but Mary Jo has been glad to literally “go the extra mile” – or more - when she’s been needed. Her warm presence is always welcome, and she has been a delight for us to get to know. At our Holiday Open House in December, she was amazed by the size of the crowd. Many of those in attendance that day are the grateful recipients of the fruits of her labor; the funding she has worked with such purpose and resolve to help us attain. We are deeply thankful to Mary Jo as well, for giving so generously of her time and of herself.

Mary Jo Deichmiller
By Pat Battaglia
Breast Cancer and Healthy Behaviors
How can we take the best care of ourselves on this journey?

By Mary Maley

This year, the Breast Cancer Coalition of Rochester has partnered with researchers from Cornell University on an innovative project to better understand views of weight, physical activity and cancer among women who have had breast cancer.

The findings of this research will be used to develop and implement initiatives that increase social support for physical activity and healthy eating among breast cancer survivors. This innovative project will use an approach based on social network theory to assess how social network involvement and support affect health behaviors, and ways to support behavior change.

To further these goals, 36 women participated in interviews or focus groups this fall in both Ithaca and in Rochester to discuss cancer risk factors relative to weight, diet, and physical activity; experiences of weight change, diet, and physical activity following diagnosis; and the role of cancer support groups and other social network structures in addressing these issues. Their experiences and opinions are helping the research team shape a project being planned for testing next year.

In addition, this spring some cancer survivors in the Rochester area will have the opportunity to complete an electronic survey that will contribute to the project. For more information, call Tracey at the Coalition office (473-8177) or email her at tracey@bccr.org. You can also contact Mary Maley of Cornell at 888-294-9814 or by email at mm153@cornell.edu.

Recipe: Black Bean Soup

Healthy Sisters’ Soup and Bean Works provides a nurturing work environment for women who have faced multiple life challenges, enabling them to enter or re-enter the workforce with self-confidence and marketable skills. The soup mixes and other items produced by these women generate funds that help sustain this innovative program, and can be found at many local stores, including Abundance, Parkleigh, Craft Company #6, Lori’s and Wegmans, among others.

For more information, check the website: www.healthysisters.org/index.php

(IMPORTANT: Use ALL ingredients)


Optional garnishes: chopped scallions, sour cream, fresh squeezed lime juice, hot sauce, chopped cilantro, diced sweet or red onion, chopped fresh tomatoes.
A recent Phase III clinical trial has found that for about 15 to 20 percent of women facing breast cancer – those who meet specific criteria - the AND surgery may not be necessary. Women who had tumors less than five centimeters (about two inches) across; who underwent lumpectomies; most of whom were followed up with radiation, chemotherapy, and/or hormone blocking drugs; who had one or two sentinel nodes that tested positive for cancer but were not palpable; and had no evidence of extracapsular extension; were divided into two groups. One group underwent AND, while the other did not. The results were startling – the recurrence and survival rates for both groups appeared to be the same during the measured time period.

While these study results are promising, it is important to remember that they apply to women whose cancers fell within a very distinct set of criteria. In addition, more follow-up is needed to determine if the findings of this study hold true for a longer period of time than the six years that were covered. Each diagnosis is different, and treatment decisions are weighed carefully. You may want to have a conversation with your doctor, nurse-practitioner, or other health care providers, to clarify the situation for yourself.

For more information:
http://jama.ama-assn.org/content/305/6/569.full

Plastics in Our Environment  - By Lori Griffin

Did you know that most plastics are made from a non-renewable resource – petroleum? Plastics are convenient to use, inexpensive, and virtually unbreakable. However, they pose risks, both to the environment and to our health. Much plastic is discarded every day, and it takes up a large volume of landfill space. In addition, plastic manufacturing and incineration releases toxins into the environment, exposing many to these chemicals. Plastic food containers can leach chemicals, some of which are known hormone disruptors, into foods and beverages.

A few of the chemicals in plastics that are thought to be of concern are bisphenol –A (BPA), phthalates, and diethylhexyladipate (DEHA).

The recycling codes on plastic containers indicate the particular type of resin used in their manufacture. Avoid using containers with the numbers 3, 6, and 7. Number 3 is polyvinyl chloride (PVC), an endocrine disruptor and probable human carcinogen. Number 6 is polystyrene (PS), which may leach styrene, a possible endocrine disruptor and human carcinogen, into water and food. Number 7, polycarbonate, contains the hormone disruptor bisphenol-A, which can leach out as bottles age, are heated, or exposed to acidic solutions. Some of the better plastics are numbers 1, 2, 4, and 5.

What can you do to help minimize chemical exposures?

- Use glass, Corning Ware, ceramic, or lightweight stainless steel containers.
- Avoid using plastic wrap. If you must use it, don’t let it come into contact with foods.
- Use plastic containers designated as microwave safe. Your best bet are those made of polyethylene, which is plasticizer-free.
- Never reuse microwave convenience food trays and containers.
- Do not microwave food in plastic containers.
- Use phthalate-free baby products.
- Use mild detergent and warm water to wash polycarbonate.
- Discard polycarbonate bottles if they show signs of aging.
2010 Holiday Open House

“Winter, a lingering season, is a time to gather golden moments, embark upon a sentimental journey, and enjoy every idle hour.”
- John Boswell

Sundra Williams & Frances Allen

Emily Scripps, Taylor Squires and Jamie Scripps

Paula Martin

Amy Connell and Patti Cataldi

Connie Zeller, Chrysa Charno, Tracey Dello-Stritto, Dr. Avice O’Connell, and Holly Anderson

Wilbert & Joanne Thornton
guitar-playing partner, Taylor Squires. Hannah Walpole, another local singer, also added her voice to the lovely atmosphere of the evening.

As each year draws to a close, many will remember and celebrate the people and things that are truly important to them; those that have made a lasting difference in their lives. We are thrilled, awed and humbled by the yearly gathering of those who have allowed us to be part of their journey. Whether they have faced a breast cancer diagnosis, supported or cared for someone who has, or care enough to show their support, each is a unique contributor to our community, and all are to be celebrated!
to make you feel better, we’re going to help you with that. Sometimes there are more challenging decisions about treatment. Some people might want to talk with someone who wasn’t delivering that treatment; about the pluses and minuses, the risks and benefits of different avenues. We are often talking to people about those kinds of things.

Pat: How and when does palliative care fit into the breast cancer scenario, and particularly, into the metastatic breast cancer scenario?

Dr. Quill:
I think you could make an argument that it should always be a piece of the puzzle in that setting because many people who have metastatic disease do have some symptoms – not everybody, but some do – and they have some uncertainty about what’s going on. To me, it’s just making it part and parcel of the whole package. We can have people feeling the best that they can possibly feel while they’re undergoing treatment.

In point of fact, in a recent study of metastatic lung cancer patients, they looked at two groups. One group got standard chemotherapy and radiation, and the other group got chemotherapy, radiation, and palliative care from the time of diagnosis. It turned out that the group that got palliative care felt better, spent less time in the hospital, and lived longer. And how could that possibly be? Well, if you feel better and spend less time in the hospital, you may be able to get more treatment; you may respond better to the treatment. We don’t really know why that occurs, but there is reason to believe that it might increase your ability to fight the cancer, and at the same time, increase your enjoyment of your life. So why wait? The old model is you wait until there’s no treatment left and then you get hospice involved. Well, that doesn’t make any sense. It’s a lost opportunity to relieve symptoms and help people feel better, and to add to the meaning that they have in their life.

Pat: Can palliative care be integrated with standard treatment?

Dr. Quill:
Definitely. That’s the breakthrough here. You don’t wait until there’s nothing left to do to get palliative care. You get it from the get-go. It may or may not be specialty palliative care, but it ought to be part of the puzzle. And I think breast cancer, more than many other diseases, has sort of “gotten it” to some degree; there’s a lot of support there. There are a lot of different kinds of groups that are working to help people through this process. And I think that’s been great. But there’s clearly more that can be done, particularly when people end up in more difficult circumstances. Getting some added expertise as part of the team sure makes sense.
Dr. Quill: I think the misperception is that it’s equated with end of life care. That’s a historical thing. A lot of palliative care came out of a hospice tradition. But in the last ten years, it’s clearly become much more broadly accepted that it’s part of good medical care. We do care for the people who aren’t doing well, as well. There’s some continuity in that process: we can’t pretend that it isn’t a possibility. Otherwise you have this whole elephant in the room that nobody’s talking about. And that’s not good either. A little conversation about it can be very reassuring. But the breakthrough is that you don’t have to be in extremis, you don’t have to be in awful, awful pain, or be down-and-out depressed to get palliative care. You can have little symptoms that can be improved, and if we can improve little things, that’s huge.

Dr. Quill: They might not develop into big things.

Pat: Do you feel there’s a general misperception of palliative care, and what can be done to address that?

Dr. Quill: Exactly. That’s a very important article for us to get away from in this field, that it’s only for when things are dire.

Pat: What can be done to improve the delivery of palliative care?

Dr. Quill: At the time when a person is diagnosed with metastatic disease, someone ought to sit down and do a palliative care screen. If everything’s going fine, there’s by no means a need for palliative care to get involved. But become aware that it’s there if you need it. And if you do need it, then right from the get-go, get it going. It will really help. You will feel better.

Dr. Quill is working to remove the fear from the term palliative care. To apply an understanding of the word “palliate” when considering the palliative approach to health care is to add a new dimension to the options available for those diagnosed with any serious illness, including breast cancer. It is compassionate care, appropriate for many phases of the breast cancer journey.

For more information:

We would like to extend our sincere gratitude to the following businesses and individuals who placed an ad in the ARTrageous Affair’s event program. Due to space limitations we were unable to include them in our previous issue. Thank you for helping to make the event such an outrageous success!

- Honorable Victoria M. Argento
- Brow Diva
- Callan-Harris Physical Therapy, PC
- Canandaigua National Bank
- Cancer Services Program of Monroe County
- Jim & Sylvia Cappellino
- Dr. Nancy Cooper
- Cruise Planners, Inc.
- DeJoy Chiropractic
- Linda DiCesare
- Doodie Pack
- Dragonfly Garden Design
- Elizabeth Wende Breast Care, LLC
- Dr. Stephen Evangelisti
- Finger Lakes Radiation Oncology Center
- Genesee Valley Parent Magazine
- Nancy Germond & Peter Kane
- Get-it-Straight Orthodontics
- Melinda Goldberg & Ron Turk
- Lynne Halik, D.D.S.
- Highland Breast Imaging
- Highland Hospital
- I. Gordon Corporation
- Karen Ann’s Wig Salon
- Karen Craft Photography and Graphics
- LaBella Associates, P.C.
- Lumiere Photo
- Palmer Photography
- Red Fedele’s Brook House Restaurant
- Rochester Radiology
- Roswell Park Cancer Institute
- Russell P. LeFrois Builder, Inc.
- Sara Silvio Jewelry Design
- Senator Joseph E. Robach
- Senator Michael Nozzolio
- Suter, Levitt & Zugner Dental Group
- The Sample Seed Shop
- Tompkins Insurance Agencies
- Upstate Professional Planning Services
- Van Bortel Ford & Subaru
- Western Regional Off Track Betting Corporation
- Judge Kelly Wolford
- Woodcliff Hotel & Spa
On a snowy Saturday afternoon, the family and friends of Jack Connelly gathered to remember a man who has touched the lives of many at the Coalition. Jack and Phyllis Connelly have been an integral part of the our community for years, and he will be remembered with fondness by all who had the opportunity to cross paths with this kind, good-humored man.

Phyllis is a beloved member of our community of survivors, known to many as the “Queen Mum” of the Coalition. Jack was her biggest supporter as she made her way through treatment, and the couple attended many Coalition functions together. It was always easy to find Jack in a crowded room. All you had to do was listen for laughter. Chances are excellent that Jack was in the middle of it. His jokes were always in good fun, leaving his listeners with a smile.

His daughter, Cheryl, recalls the assembly of well-wishers that braved the winter weather to celebrate Jack’s life:

“Those who approached the podium came from various parts of Jack and Phyllis’ life - from family to neighbors, colleagues to co-conspirators, friends for 50 years to friends for less than 5 years. They shared jokes, reminisced and told stories. They spoke about the mundane and the profound, both silly and serious, from last week and from decades ago. They talked of fishing and friendships, game nights and gardening, sports quizzes and journalism, good-natured bets and practical jokes, comedians and cigarette lighters, diners and dollars, parenting and grand-parenting.

And through all these different stories and despite these many varied perspectives, several themes clearly emerged: Jack’s quick wit, warm spirit, and generous heart; his commitment to family and to friends; his integrity, his intelligence and his love of a good laugh.

As one friend put it, ‘If I could become half the Dad, half the man, half the husband that he was, I’d consider it a big success.’”

Another friend, Melisande Bianchi, offers these words that echo the sentiments of many at the Coalition: “Jack had the best sense of humor and such a loving heart. We will carry him in our hearts always.”

“Jack was a prince among men!”

“Jack was always a ray of sunshine.”

“What a gem. He will remain in our hearts forever.”

“One of a kind!!”

“Jack was a prince among men!”

“He was always kind and welcoming.”

“There was always that little impish grin and twinkle in his eye!”

“He would make me laugh at every encounter.”

“Because of Jack the world is a much better place.”

“When he entered a room he would light it up.”
**Friends Remembered...**

Susan Cohen  
Jack Connelly  
Donna Daniels  
Tracy Jones Palmer  
Jim Van Meenan  
Ann VanderMalle

---

**Tributes Welcomed**

Would you like to write about someone you have lost to breast cancer? We welcome submissions from friends and family members and are particularly interested in hearing stories about how they have touched and changed your lives.

Please send your submission with a digital photograph to Susan Meynadasy, BCCR Voices of the Ribbon Newsletter Editor, at susan@bccr.org.

We would be happy to honor your loved ones.
The pink ribbon has become the instantly recognizable symbol of breast cancer awareness, and those who wear or display the emblem do so to express solidarity and support toward those affected by the disease. Pink imagery abounds in our culture, particularly during the Breast Cancer Awareness Month of October. From pink-ribbon-adorned soup cans to fried chicken buckets, to vacuum cleaners, to full page ads in the pages of magazines and newspapers, we are urged to buy products in support of the cause. The prominence of the symbol has helped to bring breast cancer to the forefront of health care discussions, raised untold amounts of money for research, and destigmatized a subject that, at one time, could not be broached in polite society. But is that the whole story?

Gayle Sulik, a medical sociologist, author, and breast cancer advocate, carefully examines the direction that the pink ribbon is pointing in her recent book, Pink Ribbon Blues. The pink ribbon, she maintains, has become the instantly recognizable logo of a concept brand - breast cancer - and the symbol of a culture that defines the manner in which the disease is presented to, and ultimately perceived by the public.

Like any culture, pink ribbon culture has its own set of standards and mores, personified by the “she-ro;” a term Ms. Sulik has coined to describe the idealized breast cancer survivor. Combining both female and male characteristics, the she-ro bravely battles her breast cancer with style and spunk. The embodiment of hope and courage, she is ultimately empowered by her victory over the disease. (Male breast cancer survivors are disregarded in this imagery.) The optimism and cheerfulness of the she-ro-ic experience are highly valued qualities of pink ribbon culture. Undeniably, the belief that obstacles can be overcome is essential. But it takes more than a positive outlook to deal with breast cancer. Ms. Sulik makes a compelling case that constant light-heartedness is an unreasonable expectation; it disempowers those facing breast cancer by marginalizing their often difficult emotions. In truth, it is a very personal journey. As Ms Sulik states, “The accepted discourse of pink ribbon culture – solidly lodged in war metaphor, pink consumption, and narratives of quest and transcendence – limits the words, plotlines, and imagery available to communicate women’s varied experiences of breast cancer and ways of coping.”

Tracing the evolution of the breast cancer movement, the book gives an in-depth account of forms of advocacy that existed in the first half of the twentieth century. With the rise of feminism, the movement gained momentum in the 1970’s, and quickly adopted the pink ribbon as its symbol after its first use in the early 1990’s. By and large, pink ribbon culture as defined by Ms Sulik has come to represent only a palatable portion of the breast cancer experience. To counter this, she urges her readers to heed all the voices of survivors, and has included excerpts from exhaustive interviews with those who have faced or are facing breast cancer, representing a wide spectrum of experience. The stories may not fit the scenario of the she-ro-ic story, but they are authentic.

Pink Ribbon Blues is an eloquent, hard-hitting call to wake up and alter the way we deal with breast cancer as a culture.
Reading Behind the Headlines continued

Where did the information originate? Was it announced at a scientific meeting? Many times conference abstracts are preliminary in nature, lacking in statistical data, and often based on laboratory or animal studies.

Who paid for and conducted the study? Is there a conflict of interest? It is important to be mindful that many research programs are subject to pressure to publish in order to secure and retain funding. Many reports originate from studies reported in medical journals. The Journal of the American Medical Association and the New England Journal of Medicine serve to report research findings to scientists and health professionals.

Information on the Internet is available at the click of the mouse, yet not all of it is reliable. Several websites offer good sources of health information:

http://www.cdc.gov/
http://www.cdc.gov/cancer/breast/
http://health.nih.gov/

http://www.cancer.gov/cancerinfo/wyntk/breast
http://www.clinicaltrials.gov/
http://www.nlm.nih.gov/medlineplus/

The media plays a vital role in educating the public about the most up to date information pertaining to health care. However the volume of information that is communicated daily can leave us confused and dazed. We must look beyond the sound bites and strive for the most detailed science based reports that are available.
**Our Fundraising Friends**

**ROC Roller Derby – “Bouting For Boobies”**

On Saturday, November 13th, ROC City Roller Derby closed out the season with “Bouting for Boobies”. It featured members of the 5-h8-5’s, Rottenchesters, and Roc Stars in a round robin style bout. Breast Impressions cast 14 members of the ROC City Roller Derby. The casts were decorated by local artists and auctioned off at half-time with all money raised being donated to the Breast Cancer Coalition of Rochester. BCCR received $4,256 from the auction. Thank you for your incredible gift!

**Salvatore’s Sells Slices For A Cause**

Thank you to Salvatore’s Old Fashioned Pizza! During the month of October proceeds from the sale of each slice at all Salvatore’s locations were donated to the Breast Cancer Coalition of Rochester. The slices even came in pink boxes! The promotion was a huge success and raised $2,500 for BCCR.

**Rebounding for BCCR**

Marlin Johnson, a forward for the Rochester RazorSharks, has been a steady presence at BCCR. Last year Marlin created Rebounding for BCCR, in which sponsors donated $5 per rebound during Marlin’s 09/10 season. BCCR has received over $3,500 from this fundraiser! We would like to extend an enormous thank you to the Sands Family and Constellation Brands, DG&M Agency, Inc., Professional Medical Resources, Inc., Shaw Opticians, Hamill/Regional Valley Associates, Boston Agency, Inc. and Senator Mike Nozzolio for their support.

**Women Gynecology & Childbirth Associates – Dress down day**

The staff at Women Gynecology and Childbirth Associates held a dress down day which raised $472.22 for the Breast Cancer Coalition of Rochester. Thank you for your support!

**Spencerport High School**

Thank you to the students at Spencerport High School for donating the $111.50 from their bottle drive to the Breast Cancer Coalition of Rochester. What a great way to “Pay It Forward”.

**Roc City Florist Car Wash**

Thank you to Rockcastle Florist for hosting their annual car wash to benefit BCCR. In addition to the $600 raised from the car wash they raised another $400 during October by selling pink flower arrangements. Thank you for your dedication to the Coalition!

**Simply Scrapbooks – Scappink fundraiser**

Simply Scrapbooks held their annual Scappink fundraiser in October. This year they chose the Breast Cancer Coalition of Rochester as one of their recipients. BCCR is very grateful for the $260 donation. Thank you to everyone at Simply Scrapbooks for keeping it local!

**Windsor Cottage**

On November 18th Windsor Cottage hosted their 2nd annual Wrapped In Pink Shopping event. BCCR received 10% of sales from the day. Thank you to Peggy and her team for $200 and most importantly, their dedicated support of the Coalition!

**Jewels by Park Lane Party**

Thank you to Marybeth Cerrone, Michelle Chin and their friend, Mary Hutchins, a Jewels by Park Lane consultant. In lieu of complimentary jewelry from their party in October, Marybeth & Michelle donated $328.50 to BCCR. Thank you, ladies!
Women's Council of Realtors Annual Fashion Show

Miriam Beard stated “The results of philanthropy are always beyond calculation.” This could not be more true of the generosity of the Rochester Chapter of the Women’s Council of Realtors. For the past seven years the Council has selected BCCR as a recipient of a portion of the funds raised at their annual Fashion Show and Basket Auction. Since 2004, the Council has donated over $50,000 to the Coalition! We are in awe. Because of the Council’s generosity we have been able to offer support to more women and more families dealing with a breast cancer diagnosis. Also, the funds have allowed us to expand our office space to accommodate additional free programming such as the Healing Arts Initiative and a Friends and Family support group. The Women’s Council of Realtors understand that pink is more than a color – it is mothers, daughters, sisters, aunts, friends, neighbors and colleagues dealing with the aftermath of a breast cancer diagnosis. Thank you so very much for your commitment to your community.

Curves – Mendon

Curves Mendon raised $80 in October for the Breast Cancer Coalition of Rochester. Thank you for your continued support!

Churchville-Chili Saints Varsity Hockey Team

The Churchville-Chili Saints Varsity Hockey team held a fundraiser for the Breast Cancer Coalition of Rochester. The hockey players collected donations at local restaurants. They raised $1,330.54 as a result of all their hard work! Thank you for your continued support!

KelleyAyn Wallace Wedding

In lieu of favors at her wedding reception, KelleyAyn Wallace made a $500 donation to the Breast Cancer Coalition of Rochester. What a wonderful way to honor guests and support a worthy cause. Thank you so much, we wish you and your husband the best!

“Turbo for a Cause”

Thank you to everyone at Platinum Presenters for organizing Turbo for a Cause. Participants were able to take a Turbo Kick class and had the opportunity to win raffle prizes. $815 was raised at this event! Thank you for helping us give Breast Cancer a kick in the butt!

Shop for Hope

On November 14th the dancentre hosted their annual Shop for Hope. Several local vendors were selling their goods and people were able to get a jump start on their holiday shopping. $777.50 was raised for the Breast Cancer Coalition of Rochester. Thank you to Barb Grosser, event organizer, and to all who participated in the event.

World Gym

During the month of October the World Gym on East Avenue had two pink Cybex treadmills. For every mile logged on the treadmills they pledged 10 cents to the Breast Cancer Coalition of Rochester. They were even so generous as to let non-members come in and use the treadmills. In addition they promised to donate $10 for every new member that joined in the months of September and October. Between the new members and all the miles logged on the treadmills, a total of $1,092 was raised for BCCR. Thank you to everyone who participated and a huge thanks to the East Avenue World Gym for keeping their donation local!

Parkleigh – Mackenzie-Childs Vase donation

Those that attended BCCR’s Artrageous Affair in October found a coupon from Parkleigh in their gift bag. The coupon was for $10 off the Mackenzie-Childs Courtly Check vase with a pink ribbon. In addition, $10 from every purchase would be donated to the Breast Cancer Coalition of Rochester. BCCR was happy to receive $430 from Parkleigh. Our heartfelt thanks go out to Parkleigh for their continued support, and to everyone who purchased a vase.
Donations ending December 31, 2010

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 December 31st will be included in the summer newsletter.) We apologize for any errors and/or omissions on our donor pages.

### In Honor of:

**All Cancer Survivors**
- Ann Mazzarella

**Holly Anderson**
- Sumati Devadutt
- Janet Miller

**Sara Beale**
- Susan Van Der Stricht

**Pam Bernstein**
- Jane Gordon
- Miles Zatkowsky

**Michelle Bessette**
- Nicholas Gabel

**Sylvia Cappellino**
- Ann Mazzarella

**Patti Cataldi**
- Joyce Schmidt

**Phyllis Connelly**
- Paul Schutt

**Barbara Compa**
- Jane Oertel

**JoAnna Connor**
- Kim Connor

**Terrill Curran**
- Ginny Ryan-Curran

**Linda DiCesare**
- Joyce Schmidt

**Sue Druziak**
- JoAnne Druziak

**Timothy & Susan Englert**
- Rachel Eddy

**Nancy Germond**
- David Masonis

**Susan Gibson**
- Julie Gibson

**Karín Hauza**
- Joyce Schmidt

**Jean Lazeroff**
- Patricia Hagerman

**Deb Leary**
- Patricia Hagerman

**Lori Lytle**
- Joyce Schmidt

**Carol Matthews R.N.**
- George & Ferne Uschold

**Diane Mazzarella**
- Ann Mazzarella

**Betty Miller**
- Helen Elam

**Jennifer & David Nicoletti**
- Russell & Kathleen Thomas

**Joe & Beth Priebe**
- Warren & Arline Seideman

**Sandra Roether**
- Barbara Abraham

**Judy Rohrer**
- Ann Mazzarella

**Susie & Greg Smith**
- Rodney & Anne Smith

**Josephine Trubek**
- William Egger
- Deborah McLean

**Laurel Turner**
- Black Heart Fund

**Sherrie Valentino**
- Diane Campoli
- Deborah Wagner

**Randi Winterman**
- Jane Gordon
- Miles Zatkowsky

**Olga Withrow**
- Nicholas Gabel

**Ray & Judith Wood**
- Dr. Daniel & Shelly Caccamise

### In Memory of:

**Nick Agnello**
- Ann Mazzarella

**Vye Agnello**
- Adeline Bruno

**Adua Caia**
- Rina Battisti
- Anna Maria Battisti-Wall

**Dianna Curran**
- Ginny Ryan-Curran

**Agatha Ferlicca**
- Judy Wood

**Amelia “Amy” Gaesser**
- Doris Ardiszone
- Sammel Attardo
- Arnold Bernhard
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- Sharon Caranese
- Joyce Cavallaro
- John & Marie Collins
- Fairport Transportation Department
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- Mike & Kathy Gaesser
- Mr. & Mrs. Walter Gaesser
- Sharon Gundrum
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Karen Strech
Meyer Stolberg
Jennifer L. Strucker
Daniel Termine
The Moody’s Foundation Matching Gifts
Kristen Trotta
Laurie Tschudi
Mr. & Mrs. David Turpyn
Philip D. Vanderlee
Patricia N. Wagner
Rosemary & Philip Weidenborner
Rene Wells
Kristina L. White
Amy C. Wilkin
Judith A. Wilson
Mary Zeitvogel
Robert L. Zeitvogel

Friend’s Circle $50-$99
Anonymous Donor
Rose Mary Agins
Nora E. Auld
Daniel J. Azzolina
Joan R. Batzold
Stacey R. Bershod
Jane H. Biggs
Mary Breeden
Tameka N. Breedlove
Terry Bronte
Beth Brusdal
Rachel A. Burke
Susan Campbell
Shannon R. Carey
Megan E. Carlsen
Diane Caselli
Elwin K. Castro
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Royce A. Collins
Karen M. Cosano
Curves Mendon - Bridget Grant
Debra M. Devantier
Matthew J. DiFrancesca
Linda A. Distefano
Dr. Reuben Epstein
Lawrence & Rose Fiano
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Give With Liberty Match
Barbara J. Gorski
Lisa L. Greenwood
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Johnson & Johnson Matching Fund
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Jeffrey A. Raggi Jr
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Joanne Siegel
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Paula G. Stevens
Marilynn A. Sullivan
TC Group
Adam R. Thompson
Gordon J. Valentine II
Jose M. Velez Jr.
Village Coal Tower Restaurant
Kristy Wingate
Karen L. Zuber-Roberts

Pink Ribbon Circle $100-$499
Edward & Joan After
Mafalda C. Agostinelli
Allen Creek School - Denim Day
American Express Matching Fund
Thomas C. Anthony
Lisa C. Arbores
Steven Argento
Michael M. Atkinson
Jeff A. Benjamin
Delsa I. Benz
Dorothy A. Bianchi
Nancy Bianchi
Richard Bianchi
Dawn Z. Breen
Jennifer A. Brokaw
Ashley M. Brown
Rachael M. Burns
Lori Busch
Samantha K. Butler
Antoinette Capellupo
Kathryn A. Carson
Marybeth Cerrone, Michelle Chin,
Mary Hutchins - Jewels by Park Lane
Carole Cilano
Donna M. Coluzzi
Mary Ann Conley
Jennifer L. Conover
Joyce L. Cordello
Lisa J. Craig
Brian D. Crandall
Richard L. Curtis
Robin R. Cuzzupoli
Mary Jo Deichmiller
Nicki K. Denny
Kerri Diehl
Patricia Dix
Cathy M. Dobrowal
Crystal Doodie
Julia S. Dumuhosky
Helene Ehmann
Janet Elman
Duane A. Engle
Wilma Findlay
Barbara A. Fisher
TaTanisha A. Fowler
Bonnie R. Freville
Cynthia Gary
Girl’s Spa Parties - Amber Perez
Andrea Giuffre
Greece Athena Student Council Class of 2013
Greece Athena H.S. JV Girls Soccer
David Guadagnino
Sonja M. Hahn
Howard & Carol Haims
Joanne Hammond
Laurel Harrington
Derek Harrison
John D. Hawkes
Christine G. Hewitt
Susan E. Hollister
John & Seana Holtz Foundation
Jacobstein Food Service
Marcelino Jaime
Cynthia Jankowski
Mary & Richard Johnson
Selena M. Johnson
Liese M. Kalmus
Renee C. Thibeault  
Town of Pittsford - Employee's Annual Health Fair Raffle
Lynda Tripi  
Thomas Tschorke  
Willie M. Tucker  
Ultrafab “Go Pink” Event
Universal Instruments
VandenBrul Foundation
Karla R. Vandermeid  
Carey M. Vick  
Rosemary T. Volker  
Larry W. Wagemaker
Linda K. Walsh  
Sue Weisler
Michael A. Wheeler  
Deborah A. White
Hans P. White
Windsor Cottage
Women Gynecology & Childbirth Associates, P.C. - Dress Down Day
Anthony J. Yonda  
Barbara A. Zimmerman  
May Zorsch

Advocate's Circle $500-$999
Allstate Foundation  
Debora S. Braman  
Suzanne M. Campbell  
dancecentre - Shop for Hope
Gena R. Dioguardi  
Deborah Falbo
GiGi's Restaurant - Girls Night Out  
Steve & Niki MacIntyre
Maureen S. McCallum
Monroe Community College
Cara D'Emanuele, Hannah Walpole, & Nick Weiser - Songs for a Cure
Elizabeth A. Schiano
Matthew L. Schuler  
Section V Field Hockey - Dana Tucker
Michelle Shayne
Nicole J. Sipple
Kelly Siriano
Kevin J. Stone
Wal-Mart/Sams Club
Elizabeth Wende Breast Care - Jean’s Day
Westport Fund

Visionary Circle $1,000.00-$4,999
Artistic Designs Hair Salon  
Big Oak Driving Range & Golf Shop
Patricia A. Dell’Anno
Cycle Shop - Dice Run  
Deborahalbo - Chase
Jewell Music Company
JK Jewelry, Inc.
Longaberger Horizon of Hope
M&T Charitable Foundation
Cindy L. Dertinger, Advanced Breast Cancer: Tools for the Journey

Thank you to Jennifer Derycke, Kirstin and Don Benwitz, and Douglas and Barbara Henry for thinking of BCCR during the holidays. Instead of buying each other Christmas gifts this year they donated $100 to the Breast Cancer Coalition of Rochester. Thank you for your continued support.

In lieu of exchanging gifts this holiday Mr. and Mrs. Eric Meisenzahl & Family, Mr. and Mrs. David Graupman, Mr. and Mrs. Patrick Simpson, Mr. and Mrs. William Simpson, and Mr. and Mrs. David Turpyn donated $135 to the Breast Cancer Coalition of Rochester. Thank you for your support.
Upcoming Events & Programs at BCCR

Wednesday, March 23, 2011
Evening Seminar:
Approaches to Reducing Breast Cancer Recurrence Risk—A Survivor’s Guide
Presented by: Michelle Shayne, MD
7:00 - 9:00pm

Wednesday, April 27, 2011
Evening Seminar:
The Pathologist’s Role in Caring for Patients with Breast Cancer
Presented by: Dawn Riedy, MD
7:00 - 9:00pm

Monday, August 15, 2011
‘Tee’d Off at Breast Cancer’ Golf Tournament
Brook-Lea Country Club

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

Questions? Contact the BCCR at (585) 473-8177

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 BCCR at 585-473-8177

Upcoming Fundraising Events

“Battle Against Breast Cancer”
G2 Youth Wrestling Tournament at Penfield High School.
April 2nd through 3rd.

Greece Public Library Fashion Show
“Over the Rainbow” April 30th – 2pm.

Drum & Bugle Corps Concert
Apollo Middle School in Greece April 30th.
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.

Name
Address
City State Zip
Phone
E-mail

☐ I am a breast cancer survivor

☐ $5000 Founder's Circle
☐ $1000 Visionary Circle
☐ $500 Advocate’s Circle
☐ $100 Pink Ribbon Circle
☐ $50 Friend’s Circle
☐ $25 Contributor’s Circle
☐ $ Other

☐ I am not able to make a donation at this time but would like to be on your mailing list.

I would like to make an additional 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.
Expiration
Signature
Name on Card

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

Gifts of $100 + receive a complimentary Comfort Heart.

Browse, Borrow & Read

Enjoy the BCCR Library

Stop by 840 University Avenue in Rochester or call us at 585-473-8177 for more information or to order one or more! The cost is $35.00 each. We do accept Paypal as well as most major credit cards. ➜

The Breast Cancer Coalition is pleased to introduce a new item to our line of merchandise. This lightweight, ladies cut, microfleece full-zip jacket in Kiss Pink is offered in sizes Small, Medium, Large and X-Large. Two front pockets, open cuffs and hem and the BCCR logo complete the look. You could easily wear this fleece while running errands, working out, reading a book or even at The Pink Ribbon Run & Family Fitness Walk in May!
Voices of the Ribbon
Published Quarterly by the Breast Cancer Coalition of Rochester
Tel. 585-473-8177 • Fax 585-473-7689 • E-Mail: info@bcr.org • Online at bcr.org

You are extraordinary and beautiful and creative and curious and smart and full of ridiculous and endless potential.

You are the only way to make all that you are come true.

-Joanne Sharpe
joannezsharpe.blogspot.com