Our Fifteenth Anniversary
A Time for Celebration and Reflection

Our story begins farther back than fifteen years ago. The seeds of this organization were originally sown in 1993, when several members of a local cancer support group found they shared much common ground as they faced breast cancer, and decided to branch off and form a new group specifically for those with the disease. They called themselves the Breast Cancer Coalition of Rochester. Four years later, Judythe Roth, one of the members of this group, spoke to another local cancer support group. Judyth made quite an impression, and members of the group who heard her that day merged with the Coalition, reorganizing and moving onward in a brand new direction.

On July 2, 1997, the new group held its first meeting at the home of Sylvia Cappellino. Sylvia and...
2012. As we celebrate the fifteenth anniversary of our organization we are, frankly, surprised we are still here. In February of 1997, during my fortieth year, I was diagnosed with Stage III breast cancer. I was shocked, bewildered, stunned, devastated, frightened - but most of all, I was angry.

We are so close, I was told. We are within five years, they said.

The months and years have passed and, with each turn of the calendar page, we wonder how long it will be before we hear the news: “It’s here. It’s HERE. The END of breast cancer!” A cure is not enough. We want to end it - to prevent breast cancer from happening altogether. How will we get there?

We have already begun. The Breast Cancer Coalition of Rochester collaborates with many organizations that share the ultimate goal of ending breast cancer - groups such as Breast Cancer Action, the Breast Cancer Fund, and the National Breast Cancer Coalition. The last of these has a plan: Breast Cancer Deadline 2020. Launched in the summer of 2010, this initiative challenges everyone to change the conversation. Advocates are eager to lead scientists, researchers, the media and policy makers into meaningful discussions about what it will take to end breast cancer in this decade. Not surprisingly, many stakeholders were initially reluctant to accept this view. What will it take, they wondered, as they met last summer to develop research plans, an outline of objectives, a basic work plan and a timeline for developing a preventative breast cancer vaccine. Groups of scientists from academia and industry, along with regulators, healthcare providers, clinicians and advocates focused on many key areas. They are unwilling to hear less than their goal: End it.

Learning to prevent the spread of breast cancer (metastasis) to other parts of the body is another goal of Breast Cancer Deadline 2020. Breast cancer doesn’t kill 40,000 people in our country each year. Metastatic breast cancer does. The NBCC’s Summit on Prevention of Metastatic Breast Cancer last August was a significant step toward developing the research necessary to understand how metastasis happens. Read all about this effort, and many other advances, at BreastCancerDeadline2020.org.

What will happen when breast cancer is finally eradicated? Will jobs be lost? Will machines groan to a halt? Will drugs gather dust? What about the providers of services that are no longer needed? Will machines groan to a halt? Will drugs gather dust? What about the providers of services that are no longer needed? I can assure you that metastatic breast cancer will be lost? Will machines groan to a halt? Will drugs gather dust? What about the providers of services that are no longer needed? I can assure you that metastatic breast cancer will be lost? Will machines groan to a halt? Will drugs gather dust?

A year later, Alison missed the race due to an Achilles Tendonitis injury. She volunteered at the event, glad to be able to do something tangible in support of her mother-in-law, who was fighting metastatic breast cancer. Her struggle had spurred Alison’s visit. An avid runner, Alison had also come to sign up for the Pink Ribbon Run and Family Fitness Walk in support of her mother-in-law. While in the office that day, she spoke with Holly Anderson, who kindly took the time to address the difficult questions weighing heavily on Alison’s mind: mainly how her mother-in-law, or anybody else for that matter, could have breast cancer somewhere other than their breast.

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The previous December, Alison had consulted with her general surgeon for a hernia repair. This particular surgeon, leaving no stone unturned, routinely does a physical exam for his patients as part of the preoperative workup. For female patients, this includes - with the patient’s consent, a breast exam. slower than her first run in 2004. In January of 2006, Alison was diagnosed with breast cancer. What a difference a year can make.

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Making Sense of Health Reports in the Media

It’s said by some that we live in the Information Age. With ready access to an abundance of different media, knowledge of all sorts finds its way to our doorsteps, computer screens, mailboxes, and more. Much of what we gather through the media is constructive and very necessary. It’s quite helpful to know what Mother Nature will be sending our way so readily available, it begs the question: how do we find the truth among the many voices, some quite loud and insistent, vying for our attention?

Health care topics constitute a good portion of the news we consume. With so much information so readily available, it begs the question: how do we find the truth among the many voices, some quite loud and insistent, vying for our attention? Health care topics constitute a good portion of the news we consume. With so much information

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Behind the Headlines continued

...continued on page 22

As the Clock is Ticking… Another Diagnosis

I received a text message last night from my good friend Shelley, concerning Lauren, her sister-in-law, January 28, 2012 7:12 PM: “Just got news John’s sister was diagnosed with Stage 1 breast cancer…just so stunned and sad.” It has been nine months since I attended the National Breast Cancer Coalition’s Conference in Washington, DC. As our group from the Coalition listened to the first of many presentations, we learned of a new initiative, Breast Cancer Deadline 2020. Fran Visco, the President of NBCC, announced the organization was drawing a line in the sand to end breast cancer by 2020. I remember thinking how extremely ambitious and unrealistic that seemed. Then I heard her say, “So what if we fail, we already have!” It became clear to me that although we have made great strides in the diagnosis and treatment of breast cancer, we have failed - we have failed to end it. Since the war on cancer was first announced in 1971, there have been billions of dollars raised for research and treatment. In 1991 in this country, 119 women died of breast cancer every day. In 2010, it was estimated that 110 women died of the disease every day. Could anyone consider that success?

We are bombarded with studies announcing new causes and possible cures for cancer. It seems that the more we learn, the more complex the disease becomes, and it appears less likely that a cure will be found. Rather than push for a cure, the new conversation is about prevention of the primary disease of breast cancer, and the causes and prevention of metastases. The new initiative involves using all the knowledge that has been gained in the past 40 years, bringing scientists and it appears less likely that a cure will be found. Rather than push for a cure, the new conversation is about prevention of the primary disease of breast cancer, and the causes and prevention of metastases. The new initiative involves using all the knowledge that has been gained in the past 40 years, bringing scientists and it appears less likely that a cure will be found. Rather than push for a cure, the new conversation is about prevention of the primary disease of breast cancer, and the causes and prevention of metastases. The new initiative involves using all the knowledge that has been gained in the past 40 years, bringing scientists and
Judith were joined by Harriet Suskind-Rosenblum, Maurine Johnson, Marcia Gittelsohn, Linda Gottwald, Shirley Falvo, Mary Jo D’Angelo, Carmella Richards, Janet Smith, Jackie Buck, and Kathy Chiavaroli - our founding members. These women, joined by others in the months to follow, established a mission for the Coalition that revolved around three goals: education, advocacy, and research.

The founding members had a dream of funding local researchers who were inspired by the experience of their father, Wayl Pluta, who suffered terribly and eventually succumbed to cancer while only in his fifties. With the vision of developing a cancer treatment center that would provide the highest standard of care while remaining focused on the experience of the patient, the Pluta family funded the initiation and gradual expansion of a facility located within Genesee Hospital. A warm, compassionate atmosphere greeted the patients of the Pluta Family Cancer Center. As the hospital’s very first cancer treatment facility flourished and grew, it became a valuable resource for those diagnosed with cancer while honoring the humanity of those affected by it. The Pluta Cancer Center provides everything from sophisticated technology and cutting-edge expertise to compassionate, patient-centered care.

The Coalition was rapidly outgrowing its meeting quarters located in the basement of Valley Manor on East Avenue, and members sought a permanent location. Sandra Maggio Monahan, who took a 3-month sabbatical from her job at American Express to lead the organization, used her expertise to further refine the Coalition’s goals and assist in finding office space. Under Sandra’s guidance and with the help of State Senator James Alesi, an office was located on Park Avenue. Advocates traveled to both Washington and Albany to learn about the issues surrounding breast cancer and have their voices heard by lawmakers. With the Founders at the helm, Holly began her role as Executive Director two weeks after the World Trade Center crumbled on 9/11/01, and just as Terri was facing a new turn in her own breast cancer path.

In 2002, with Phyllis Connolly now Chair of the Board, the pinch of the Coalition’s small office space grew tighter. In April of that year, Terri Schmitt and another beloved longtime member of the organization, Nancy Infantino, were lost to the disease. As members of the Coalition reeled in deep pain, their resolve to forge ahead grew stronger. Breast cancer was a foe to be reckoned with, and the women and men of the Coalition were willing to meet it head on. Mother’s Day that year saw the initiation of the Pink Ribbon Run & Family Fitness Walk. Runners and walkers braved the pouring rain at St. John Fisher College in high spirits despite the dismal weather. Showing their support and raising funds.

The Pluta Cancer Center was established at the Genesee Hospital in 1975 by a grant from Andrew Pluta and his two brothers. They were inspired by the experience of their father, Wayl Pluta, who suffered terribly and eventually succumbed to cancer while only in his fifties. With the vision of developing a cancer treatment center that would provide the highest standard of care while remaining focused on the experience of the patient, the Pluta family funded the initiation and gradual expansion of a facility located within Genesee Hospital. A warm, compassionate atmosphere greeted the patients of the Pluta Family Cancer Center. As the hospital’s very first cancer treatment facility flourished and grew, it became a valuable resource for comprehensive, multidisciplinary cancer care in the Rochester community. When the Genesee Hospital closed its doors in 2001, the Pluta family – under the leadership and heartfelt persistence of Andrew and Helen Pluta – worked to keep the center open in its location within the former hospital. The physicians, nurses, and patients, committed to seeing the Pluta Cancer Center endure, provided much needed moral, and in some cases, monetary support. The center continued in its original location for two years as the Pluta family persevered in their search for a more stable situation. What ensued was a two year period of hard work, dedication, and determined persistence for the Pluta family as they sought and eventually found a suitable site in which the center could continue. During this time, the original vision gradually expanded to encompass the concept of an independent, non-profit cancer center.

In 2003, the Pluta Cancer Center moved into its current location on Red Creek Drive in Henrietta. Faced with the many demands of maintaining a non-profit cancer center, the Pluta family, along with the physicians, nurses, other practitioners and staff at the facility, remain true to their mission of caring for those diagnosed with cancer while honoring the humanity of those affected by it. The Pluta Cancer Center provides everything from sophisticated technology and cutting-edge expertise to compassionate, patient-centered care.
No one dies from breast cancer that remains in the breast. The lump itself is not what kills. The metastasis of cancerous cells to a vital organ is what kills.

Metastasis refers to the spread of cancer to different parts of the body, typically bones, liver, lungs and brain.

Treatment for metastatic breast cancer is lifelong, and focuses on control and quality of life vs. curative intent. (Treatable but unbeatable.)

About 6% to 10% of people are Stage IV from their initial diagnosis.

Early detection is not a cure. Metastatic breast cancer can occur any time after a person’s original diagnosis, even if the patient was initially Stage O, I, II or III despite getting annual checkups and annual mammograms.

There are many different kinds of metastatic breast cancer.

Treatment choices for MBC are guided by hormone (ER/PR) and HER2 receptor status, location and extent of metastasis (visceral vs. non-visceral), previous treatment and other factors.

There are no hard and fast prognostic statistics for metastatic breast cancer. Everyone’s situation is unique, but according to the American Cancer Society, the 5 year survival rate for stage IV is around 20%.

October 15th is National Metastatic Breast Cancer Awareness Day. To learn more about this as well as resources specifically for people with metastatic breast cancer, see www.mbcn.org. Your support is appreciated on October 15th and throughout the year.
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.

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 group members are 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 Tracey 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 Meynadary, 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 is Friday, June 1st, from 6 to 8PM. Please call if you have any questions, or to RSVP.

For more information or to register for our programs, please call the BCCR at (585) 473-8177
With the arrival of Spring, the various programs offered here at the Coalition are in full swing. As we plan, announce and execute our many different offerings, two very specific and unique programs come to my mind. This year, we will once again host the Annual Cindy L. Dertinger Advanced Breast Cancer Seminar: Tools for the Journey. This half-day event is in its ninth year, and specifically focuses on providing hope and information to those living with metastatic breast cancer. Each year, the seminar features a panel of medical professionals and metastatic breast cancer survivors who speak on a variety of topics. The professional presenters for this year’s seminar include Dr. Meri Atanas from the Lipson Cancer Center speaking on “Radiation Therapy for Metastatic Breast Cancer;” Joanna Lipp, Nutritionist from the Wilmot Cancer Center, and her presentation entitled “Survivor Salad: Does Salad Matter;” and Dr. Michelle Shayne from the Wilmot Cancer Center, who will bring us up to speed on “Updates & Trends in Medical Treatments.” Dr. Alexander Solky from Interlakes Oncology will moderate the afternoon’s events. This seminar is free to attend, seating is limited and RSVP is required. Please call Connie or Tracey at 473-8177 to reserve your seat today.

Another fantastic program that we are very excited about is the arrival of chef and cookbook author, Nancy Waldeck. Chef Nancy will be here for our May evening seminar on Wednesday, May 23 at 7pm. Nancy hails from Atlanta, Georgia, where she holds healthy cooking classes for corporate groups and cancer centers - classes that center on an imaginative and fun approach. We first heard of Chef Nancy when two of our young survivors attended the Young Survivor Coalition Conference and asked if she could be here in May to encourage and educate the community. The simple, fun, and healthy style of Chef Nancy was inspirational and the young survivors signed up for a seat in her workshop. Chef Nancy will be here from 1-5PM, with a reception for all at 5PM. Please send us your information for our mailing list so that we can offer e-mail news as well as print news. Send your information (full address or just your other details) to Tracey Dello Stritto at tracey@bccr.org.

Thanks!

To learn more about our support programs and the information available at BCCR, please call Tracey at 855-473-8177.

Are you on our mailing list?
Is your e-mail address and/or phone number a part of our listing?
Please send us your information for our mailing list so that we can offer e-mail news as well as print news. Send your information (full address or just your other details) to Tracey Dello Stritto at tracey@bccr.org.

Spring is in the air and that means we are gearing up for another busy season of health fairs, festivals and major fundraising events, starting with the Pink Ribbon Run & Family Fitness Walk on Mother’s Day, May 13. We have already been involved in six health fairs this year, and wish to extend thanks to Jean Lazoroff and Marianne Sargent for attending one at Canandaigua on January 16. We are also grateful to Nancy Germond and Betty Miller for representing the Coalition at the University of Rochester’s annual Health and Wellness Fair on January 26. We had great feedback from the U of R on the compliments they received about the information provided by our representative.

We also wish to extend our gratitude to the volunteers who take time to attend community fundraising events that benefit the Coalition. A big “thank you” goes to Tom and Lori McJury for going to a check presentation by the Churchville Chili Varsity Hockey Team at one of their home games in January, and to Connie Schmeer and her daughter, Pam, for attending a Kick-A-Thon fundraiser on January 25 at Grand Master Aven Self Defense and Fitness. We appreciate your time and effort.

There are many opportunities for volunteering throughout the year at the Breast Cancer Coalition. You can choose from daytime, evening and weekend events to fit your schedule. If you are interested in working a shift at one of the upcoming festivals, keep in mind that the Lilac Festival runs from May 11th through the 20th and the Park Avenue Fest will be held on August 4th and 5th. If you prefer a more active role, please consider helping out with the Pink Ribbon Run & Walk, the “Tee’d Off at Breast Cancer” Golf Tournament (July 30th) or the ARTrageous Affair Gala (October 6th). We have something for everyone!

“Volunteers are not paid, not because they are worthless but because they are priceless.”

- Anonymous

There are many opportunities for volunteering throughout the year at the Breast Cancer Coalition.

Volunteer SPOTLIGHT

Pamela Bernstein

Pamela Bernstein’s life has been forever altered by breast cancer. She witnessed as her mother underwent a radical mastectomy and radiation treatments after receiving a diagnosis. Then, with twenty-one disease-free years behind her, the cancer returned and, sadly, Pam’s mother eventually passed away. One of Pam’s sisters has also been diagnosed and treated for breast cancer, and is alive and well today. A beloved sister-in-law who received a breast cancer diagnosis has succumbed to the disease. But steadfast in spite of the relentless presence of breast cancer in her life, Pam has chosen to take action.

In 2003, Pam teamed up with Jane Gordon, who wanted to create a cookbook to celebrate the deep, meaningful friendships she experienced with other survivors during her own breast cancer journey. The women, along with Randi Winterman and several other volunteers, collected hundreds of recipes, including some signature recipes from local restaurants. They collaborated with generous donors as the book, “Bosom Buddies: Friends Feeding Friends” took shape and was published. Sold at the Coalition and a number of local outlets, the cookbook generated proceeds that were instrumental in building the Resource Center that now occupies a portion of the main room here at the Coalition. Pam has helped with the ARTrageous affair on many levels. Working diligently on the Artists Reception Committee, Pam helped ensure the smooth running of an event that leads up to the yearly...
LOCAL SPRING FOODS: Well Worth the Search

Article by Sonya Bentouch, NOFA-NY Intern, University of Rochester, Class of 2012

Living in the Rochester, New York area, we are lucky to boast four very dynamic and unique seasons. But finding locally grown foods in all seasons can sometimes be daunting. Eating local foods is a given in the summer, too good to pass up in the fall, and fairly convenient in the winter (when the summer’s bounty has been properly stored, canned or frozen). It is in the spring that tracking down locally grown foods requires a bit more determination. In efforts to make it easier to find the (historically) long and unforgiving Rochester winter, you may have gone through more of your stored food than you had intended, and the new season’s crops have not yet sprung up. To assist you, our friends at the Northeast Organic Farming Association of New York (NOFA-NY) have compiled a list of tips to help you enjoy fresh and nutritious, food this spring while supporting a local and sustainable food system!

Visit the Highland Park Winter Farmers Market!
This farmers market hosts a range of fresh and local foods every Wednesday from 3-6pm until May 2nd. The market is located inside of the Cornell Cooperative Extension Building at 249 Highland Avenue. There are new vendors and products each week, so stop by to find some of the finest and tastiest foods in the greater Rochester region. For more info and for updates about the market check out www.hIGHLANDwinterMARKet.com

Find organic on the go with the Farmshed 2.0 Smartphone App.
This app lets you search, browse and locate hundreds of local farms, food producers and farmer’s markets in Central New York and the Finger Lakes. Visit www.farmshedecn.com and be constantly up to date with local food trends!

Join a CSA!
CSA stands for Community Supported Agriculture and is a mutual relationship between producers and local farmers. Here is the big idea: consumers commit to support local and sustainable farms by becoming shareholders of a CSA. This includes a payment before the growing season, and once the harvesting season rolls around, shareholders receive a weekly ‘share’ of fresh and regional fruits and vegetables, dairy and meat. Not only does this facilitate easy access to extremely fresh and nutritious food, it creates a secure local economy and promotes a bond between farmer and consumer. The farmer is able to secure a market for their food and the advance payment helps ensure the farm’s cash flow. What could be better than actually being able to safely say where your food comes from?

NOFA-NY will be holding a series of CSA Fairs in different parts of New York State to educate about CSAs, promote regional food, publicize local CSAs and encourage consumers to become shareholders. The Rochester CSA Fair was on March 3rd. However in Canandaigua, a CSA Fair will be held on March 31st from 11am to 4pm at the Wine and Culinary Center. For more information visit www.nofany.org/csafair and help spread the word.

Each year, NOFA-NY publishes the Organic Food Guide, a directory of organic farms and food businesses in New York State. More than 700 Certified Organic or Farmer’s Pledge farms are listed. The 2013 guide will be printed in May and is available at co-ops, stores and markets across New York State. The online directory is available year round at www.nofany.org/directory. NOFA-NY, Inc. is an organization of consumers, gardeners, and farmers working together to create a sustainable regional food system which is ecologically sound and economically viable. Through demonstration and educational opportunities, we promote land stewardship, organic food production, and local marketing. NOFA-NY brings consumers and farmers closer together to make high quality food available to all people.

The end of May kicks off some great local summer farmer’s markets.
In Rochester we are fortunate enough to be able to find these markets just about every day of the week. Markets that particularly highlight the importance of delicious, sustainably-grown local foods are the Brighton Market, Southwedge Market, and the Monroe Village Market.

Some local spring foods:
Ramps, rhubarb, asparagus, beet greens, spinach, turnips, radishes. Other items that are locally available year-round are eggs, meat, grains and dairy products (butter, yogurt, cheeses).

This spring, expand your cooking repertoire by trying a new local fruit or vegetable! You can find some great recipies to start experimenting with on the NOFA website, http://www.nofany.org/organic-living/recipes
Here’s a highlight to get those creative juices flowing and your mouth watering: Spring Leek and Asparagus Strata (Recipe at right)

For more information on the organic movement in NY state or to find local and organic foods year-round visit NOFA-NY’s website at www.nofany.org.

SPRING LEEK AND ASPARAGUS STRATA
(Adapted from “Fontina, Asparagus and Leek Strata” Cooking Light, March 1999

Ingredients:
1 Tbsp. butter
3 C. (1-inch) sliced asparagus (about 1 lb)
2 C. thinly sliced leeks (about 3 small)
3 Tbsp. chopped fresh tarragon
1 tsp. grated lemon rind
3 C. cubed firm french bread (slightly stale is the best)

Melt butter in a large nonstick skillet over medium-high heat; add asparagus and leeks. Saute until tender (about 10 minutes) stirring occasionally. Stir in tarragon, lemon rind, salt, and pepper. Set aside.

Arrange bread in a single layer in a 13 x 9-inch baking dish. Top bread with half of asparagus mixture, and sprinkle with 1/2 of cheese. Repeat procedure with the remaining asparagus mixture, and the remaining 1/2 of cheese. Combine milk, and eggs, and stir with a whisk until well-blended. Season with salt and pepper. Pour the milk mixture over strata. Cover strata, and chill for 8 hours or overnight.

When ready to serve, let strata come to room temperature. Preheat oven to 400°. Uncover strata. Bake at 400° for 40 minutes or until set. Serves 6.

Top the salad with the sliced chicken breast. Serves 6-8.

To make the dressing, add the jam, vinegar, mustard and oil to a jar and shake well. Season with the Sea Salt and pepper. Add 1/2 of the dressing to a zippy bag with the chicken from the breast. Place in the fridge for at least 4 hours or overnight. Remove the chicken from the bag, pat dry and coat on the grill or grillpan. When done, remove from the grill and let sit for 5-10 minutes. Slice the chicken breast on the bias.

To make the salad, toss together the salad ingredients. Beginning with half of the remaining dressing, toss the salad, adding more if necessary. Top the salad with the sliced chicken breast. Serves 6-8.

* A selection from Chef Nancy Waldeck’s new cookbook, Taste and Savor

SPRING STRAWBERRY JAM SALAD

The Dressing Marinade
1/4 C. Strawberry Jam
1/4 C. Balsamic Vinegar
1 tsp. Dijon Mustard
3 Tbsp. Extra Virgin Olive Oil
1/2 tsp. each Sea Salt and Black Pepper

The Salad
8 C. Spring Greens - Baby Spinach, Arugula or other Lettuces
1 C. Shredded Red Cabbage
1 C. Shredded Carrots
2 C. sliced Strawberries
4 Oz Goat Cheese, Cumbled
1/4 thinly sliced Green Onions
1/2 C. toasted chopped Almonds
A chemical engineer with a wide range of interests, Alison also enjoys artistic pursuits, one of which is playing the French horn. Before her diagnosis, she began rehearsals with a woodwind quintet, a group she refers to as her “dream team,” for a January concert. Despite her unexpected twist of fate, Alison never missed a beat and continued rehearsals through a time full of doctor’s appointments and difficult decisions. She played the concert as scheduled, her surgical drains still in place, hidden by a biggy shirt.

The next phase of her journey was chemotherapy. Alison dealt with the side effects in her characteristic “can-do” style. When her hair fell out, she sometimes sports a wig, sometimes one of her colorful scarves, or a lovely, turban-style head covering she found at a Hallall import shop. When the fatigue became too much, she rested. Alison’s greatest frustration was that she could not run. With the PICC line was running. On the day of her last chemo treatment, the PICC line was finally removed, and the first thing Alison did was go for a run. “It was hard” she recalls, “It was really, really hard.” She worked back into it gradually and (mostly) patiently, knowing her strength would ultimately return.

After a short break, Alison began radiation therapy. She tolerated it fairly well despite extreme fatigue halfway through treatment. She kept running, maintained her involvement in her daughters’ busy lives, and continued playing the horn, and found an outlet for the mental and emotional toll of breast cancer through events at the Coalition. There were two more marathons that year, as well as a couple of triathlons, and Alison went the distance each time. As if that wasn’t enough, Alison joined an expedition for cancer survivors to climb Mount Kilimanjaro in Tanzania the following year. She worked hard to raise donations for The American Cancer Society and paid her own way for the trip. Carrying a banner signed by Brown Bag participants and other supporters, she reached the 19,340 ft. summit of Mount Kilimanjaro on March 2, 2008. Never one to rest on her laurels or sit still for long, Alison completed a similar trip in 2010 to Mount Everest in Nepal, where she and a group of cancer survivors hiked the base camp region.

If Alison is often asked, “Why did YOU get cancer? You do everything right.” “The only answer,” Alison says, “is that there are some things you can’t control and you just have to accept it.” Too busy to worry about continued on page 20
A Surprise Valentine’s Day Serenade for the Coalition

In the words of Sylvia Cappellino,

“They are in our minds and hearts as we move toward the day when breast cancer has become nothing but a bad memory.

I first met Claudia Potter at a Brown Bag lunch. Reeling from her diagnosis and feeling the full impact of the chemotherapy she was undergoing, she was still able to share a laugh as she sought answers to her difficult questions. I learned that she was a single mom of two teenage boys, and was doubly impressed at the spunk she showed in the face of breast cancer. Her journey was a difficult one, but Claudia was also interested in what others at the table were going through, and became a regular at Brown Bag Fridays. She was a caring, empathetic presence at the weekly gathering. Her wry wit and ability to smile at life’s ironies, large and small, gave hope to those who were going through their own challenges. Above all, Claudia’s deep love for her boys came through loud and clear as she spoke of their support and caring throughout her diagnosis and treatment.

In 2008, I had the unexpected honor of leading the candlelight walk at Lives Touched Lives Celebrated. Claudia, clearly in pain from an injured knee, walked alongside me with her cane. As we set an easy pace for those behind us, we chatted about many things. Having finished her chemotherapy, she would not allow her discomfort to dampen her spirits. She spoke of the relief of knowing an especially difficult phase of her journey was behind her, of the challenges of returning to work, and was very interested to hear about how I was doing. She lit up whenever she mentioned her sons, and as my own sons were close in age to hers, we shared the joys of raising teenage boys. It was clear to me that her children were the light of her life and the reason she fought so determinedly against her cancer. Claudia’s warm sense of humor ensured that our conversation was punctuated by frequent laughter.

I was discouraged to hear last year that Claudia’s cancer had returned. Thrown back into her struggle, she faced it with characteristic determination, and with a smile. She checked in with us often at the Coalition, and spoke with Tracey, who would relay the latest news to me. Claudia hoped for more time with her boys, and as someone who loved to cook, she wanted to collect her many recipes in a book to share with the family she loved so much. But that was not to be; she succumbed to her illness in December.

Claudia is missed by many, but her bright light will never be extinguished. Whenever a joke is shared at the Brown Bag table, and laughter rings out amidst the tears and fears, I’m sure that Claudia is smiling too.

Claudia Potter - By Pat Battaglia

Friends Remembered...

Linda Kelly
Kimberly McDonald
Denett Pimkowski

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 (300-500 words) 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.
Breast Cancer Incidence Rates Are No Longer Declining in U.S. Women

Between the years 2002 and 2003, breast cancer rates declined 7% among non-Hispanic white women. This decrease followed in the wake of a sudden and dramatic decrease in the use of hormone replacement therapy (HRT) by menopausal women. The use of this therapy declined sharply after the release of findings from a study conducted by the Women’s Health Initiative that pointed to HRT as a contributing factor in breast cancer. The initial downturn in the numbers of new diagnoses appears to have leveled off. According to researchers from the National Cancer Institute (NCI) and the American Cancer Society, the marked decline in recent incidence rates did not continue beyond 2002.

Data from the NCI’s Surveillance, Epidemiology and End Results Program (SEER) showed a 7% decrease in breast cancer rates between 2002 and 2003. In reviewing the statistics for the years from 2003 to 2007, researchers found that overall breast cancer incidence rates did not change significantly among non-Hispanic white women in any age group. The steep drop in incidence in 2002-2003 was not observed in Black and Hispanic women, and incidence levels remained stable during the following years as well. Rates did increase 2.7% per year for estrogen receptor positive (ER) diagnoses among women ages 40-49, and decreased for ER negative breast cancers in the same group, as well as for those in the 60-69 age group.

The authors of the 2011 study, which was published in the March edition of the journal, Cancer Epidemiology, Biomarkers & Prevention, conclude that further study is needed to understand their observations. While it is clear that the decrease in breast cancer rates attributable to the decrease in the use of HRT has leveled off, the reason for the increasing rate of ER positive diagnoses in the 40-49 age group is a question that deserves careful attention.

“Breast Cancer Incidence Rates Are No Longer Declining in U.S. Women”


2.) Wendy Y. Chen MD MPH, Bernard Rosner PhD, Susan E. Hankinson ScD, Graham A. Colella MD MPH, Walter C. Willert MD DrPH, Moderate Alcohol Consumption During Adult Life and Risk of Breast Cancer, The Journal of the American Medical Association (JAMA); http://jama.ama-assn.org/content/307/15/176.full.pdf


For further information:
http://cebp.aacrjournals.org/content/20/5/733.full
http://www.fda.gov/cancerdrugs/landingpage.htm

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For further information:
http://cebp.aacrjournals.org/content/20/5/733.full
Our Fundraising Friends

Tigers In Pink! RIT Women’s Hockey Team
The Tigers presented the Coalition with a check for $3,825.12 before their home game on January 6. Connie Zeller accepted the check, accompanied by her daughter Alicia’s hockey team members. Thanks to the team for their fundraising efforts last fall and congratulations on a winning season!

Rockcastle Florist Car Wash Fundraiser
Employees and friends came out, despite the damp, windy weather, to hold their annual car wash on October 16 and still managed to raise $1,000. Thank you, Rockcastle Florist!

Charlotte High School Varsity Club
Charlotte High School Varsity Club athletes collected donations on October 6, as part of their Spirit Week. Thank you for the $177 donation!

Highland Hospital Pink Glove Dance
The Breast Cancer Coalition is thrilled for Highland Hospital’s second place win in the Pink Glove Dance Video Contest last fall. We also appreciate that they chose our organization to receive the $5,000 prize, which will go to our initiative to help fund a mammography unit at the Anthony Jordan Health Center. We salute the energy and enthusiasm everyone at Highland Hospital put into the video and thank them for the generous donation.

Brockport High School Football
The team collected donations and presented the Breast Cancer Coalition with a check for $1,655. Thank you for your support!

School #23 5th Graders Reading Challenge
Thanks to the students who raised $642 through their reading program.

St. John’s of Rochester Euchre Tournament
The 4th annual Euchre Tournament raised $500 for the Breast Cancer Coalition. Thank you, St. John’s!

Xerox Chili-N-Hot Dog
The Xerox Good Neighbor Committee held their annual Chili-N-Hot dog lunch on November 11 and raised $2,000 for the Breast Cancer Coalition of Rochester. Volunteers brought in various kinds of chili and desserts and raffle prizes were donated for the event. Employees were able to enjoy lunch, listen to music and purchase raffle tickets for a worthy cause.

Basketball Fundraiser
On December 20, 2011, the Greece Athena and Hilton high school boys and girls varsity basketball teams held a fundraiser during their games at Greece Athena. They donated the $676 from the 50/50 raffles held that night to the Coalition in memory of Laura Fraser.

Women Gynecology & Childbirth Associates
Thank you to Women Gynecology & Childbirth Associates for your $750 donation, raised by employees’ participation in a “dress down” day.

Ridge Road Fire Department
Firefighters sold t-shirts with a pink ribbon on the sleeve in October to benefit the Breast Cancer Coalition. On January 16, Randy Jensen, Sue Davis and Kelly Seifried, event organizer, presented Holly Anderson with a check for $500. Thank you to everyone who participated in this annual event.

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Chili & Dog Fundraiser
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Odyssey Modified Boys Soccer
The team members chose to wear pink socks for their games in October and collected donations after each game. Thank you for the $140 donation.

Hover Davis 50/50 Raffle
Employees at Hover Davis, Inc. raised $175 for the Coalition through 50/50 raffles at their holiday party. Thank you for thinking of us.

Churchville-Chili Saints Hockey Team
The Churchville-Chili Saints Varsity Hockey team held a fundraiser for the Breast Cancer Coalition. The players, coaches and parents again raised money by setting up tables outside of local restaurants, raising $1,154.43. Tom & Lori McJury and their daughter accepted the check on behalf of the Coalition with Coach Young and the Saints Varsity Hockey team members prior to the game vs. Brockport on January 10, 2012.

The team has been collecting donations and raising funds for the Coalition since 1999! Thank you, Saints for your continued support!

AE Spa Open House
AE Spa collected $139,975 for the Coalition through raffles at their Open House on January 21. Thanks for your generous donation!

Pink the Rink
Pittsford Panthers junior varsity and varsity hockey teams held their annual “Pink the Rink” games on February 3 to raise funds to fight breast cancer. The teams played back-to-back games against the Fairport Red Raiders at the Sports Centre at MCC. A check for $5,500 was presented to Coalition board member, Mary Carafos before the game. A big “Thank You” to the Panthers for their ongoing support.

Charity Spin
Marti Casper from Fickle 93.3 and Dylan Chase organized a great Cycle for Charity event on January 29 at Studio Move in Mendon that raised $180 for the Coalition. Everyone who turned out had lots of energy and enthusiasm while spinning to Marti and Dylan’s “dueling iPod” tunes! Thank you Marti and Dylan for a great workout!

Fashion For a Cause
The Rochester Women’s Council of Realtors held their annual Charity Fashion Show on October 12, 2011, at Locust Hill Country Club and generously donated $5,732 from the proceeds to the Coalition. The fashion show continues to grow every year and we have enjoyed a front row seat at the most exciting fashion show of the year! As always, we appreciate the generosity of this organization.

Keep up the good work on behalf of the Breast Cancer Coalition of Rochester! Thank you for thinking of us.
Donations ending December 31, 2011

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 31 will be included in the summer newsletter.)

We apologize for any errors and/or omissions on our donor pages.

In Honor of:
Gale Behrens
Katie Behrens
Robert & Cecilia Berry
Anne DaSilva Tellia
Jeanine Bush
Ronald Nohe
Christopher Caldwell, M.D.
Marilyn Andolino
Sylvia Capellino
Ann Mazzarella
Donald & Hollis A. Creek
Michael Ciavarrini
Donald Simonetti, Jr.
Angelina Drago
Margaret Sprinkle
Kimberly DeYoung
Liz Alo
Mary Brown
Elissa Cartis
Donna DeClemente
Jim Desse
Betto Foss
April Griffin
Mary Hadley
Liz Hill
Karla Knauft
Julie LaFave
Beth Peinkofer
Paula Penna
Liz Hill
Mary Hadley
April Griffin
Betsy Foss
Donna DeClemente
Elissa Curtis
Liz Alo
Kimberly DeYoung
Margaret Sprinkle

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The Breast Cancer Coalition thanks donors for these gifts made since our last listing.

In Memory of:
Benoit Agnello
Vicky Krolikowski
Lori Griffin
In Memory of:
Joe Mercanti
Valerie Hendricks
Anne DaSilva Tella
Thomas & Jerry DeWolfe
Sharon Hausknecht
Joel Fisher
Marcy Lazio
Liza Lazio-Maitone
Diane Mazzarella
Ann Mazzarella
Kris Moss
Megan Mendoza - as a first time Zumba Instructor
Cathy Nessno
Jim & Joan Nessno
Jennifer & David Nicodetti
Russell & Kathleen Thomas
Cindy Nohe
Ronald Nohe
Joyce Orrico
Frank & Karen Orrico
Edward Patrone
Staff of Patrone Engineering
Judy Rohrer
Ann Mazzarella
Lisa Tydings
Evelyn Central School District
Village Elementary School
Mary Steinbugler
Jane Steinbugler
Karen Wallace
Kelley Ann Wallace
James H. Watters
Robert & Marjorie Bricks
Denise Webster
Diane Depree
Carol Wheeler
Anne DaSilva Tellia

In Memory of:
Mary Agnello
Ann Mazzarella
Nick Agnello
Ann Mazzarella
Gretchen Aggar
Spenecor Family Medicine
Nicholas Babuaci
Jim & Barb Zimmerman
Nora Breder
William & Kathleen Berry
Charles & Susan Creighton
Peter & Alison Jameson
Richard & Nancy Parker
William & Cristy Richardson
William & Alma Shelly
Pege Brooks
Carol Moran
Cindy Dertinger
Conor Hickey
Elise DiRaddeo
Rosemarv Bachmann
Brian & Paulette Briskie
Beth Carboni
Wallace Dale
Nelson & Paula DiGennaro
David DiRaddeo
Jeanette DiRaddeo
Martin & Lorraine Eades
Richard & Louise Fleming
Gallina Development Corporation
Bernard Iacovangelo
Jean Korsch
Linda Lynch
Kevin & Erin Mehan
Peter Mirrono
Robert Nardone
Linnda Niccoli
David Oleshkevich & Karen Hilbert
Jim Peet
Nancy Piscarreto
Ronald & Alice Pratt
Donna Ridley
Isabelle Scaille
Edward & Sophie Schubert
Gerry Wahl
Des Walnerr
Michael Fabio
Pamela Fabio

Wildred Fabio
Canandaigua Elementary School
Canandaigua Elementary Sunshine Committee
Mary Carrola Children’s Center - Social Work Department
Sandra Henry
Lynn Houseknecht
Vicky Krolikowski

Bernard & Mary Laverne
Paul & Gina Samuel & Family
Loretta Garland
Darnell & Guad Garland
Sandra Gazzo
Frederick & Linda Lindenberg
Nancy Parker
Diane Yankokski
Cheryl Goeller
Marilyn Andolino
Theresa "Terry" Keenan
Larry & Grace Animini
Jeffrey, Tracey & Kelly Ingerick
Norman & Pauline Matthews
Steven & Claudia Mills
Bruce Randall
Linda Koby
Wood Packard & Judy Emerson

Mary Massaro
Harter Secret & Emery LLP
Kathleen Michniwicz
William & Diane Morgan
Timothy & Christine Short
Craig & Nancy Walker
Ingrid Wido

Charles Mancuso
Larry & Grace Animini
Eleanor McHale
Thomas & Mary Cook
Conservative Party of Monroe County
Carole DeMauro & Family
Joseph & Kathleen Eringgo
Jean Laureroff & Cinthia Garcia
Samuel & Pamela Mastrosmine
Donald & Theresa Mazzullo
Susan Nicholas
John & Owen Werns
Dominic & Mary Jane Pane
Mario Palino
Diana Rinek
Robert Ross, Jr.
Scott & Marianne Sargent
Trish Staver
Anthony & Francine Tramonto
Edward White
Harry & Judy Wood

Dr. Robert E. Rosenblum & Harriet Suskind Rosenblum
Andrea Chasanoff
Melinda Goldberg
Mark Rosenblum
Linda Shepard
Shira Goldberg

Sandra Smaash
Alice Stott
Emily Testa
Dan & Anita Tice
Janet Mowry
Joyce Aenis
Laurie Pask
Arthur Hengerer
Cathy Picciotto
Alan & Rebecca Bukh
East Rochester Fire Department Exempts
Patricia Palluno
Xerox - Chili-n-Dog Festival
Pra Poppink
Carol Moran
Claudia Potter
Harry & Judy Wood
Dr. Ernest Quatro
Dr. & Mrs. Frank LaMar
Aurelia Ranno
Tom & Holly Anderson
Mary Ann Benincasa
Hon. Edmund Calvaro
Dick & Patti Caradillo
Sam & Corinne Cino
Thomas & Maria Cook
Alfred & Rose Mazzullo
Richard & Nancy Parker
Peter & Alison Jameson
Charles & Susan Creighton
William & Alma Shely

Founders’ Circle $5,000 +

Aladdin’s Natural Eatery - Mr. John Crawford
Batavia Town Fundraiser
Big Oak Driving Range & Golf Shop
Bishop Kearney High School Key Club - Pink Passion Dress Down Day
Brookport Football Boosters Club
Cycle Stop - 4th Annual Dine & Bike Run
Dame of Donald Henderson
Fidelity Charitable Gift - request of Lois B. Mazzullo
Don Wende V. Young
Geneseke Valley - Henrietta #250 Loyal Order of Moose
HAC Girls Soccer Team - The Harley & Allendale Columbia Schools
RITT Tigers Women’s Hockey - Pink Passion Fundraiser
Rochester Community Foundation - Bill & Lisa Sykes Family Fund
Rockstar Florist - Car Wash
Daniel & Risa Saltzman
Salivan’s Pizzeria - Pink Slice Boy Promotion
the dancentre - Shop for Hope
The William & Sheila Konior Foundation
Windjammers
Xerox - Chili-n-Dog Fundraiser

Rosalie Smith
Eliott & Judy Cassorla
Joe & Francine Cassorla

Christopher Rozzi Snyder
Sue & Leah Sharp

Kathleen “Reenie” Strasser
James & Mary McAlpine
Melody Ricker
Shane & Nancy Ricker & Family
Rush-Henrietta Paraprofessional Union
Karen Sterner
Jim Sills & Family
Joan Updaw

Esther Weber
The Slice Girls Golf League
James & Michele Webster

Alice Webster
Chet & Kathy Bliden
Josephine Whang

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27
Upcoming Events & Programs at the Coalition

Wednesday, April 25, 2012
Evening Seminar:
Lymphedema Management & Updates
Speakers:
Howard Langstein, MD & Susan Callan-Harris, PT
7:00 - 9:00pm

Sunday, May 13, 2012
MOTHER’S DAY
Pink Ribbon Run & Family Fitness Walk
Ontario Beach State Park
Visit: www.bccr.org to create your own fundraising page!
New Walk Route!
9:00am

Wednesday, May 23, 2012
Evening Seminar:
Chef Nancy Waldeck
7:00 - 9:00pm

Saturday & Sunday, August 4-5, 2012
Park Avenue Festival
To volunteer contact
Angie @ bccr.org

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

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 our 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!

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 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.

Take Action!

Becoming a Supporter of the Breast Cancer Coalition of Rochester

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<th>Gifts of $100 +</th>
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I am a breast cancer survivor

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 a gift of a

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

Browse, Borrow & Read

Enjoy the Breast Cancer Coalition Library

Gifts of $100 + receive a complimentary Comfort Heart.
SAVE THE DATE! May 23rd, a Special Evening Seminar...

Please join the Breast Cancer Coalition of Rochester as we welcome Chef Nancy Waldeck, chef, cookbook author and breast cancer survivor, from Atlanta Georgia. Chef Nancy will present her culinary philosophy, “Good food and wine that you can enjoy in minutes” and prepare some of her recipes for guests to enjoy.

Her cook book, Taste and Savor, will be available for purchase at the event which she will sign after the presentation.

In memory of Jen Schoen