Warm Smiles Took the Chill Off the Morning Of the Pink Ribbon Race/Walk

A breast cancer diagnosis makes extraordinary demands of those who are faced with it. It does the same for their families, friends, and caregivers. So it wasn’t surprising to see a large gathering of survivors and their supporters at Ontario Beach Park early in the morning this past Mothers Day, on an extraordinarily cold day that brought snow and brisk winds to the area. No amount of chill could dampen the spirits of people whose lives had been forever altered by the words, “You have breast cancer.” So, bundled up against the raw wind while laughing and chatting, the participants donned pink bandanas and assembled at the starting line of the ninth annual Pink Ribbon Run and Walk for the Breast Cancer Coalition of Rochester.

This event is unique to the Rochester area. For those who choose to run the 5k course, it is

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Summertime. And with it comes lemonade, picnics, fireworks, sunflowers, local produce, family gatherings… and media reports of recently held medical meetings.

Media reports? Medical meetings?

Most of us have been on the receiving end of the onslaught of e-mails that come from well-meaning friends, family members, colleagues and others who want to be sure you heard/read/caught the recently released news of the latest study/article/review on an emerging breast cancer vaccine, cure, drug, etc. You get it. A barrage of information that we must sort through while trying to make sense of it all. What is truth? What is hype? What is hope? Frequently, following national and international medical meetings, our eyes and ears are filled with media reports of the latest breakthroughs pertaining to breast cancer. And hold on to your hats, folks. October is coming and with it will bring a seemingly endless torrent of just the sort of breast cancer breakthroughs referenced here. But how to tell media hype from the real deal? After all, there are reporters who get it right.

At a recent conference in Washington (see p. 4), advocates were taught how to recognize and scrutinize breast cancer stories too often constructed of such hype and hope, favorites of a pressured media who must be first to report the latest breakthrough. For those who had not attended this conference before, advocates were introduced to Gary Schwitzer, a favorite presenter on media responsibility in medical reporting. Gary has specialized in health care journalism in his more than 30-year career in radio, television, interactive multimedia and the Internet and is publisher of the website www.HealthNewsReview.org, leading a team of more than two dozen people who grade daily health news reporting by major U.S. news organizations. His blog—which is embedded within HealthNewsReview.org—was voted 2009 Best Medical Blog in a competition hosted by Medgadget.com. From 2001-2010, he was a tenured professor on the faculty of the School of Journalism and Mass Communication at the University of Minnesota,
For most who are set on a journey with breast cancer, they eventually come to a fork in that road, and they travel beyond it with a deepened appreciation for the beauty and fragility of life. But for a few, the journey continues, or they return to it at a later time. For this group, dealing with cancer becomes a continuing part of their life story. Ann Ellis is such a person, a warrior spirit carrying on with determination and humanity.

It was in 1996 that Ann found a lump in her breast and went for a mammogram. From there, she was sent for an ultrasound and, based on the outcome of that, underwent a biopsy that revealed she had breast cancer. In shock at this unexpected and confusing turn of events, she placed her focus on getting well and forged ahead with doctors’ appointments, putting her treatment plan in place.

Sometimes, when the tumor is large or there is potential for cells to have broken away from the primary tumor and spread, doctors will recommend chemotherapy ahead of the primary therapy of surgery. Though this is more common today, at the time of Ann’s diagnosis, it was a rather unusual regimen. Yet this was the strategy that was recommended by her trusted doctor, and she chose to follow his advice. Recalling her experience with chemo, she says “I really wasn’t sick from it,” and she came through that part of her treatment without much trouble.

With chemotherapy behind her, Ann underwent a mastectomy. She was completely at peace with her surgical decision. Rather than seeing it as a loss, she says, “I felt no sadness about it at all. I was getting rid of the cancer.” The surgery went well, and when the pathology report was returned, it showed that the cancer had not spread to any lymph nodes. “I didn’t know enough to be excited about that,” remarks Ann. But she did understand that it was a positive report and she confidently moved on into weeks of radiation therapy, a time that passed without major incident. Because the pathology showed that the tumor’s growth was fueled by estrogen, her oncologist prescribed tamoxifen, a hormonal therapy drug taken once daily. She accepted that and gratefully went forward with her life.

Two years later, during a routine examination with her surgeon, a small lump was noticed on the scar line. In an office procedure, it was removed and sent for a biopsy. Unfortunately, it was found to be cancerous: a small, local recurrence of the original tumor. But the margins of the tissue were clear, indicating that the cancer had been completely removed. That was the silver lining on this particular cloud, and although Ann was shaken

Update On Aromatase Inhibitors

We receive frequent inquiries about the availability of generic aromatase inhibitors and whether these will become available to us soon. Aromatase inhibitors are indeed expensive, costing hundreds of dollars for a one month supply. Reports of sales for Arimidex in the U.S. are estimated to be at $917 million in the fiscal year ended March 31.

On June 29, Bloomberg Businessweek reported that the FDA has approved two generic forms of AstraZeneca’s Arimidex, an aromatase inhibitor used as treatment for postmenopausal, estrogen receptor-positive breast cancer. The FDA has approved two generic versions containing anastrozole, the active ingredient in Arimidex - one produced by Teva Pharmaceutical Industries Ltd., and one by Mylan Inc.

We will keep you posted about when these will be made available to the consumer.

www.businessreport.com (June 29, 2010)
www.knowbreastcancer.org

photo from www.israelli.org

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Eight Rochester area advocates, including Executive Director, Holly Anderson, Program Coordinator, Tracey Knapton, and members of the BCCR’s Advocacy Committee attended the NBCC Advocacy Training Conference in Washington, DC this May. It was a jam packed weekend of information, as well as a wonderful bonding experience for all of us.

The focus of the conference each year is to train advocates and go to Capitol Hill to meet with our legislators on Tuesday’s Lobby Day. Many topics were discussed in the plenary sessions and the workshops - At right, is some eye opening information from the workshop ‘The Myths and Truths of Breast Cancer’.

31 Myths and Truths

- **Myth**: Monthly breast self exams save lives
- **Myth**: Mammograms can only help and not harm you
- **Myth**: MRI is better than mammography because it finds more cancer
- **Truth**: When breast cancer shows up on a mammogram, it may have been in your body for 6-10 years
- **Truth**: Breast cancer mortality rates are declining
- **Myth**: Mammograms prevent breast cancer
- **Truth**: We don’t know how to prevent breast cancer
- **Myth**: Most women with breast cancer have a family history of the disease
- **Myth**: Men don’t get breast cancer
- **Truth**: Risk of breast cancer increases with age; 50% of breast cancer occurs among women aged 62 years or older
- **Truth**: Most people think they have a higher risk of breast cancer than they actually do

Tracey Knapton, Holly Anderson, Dr. Susan Love, Marianne Sargent, Eileen McConville, Patti Cataldi, and Judy Wood (front)

Senator, Kristin Gilibrand
• Myth: Everyone’s breast cancer is the same

• Myth: Everyone who has a positive BRCA 1 or BRCA 2 test result will get breast cancer

• Truth: The mortality rate from breast cancer is higher for African American women than for Caucasian women

• Myth: In terms of survival, removing the entire breast is better than just cutting the cancer out and getting radiation

• Myth: There are drugs that can prevent breast cancer

• Myth: Once diagnosed with breast cancer, it’s very important to make treatment decisions immediately

• Myth: Second opinions are only for treatment options. Once I know I have breast cancer, I can get a second opinion on how to treat the disease

• Truth: Hormone replacement therapy (HRT) increases your risk of breast cancer

• Myth: With new treatments we can now cure breast cancer

• Truth: You should question your doctor

• Myth: If I am not a scientist, then I won’t be able to understand breast cancer research

• Myth: My Senators and Members of Congress have no role in what happens in breast cancer

• Truth: Your tax dollars fund a significant amount of breast cancer research

• Myth: The media accurately reports breast cancer science

• Myth: All breast cancer research is good because it moves us toward prevention and a cure

• Myth: Breast cancer survivors are too close to the issue to participate in how research money is spent

You can find details about these myths and truths at stopbreastcancer.org, as well as a lot more information and resources. Look for more Conference updates in future issues of Voices of the Ribbon!!

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Holly Anderson with Fran Visco, President of NBCC

Marianne Sargent, Eileen McConville, Patti Cataldi, Senator Charles Schumer, Tracey Knapton, Holly Anderson and Patsy Robertson

Peel Back the Pink!

Take Action!

End Breast Cancer!
Our esteemed panel (left to right): Moderator, Marilyn Ling, MD; Jane Braband, RD, CDN; Survivor, Wendy White-Ryan, MD; Tracey O’Connor, MD; Survivor, Ann Ellis; Peter Sullivan, LCSW, CGP

We were proud to celebrate our seventh year of presenting the Cindy L. Dertinger “Advanced Breast Cancer: Tools for the Journey” Seminar on April 9th, 2010 at the Memorial Art Gallery. This seminar, sponsored by M&T Bank and Assemblymember Susan John, focuses on the latest treatment and management of metastatic breast cancer.

While extensive support and information networks are in place for those with primary breast cancer, it is more difficult for those with metastatic disease to find the resources they need. Clearly those living with advanced disease face different issues and challenges than those with early breast cancer diagnoses. This annual seminar addresses some of these issues.

Moderated by Dr. Marilyn Ling, Associate Professor of Radiation Oncology at the University of Rochester, the afternoon began with registered dietician, Jane Braband of the Rochester General Health System, who presented on “Boost Your Nutrition,” followed by

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Funding Provided By:
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Committee Members
Holly Anderson
Sara Cardillo
Mary Casselman
Jon Dertinger
Tamara Federico
Joanne Janicki
Tracey Knapton
Niki MacIntyre
Susan Nelson
Therese O’Connor
Bob Riter
Sandy Sabatka
Susan Swift
Chrissy Woods

Right: Pat and Carl Foucht

Below: Joann Treviso and Judy Footer

Right: Tracey Knapton, Sue Swift, Stacy Portella, Susan Nelson, and Therese O’Connor

Above: Taking notes...

Right: Linda Walsh, Tammy Fedele-Adams, Christina Intini and Sara Cardillo
It is generally accepted that a cancer diagnosis will negatively impact a person’s quality of life. What steps can be taken to reverse that? Karen Mustian, Ph.D., M.P.H., assistant professor of Radiation Oncology and Community and Preventive Medicine at the University of Rochester Medical Center’s James P. Wilmot Cancer Center, tackled this issue in her latest study, the results of which were presented at the 2010 annual meeting of the American Society of Clinical Oncology (ASCO).

Between 2006 and 2009, Dr. Mustian conducted a nationwide phase II/III study with 410 early-stage cancer survivors who had reported having sleep problems, most of whom were breast cancer survivors. Half of the group attended a specialized yoga class twice a week for four weeks, following a program developed by Dr. Mustian and her colleagues called YOCAS® (Yoga for Cancer Survivors). This program combined gentle yoga postures with mindfulness exercises such as breathing, meditation, and visualization.

Participants in the yoga group reported improved sleep quality and reduced their use of sleeping medications. They experienced a 42% reduction in fatigue, compared to the control group, which reported a 12% reduction in fatigue. Patients in the YOCAS program reported a better quality of life at the end of the study. The control group increased the use of sleep medications, reported reduced sleep quality and noted a poorer quality of life.

Dr. Mustian was kind enough to grant an interview to Voices of the Ribbon to discuss the origins and the implications of her work.

**Q. What led you into the study of the benefits of exercise for cancer patients?**

**Dr. Mustian:**
I’m trained as an exercise physiologist and exercise psychologist. I had what I call a prior life where I coached elite athletes. I did biomechanical analyses of athletic performances. That sounds great, and I enjoyed it, and I actually thought that's where my life was headed.

Until several things happened. Both of my grandmothers were diagnosed with cancer. My mother's mom was diagnosed with breast cancer, and my father's mother was diagnosed with brain cancer. I was dealing with this personally and watching all of the symptoms that they were experiencing, and watching how helpless my family was, how we really knew very little. I was pretty young and I didn't fully appreciate what it was. I just knew it was really uncomfortable and I knew it was painful to watch my grandmothers go through this.

At the same time, I volunteered to chair the Relay for Life in our community. So I was working with my grandmothers who were sick while I was working with the Relay for Life, teaching patients who were survivors. I guess, in terms of life, that was where it sort of came together for me and I thought, "Wait a minute. You're trained in this. You have advanced degrees in this. Maybe there are a few people out there who can actually..."
study this. Maybe that’s what you’re supposed to do.”

Q. How did you come to select yoga as the program of choice for your study?

Dr. Mustian: The integration of my tai chi studies and my yoga studies into my program of research is really because I have a passion for those types of movement.

I was fortunate enough in my role at the community college, where I was chairing the department, that I got sent to a conference in Stevensport, Wisconsin, called the National Wellness Conference. I thought it was going to be like any other wellness conference, where you do aerobics from the time you get up until the time you go to bed, with a little bit of science mixed in. It was so far from that experience, I can’t even begin to tell you. They brought in actual Shamans from South America. They had Native American Healers there. They had people there in their nineties who had been doing yoga since they were very young. They had qi gong healers. They had reiki practitioners, chiropractors; you name it, they had it.

The seven days at that conference completely woke up the side of me that fell in love with things like tai chi and yoga. I saw something different in myself, and I saw something different in the people practicing these other forms of movement that wasn’t happening in the gym or outside on a jog. I came back and completely gutted the curriculum at the community college, and integrated meditation classes, yoga classes, tai chi classes. Of course, my administration thought I was crazy. I said, “If it fails this semester, then I won’t ever offer it again. But it’s not going to fail.”

The class opened, and on the first day of registration, it filled. I opened two sections the next semester. They filled again, right away. And then I added tai chi. I added a basic stretching and meditation class. Those were up and alive and running well when I left to go back and do my Ph.D. I knew by then I wanted yoga and tai chi to be an important part of my work.

I think few researchers, and very few successful researchers, do something that they don’t have some sort of personal belief in. I felt that I had to really figure this out because it works and I wanted to know how, I wanted to know why. I wanted to know how I could maximize it or optimize it. For me, there was never a doubt about whether or not it would work.

Q. How did you choose the types of yoga you used for the study?

Dr. Mustian: I wanted it to be something that would be widely accessible, and available in as many communities as possible in this country. I wanted all instructors, no matter what their training, to be able to do it; this would be something they would know and recognize.

Then I read the literature. I found that gentle hatha yoga is probably the most prolific form of yoga in this country. We had no problem at all finding instructors who could teach these poses. My job was to train them how to teach it in the way we wanted it taught for the science side of things so that it was standardized, it was quality, it was consistent.

The restorative yoga, that arm was new to me. I had never participated in a restorative class. We started getting a lot of suggestions from people to include restorative postures in the protocol. Intuitively, it made sense to me because your body follows a circadian rhythm during the day, which is really important to your sleep. You wake up in the morning, and your rhythm is coming up, and as you come down, that’s when you go to sleep. Nadir is the lowest point of your rhythm; when you sleep. It follows this nice, little up-down curve. We structured the class following its own circadian rhythm, which I thought was beautiful. We did the gentle hatha yoga poses at the beginning of each class, and we finished with the restorative poses. They had this nice little “bring you up” period where we raised the core body temperature, maybe raised the heartbeat a little bit, got muscles warmed up and working - and then put participants in the restorative poses where they weren’t working any more; they were completely supported by the bolsters and supports. We led them into this deep relaxation. Every 75-minute class has its own rhythm like that, and I think that was a great choice – obviously, given the results of the study.

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The 2010 program calendar is chocked full! For 3 months we have been diligently working to fill all 52 weeks of the year with programs designed to educate, support, and inspire those who are a part of our community.

There is something to be said about peer support. One of the most inspiring parts of my job as program coordinator at the Breast Cancer Coalition, is the natural connection that happens between a newly diagnosed woman/man with a survivor of a few years. This wonderful moment can often happen at our Brown Bag Friday support group. Every Friday afternoon at 12:00pm, any breast cancer survivor is welcome to stop in for support, conversation, connection and…desserts! I am always so very proud of the “new-comer” who steps through our doors. She may be the woman who has just been diagnosed with breast cancer and has some questions or fears. Or the woman who has just finished her treatment(s) and now finds herself back to her “normal” life, but has feelings of confusion and sadness. It takes an amazing amount of courage to walk into a room filled with strangers, especially knowing that you are in need of support. But what happens next is the reason we are here. Within minutes, those new to the group are welcomed, hugged, and connected to those who are also here for support. There is an unspoken warmth that envelopes them for the remainder of the group. Support can be shown in many different ways. Sometimes it is through just listening to the stories of others. Perhaps is it through sharing ones’ own story and speaking out-loud ones’ fears and frustrations. Perhaps support is found by simply knowing you are not alone.

I have often had the opportunity to see people connect as one may need advice on a specific reconstruction option while the woman across the room had that very procedure and is willing to share her experience. Or maybe someone is struggling with how best to share the news with her 2 young children and another mom just a few seats down is willing to communicate how her family shared, coped and came through her diagnosis and journey. What I often find, by the end of the group, is that although most people come to

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What is Brown Bag Friday?

Beginning at noon on Fridays at BCCR, you will find a supportive, non-judgmental group of women (a variety of breast cancer survivors – some newly diagnosed, some in treatment, some several years out) conversing over whatever they have brought to eat for lunch & coffee, tea, and dessert made possible by a donation from a Brown Bag Friday Lunch sponsor. Our topics are varied! This is a non-traditional breast cancer support group hosted by BCCR staff. There is no need to call ahead or RSVP. Just grab a sack lunch and join us!
by the experience, she was relieved to have it behind her. Her hormonal medication was switched from tamoxifen to aromasin, and once more life went on as it should.

Ann faithfully kept her doctors appointments in the ensuing years, and was monitored closely for any changes that might occur. As the time passed uneventfully in that regard, her breast cancer experience began to recede into the backdrop of her life.

Then, in 2007, another small lump appeared on her scar line. Her surgeon watched it carefully for a time, and then decided to biopsy it. It turned out to be another local recurrence, and as a precaution, Ann was sent for further testing. A bone scan revealed that the cancer had metastasized to a bone in her arm, with another small lesion in her pelvis and one in her spine.

If the first diagnosis is a shock, learning that cancer had spread is many times more so. But Ann dealt with it by acting on the information she had. Her first course of action was to consent to radiation on her arm. Looking back on the aftermath, she observes “People asked me how my arm felt when the radiation was over. It didn’t hurt before, and it didn’t hurt after.” Ann keeps in close touch with her medical team. As a metastatic patient, her condition is treatable, and regular monitoring is part and parcel of her treatment. Her current treatment consists of medication: a hormonal treatment and a bone-building drug.

Although she has experienced no physical discomfort due to her diagnosis or treatment, there are other ramifications of being a metastatic breast cancer patient. “It’s the unknown quality of this that is the hard part,” Ann says. But her spirit is undaunted, and she cherishes her life while giving to others. She has a regular gig playing piano for the residents of Kirkhaven Nursing Home, offering them the gift of music and her charming presence. Since her diagnosis, she has learned to play the harp, and has graced BCCR’s Holiday Open House for the past two years with her musical talent on both instruments.

Ann is a regular at Brown Bag Lunches on Fridays, where her humor and empathy make her a treasured participant. With her gently profound remarks, she imparts hope and courage, mingled generously with smiles and laughter. She does the same at the Advanced Breast Cancer Support Group, and at BCCR’s other Breast Cancer Support Groups. Ann has been a featured speaker at the Advanced Breast Cancer Seminar which BCCR holds each year at the Memorial Art Gallery. She is also a mentor in the PALS Program (see page 21), taking those newly diagnosed with metastatic breast cancer under her wing at a time when they are beset by a bewildering array of emotions.

Outside of her BCCR activities, Ann is a member of the Irondequoit Garden Club, and cares for her beloved dog, Jasmine, an adorable 11-year-old Pekingese who looks like a puppy.

Ann is facing fear and uncertainty with a song in her heart and a smile on her face. Her music-filled heart is big enough to take in all who turn to her for advice and comfort. With her ability to put a very human face on a formidable diagnosis, she not only reassures those who talk to her, but leaves them smiling. “There are no guarantees in life,” says Ann, and so she takes one step at a time, one day at a time. Each step and each day is full of selfless giving and a “can-do” attitude.

Breast cancer cannot touch a benevolent heart. It does not quell a quick wit or steal courage. Ann’s indomitable spirit remains intact, and if anything, is stronger than ever. Her cheerful presence is a boon for the community of breast cancer survivors at BCCR, and her genial yet honest manner has brightened the day for many. Breast cancer will never dull this shining star.

Dr. Tracey O’Connor, Medical Oncologist at Roswell Park Cancer Institute, who presented on, “Bringing it Together: Treatments, Trends, and Targeted Therapies.” Peter Sullivan, senior social worker and coordinator of group therapy services at Strong Behavioral Health, presented on “Mindfulness: The Art of Living with Uncertainty”. Presentations about living with Metastatic disease were given by breast cancer survivors Dr. Wendy White-Ryan and Ann Ellis. Following the midday break, participants stretched and meditated with yoga poses from Susan Meynadasy, our yoga instructor extraordinaire, and her assistant, Janet Wolf. Following the seminar, a bountiful reception was provided in honor of the presenters with DJ Paul Anken spinning tunes to keep the party moving!

Thanks to all of our amazing presenters, along with all of you who attended. This was the place to hear the latest updates in “Treatments, Trends and Targeted Therapies” that are available and also what is just over the horizon. 

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A Personal Journey Continued

Ann is facing fear and uncertainty with a song in her heart and a smile on her face.
Who would have thought that the Lilac Festival would be so full of glorious sunshine and warmth for most of the event? It was a time to emerge from our winter cocoons with this first of the season festival. Winter coats, hats, scarves, mittens and galoshes were never once worn. Our booth volunteers were busy meeting and greeting the happy fair-goers. There were many BCCR regulars who stopped by for a chat; there were the people who know where our booth is and love to come by every year to see “what’s new” on our merchandise table; there were many a “shout-out” from people who had just participated in the Pink Ribbon Run/Family Walk. Then there are the many people who just want to talk about how they have been affected by breast cancer and letting them know that BCCR is here to help.

I fervently thank all these great people who worked with me May 14th thru the 23rd. I had my perennial helpers who “know the ropes” as they come back year after year: Linda Gaylord, Nancy Germond, Michelle Cook, Rosalia Pagliano, Betty Digby, Traci Cahill, Marianne Sargent, Kathy Wurzer, Shawna Poisson, Karen Destino, Jim Munnings, Betty Miller, Connie Schmeer, Mary Gross and Lynn Jones (with daughter Chelsea). And then there were the new volunteers who happily joined our ranks: Mary Ellen Vollmer, Bridget Dugan, Jennifer & John Schoen, Nicole Knight, Tyanna Johnson, Kristine Shay, Mary Jo & Chuck Deichmiller and Nicki Denny. It was a joy to work with everyone – and share the people-watching action.

In addition to the Lilac Festival, several people supported our Advanced Breast Cancer Seminar on April 9th. Thanks to Lila Bluestone for her timekeeping, to Pat and Carl Foucht for handing out the goodie bags, and to the registration volunteers of M&T Bank, including Sara Cardillo, Linda Walsh, Tammy Fedele-Adams and Robyn Cargill. Both Karen Destino and Ann Ellis enjoyed working the health fair at the Onandaga School of Therapeutic Massage (hopefully they availed themselves of the free massages!).

In addition to helping Betty Miller work at the Highland Free Mammo Day on May 8th, I want to sincerely thank Linda (“Ms. Bling”) Gaylord for volunteering to make our beautiful Hope Bracelet. Who can resist these lovely sparkling creations especially when the sun is shining on the crystals. And nobody did - we sold every single one of them at the festival!  

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

Volunteer SPOTLIGHT

Our “Go To Gal”

written by Niki MacIntyre

I would like to take this moment to thank Nancy Germond, who has been a lovely, constant presence in our BCCR lives. She was one of the first volunteers I met when I started my job and I’ve been enjoying her company ever since. For several years, she has delivered our quarterly newsletters and has worked at several different events, including the University of Rochester Health and Wellness Fair, the Family Fitness and Health Fair sponsored by State Senator Jim Alesi, the Lilac Festival, the Park Ave. Fest, the Studio 34 Holiday Sale, and the “What Women Want Weekend,” as well as being a participant in our PALS program. On top of all that, she is a returning member of our gala committee, chairing the Dinner and Decorating committee.

Nancy is our sunny, savvy, and steadfast “go to” gal. She has energized me to traipe through winter blizzards to health fairs, where she has the talent and empathy to talk to all the people who love to stop by our table to share their “stories”.

continued on next page
Lilac Festival Raffle Winner!

In 2005, Mary Ann Sprung, RN, was strolling the pathways of the Lilac Festival with Stephen and Laura Blackburn, a wheelchair-bound brother and sister suffering a rare neurological disease. As the group passed the BCCR booth, they decided to take a chance on our raffle. Happily, Mary Ann won the gorgeous birdbath prize. We’re sure her two lucky charms had something to do with that.

Stephen and Laura both passed away in 2007 and since then Mary Ann has had a tradition of attending the Lilac Festival with their little sister Meredith. The pair stopped by our booth once again to fill out raffle tickets to win a $250.00 Wegmans Gift Card. Eleven year old Meredith was promised a fun shopping experience if Mary Ann won the prize. Guess what – she won the prize!! Congratulations to Mary Ann. We couldn’t be more thrilled to have you as our two-time winner. And congratulations to Meredith - buy lots of ice cream!

Not Your Average Fundraiser!

A Benefit Concert for:
The Breast Cancer Coalition of Rochester

Eileen Jewell
w/ Special Guests: Teagan and the Tweeds & Nick Young (of Burning Daylight)

Saturday, September 25th, 2010
The German House Theatre
315 Gregory St., Rochester, NY

Tickets: $25 in Advance; $30 Day of the Show.
Available at www.bccr.org, The Bop Shop, Record Archive, Abilene Bar & Lounge, and The Keg at GH,
Doors Open at 6PM; Show at 7PM

Are you a fan of live music? Then save Saturday September 25th for a special show. Eileen Jewell will be performing a benefit concert for the Breast Cancer Coalition of Rochester at The German House. With her original songwriting, Jewell is compared to both Norah Jones and Lucinda Williams. She has been named the best up-and-coming woman contemporary folk artist. Jewell’s lyrics and arrangements transcend many musical genres including blues, jazz and country.

Learn more at www.eilenjewell.com Tickets are $25 and available online at www.bccr.org or by calling 585-473-8177. One hundred percent of the proceeds from ticket sales will benefit BCCR. Please join in the fun! Thank you to Aaron Black and Marie Sergent for choosing BCCR as the recipient of their generosity.
Sunshine, warm temperatures, and fresh air beckon us outdoors in the summertime. Our bodies produce vitamin D directly from the sun’s rays, and this vitamin has many known benefits. But it is also well established that overexposure to the sun can cause skin damage, which can lead to skin cancer. Store shelves are well stocked with an array of products to protect us from too much sun. How can a person tell which ones are the best? Do sunscreens interfere with vitamin D production? Is there a safe level of sun exposure?

The Environmental Working Group (EWG), a non-profit scientific research organization based in Washington, DC, has made extensive studies of the ingredients used in sunscreens. Their research shows that mineral-based sunscreens remain on the outer layers of skin, whereas chemical sunscreens, some of which are endocrine disruptors, are absorbed into the bloodstream and can deposit in internal organs. The minerals used in sun protection products are titanium and zinc, and these are very effective blockers of cancer causing radiation. The EWG maintains a database in which you can enter the name of the product you currently use and check its safety rating: http://www.ewg.org/2010sunscreen/. For a listing of mineral based sunscreens that can be easily found in stores, check the EWG’s Safe Summer Practices publication: http://www.campcross.org/wp-content/uploads/2010/03/Safe-summer-practices.pdf

According to the EWG, sunscreens block the formation of vitamin D in the skin. Since unprotected skin synthesizes the maximum amount of vitamin D possible in a short period of direct sun exposure (2-8 minutes for very fair-skinned people), it is prudent to use sun protection when outdoors for more than very brief periods of time.

Proper use of a sunscreen is essential to provide adequate protection from the sun. Choose a broad-spectrum product that protects from both UVA and UVB rays, as both contribute to skin damage. The Sun Protection Factor, or SPF, is a rating of how well a sunscreen will protect skin from UVB rays, the type of radiation that causes sunburn. For example, if your skin would normally burn after 10 minutes in the sun,
INSECT REPELLENTS

Nothing can spoil outdoor fun like an attack of biting insects such as mosquitoes. In addition to being a nuisance, there are good reasons to avoid insect bites. Mosquitoes can spread diseases such as West Nile Virus. Breast cancer survivors, who have had lymph nodes removed and are at risk for developing lymphedema, may have heard cautions to avoid insect bites as part of a prevention strategy. (Lymphedema is a condition marked by swelling, and is caused by the backup of fluid in areas where the lymph system has been compromised.) Store shelves are stocked with insect repellents in the summertime, but how can you protect yourself and your family without risking exposure to questionable chemicals?

For those with lymphedema concerns, insect bites do not cause the condition by themselves. But any break in the skin can be a potential site for invading bacteria, and as an infection in an area at risk for lymphedema is a cause for concern, insect bites should be treated with antiseptics. It’s best to

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Grilled Portobello Mushroom Burgers

Ingredients:
- ½ cup olive oil
- 1 clove garlic
- salt & pepper to taste
- 4 portobello mushroom caps

Chop the garlic and mix with the oil. Allow to infuse for about 2 hours, or longer if you prefer a stronger garlic flavor. Wash the mushrooms, remove the stems, and pat dry. When your grill is heated and ready, brush the Portobello caps lightly on both sides with the infused oil and sprinkle them with salt and pepper to taste. Place on the grill and brown lightly before flipping over and browning the other side. Brush with more oil during cooking if you like. Cheese can be melted over the tops of the mushrooms for those who crave the taste of a cheeseburger. Serve on whole grain buns with all the fixings you’d use on any burger. Reserve the leftover oil for another time.

This is a basic recipe and can be altered in many ways to suit individual tastes. Add fresh herbs such as basil, oregano, or rosemary to the oil when you infuse it. Or try marinating the mushroom caps in your favorite marinade. The same ones you use to marinade meats will work here. Or brush the portobello with a barbecue sauce while they’re on the grill. The possibilities are limitless!

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Grilling

There’s nothing like a cookout. The tastes and smells associated with it mean summertime fun. There are a few easy steps you can take to assure that the grilled food you and your family enjoy is safe and nutritious.

There are two principal chemicals of concern that form in food that is cooked on the grill. High concentrations of heterocyclic amines (HCAs), a substance known to cause cancer in laboratory animals, form in meats that are cooked using high heat. In addition, polycyclic aromatic hydrocarbons (PAHs) form when organic materials are burned. PAHs are a class of over 200 chemicals, several of which have caused breast and/or other tumors to form in laboratory animals. The more intense the heat, the greater the concentration of these compounds, with very high concentrations forming in foods that are charred or smoked.

But you can safely enjoy a backyard barbecue or a cookout in the park. HCAs form in meats, but do not form in foods of plant origin. Vegetables, burgers made from portobello mushrooms (recipe follows) or soy, or any other plant-based foods fall into this category. When cooking meats,
the only professionally sanctioned women-only run in the Rochester area. The Family Fitness Walk, which is open to all, is an enjoyable two and a half mile trek along the beautiful Lake Ontario shoreline. Both runners and walkers take pledges from supporters for their efforts, and raise funds that are put to good use, all within the greater Rochester area. These monies enable the Breast Cancer Coalition to carry out its mission of empowerment to all who are affected by a diagnosis of breast cancer, and provide financial support to area researchers who work in the field of breast cancer.

At 9:05AM, the race began. The long line of runners dashed away from the starting point, made their way to Beach Avenue, and disappeared around a turn in the road. Then the group of walkers set out on a long loop around the perimeter of the park and continued along the beachside road. But well before the last of them had left the park, cheers erupted from spectators gathered along the way as the first of the runners returned. Allison Carr of West Seneca took first place in the overall competition, followed closely by Karen Blodgett of Fairport and Laura Feller of Rochester. In the survivors category Amy LaRussa crossed the finish line first, Alison Currie took second place, and Anne Mowrer came in third. All three are from Rochester.

The vocal exuberance from the onlookers continued until the last of the walkers had made their way back to the starting area. Smiles, laughter, and hugs were the order of the day, and the chill in the air was lifted by the abundantly warm hearts.

Granola bars, fruit, and water were provided by Wegmans, a gold sponsor of the event, to refresh tired walkers and runners. The other generous sponsors were WROC Channel 8, FOX Rochester, WARM-FM 101.3, WFKL-FM 93.3, the ZONE 94.1, the Shopping Bag Advertiser, Freetime Magazine, Clark Moving & Storage, Medved Running & Walking Outfitters, Ashby Madison Salon, and Tom and Maria Cook.

Marti Kasper, the morning show host from WFKL-FM (Fickle) and Maureen McGuire, news anchor from WROC-TV, were on hand to lend their warmth and sparkle to a wintry day, and announced the race winners in all categories.

Debra Bonsignore, Event Director, and Bix DeBaise, Race Director, along with their committee of volunteers, worked long hours in advance of the Pink Ribbon Run and Walk, coordinating many different elements as they prepared for this event, which drew approximately 3500 participants. It was a daunting job, but they are an amazing pair, and we owe them a huge debt of gratitude!

Each and every runner and walker is a winner, for each has made a significant contribution in BCCR’s fight against breast cancer. Thanks to all who were a part of this event for your boundless energy and unwavering support!
OVERALL FASTEST TIME CATEGORY

WINNER
Allison Carr, Age 31, 18:13
$300 Cash and Encore Therapeutic Massage Certificate

SECOND
Karen Blodgett, Age 33, 18:18
$100 Wegmans Gift Card and Encore Therapeutic Massage Certificate

THIRD
Laura Feller, Age 30, 20:06
$50 Wegmans Gift Card and Encore Therapeutic Massage Certificate

BREAST CANCER SURVIVOR CATEGORY

WINNER
Amy LaRus, Age 46, 24:36
Pharoah’s Hairum Spa Rejuvination Package and Medved Gift Certificate for a new pair of running shoes

SECOND
Alison Currie, Age 53, 25:24
Scott Miller Salon Facial & Massage and Medved Gift Certificate for a new pair of running shoes

THIRD
Anne Mowrer, Age 39, 26:06
Oggi Domani Spa Pedicure & Haircut and Jim Dalberth Sporting Goods Gift Certificate

Race photos taken by Cynthia Fay Photography. Cover photo taken by Richard Cataldi.
Thank you to our generous race sponsors!

An enthusiastic supporter!

Maureen McGuire, WROC Channel 8 and Marti Casper, Fickle 93.3

A member of “Moms-In-Motion”, one of the largest teams
Gallea’s Tropical Greenhouse
Pharoah’s Hairum Salon & Spa
Scott Miller Salon
Live Life Solid
Made You Look Spalon
Rockcastle Florist
Fingerlakes Coffee Roasters
Fonte Surgical Supply and The Uniform Shop
Kodak
Encore Therapeutic Massage
Dunkin Donuts (Empire Blvd)
Bonsignore Studio and Spa
Target (Webster)
Benita Aparo
Oggi Domani Salon & Spa
Jim Dalberth Sporting Goods
Cynthia Fay Photography
Cabot Creamery

The reason they run...
Friends and family make a difference

Determined runners!

Tom Cook, County Executive Maggie Brooks and Senator Joe Robach
Our Programs at the Breast Cancer Coalition of Rochester

For more information or to register for our programs, please call the BCCR at (585) 473-8177

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.

Breast Cancer Support Group I

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.

Breast Cancer Support Group II

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!

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.

Living with Metastatic Breast Cancer Support Group

The Living with Metastatic Breast Cancer Support Group is designed to lend support to those who are coping with a diagnosis of advanced breast cancer. The group is led by Dr. Nancy Cooper, PhD who is a breast cancer survivor as well. The group meets the 1st and 3rd Wednesday mornings each month at the BCCR. Participation in this group requires pre-registration.

COMMON GROUND COFFEE HOUR

An opportunity for those living with metastatic breast cancer to share experiences, laughter and friendship with others living with it in an informal setting.
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.

COMING SOON!

Friends & Family Support Group

This group is designed to offer support and guidance to those who have a friend, partner, or family member with a diagnosis of breast cancer. When the care-giver (male or female – any age) needs support – we’re here for you! If you are interested in this program, please call Tracey at BCCR at 473-8177.

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.

Young Survivor Networking Group

The Young Survivors Networking Group is hopping! The YSNG is co-facilitated by Miriam Iker, a clinical psychologist who specializes in children, families, and adult women, and Amy Weetman, a young survivor specializing in peer support. Together they address issues including the impact of breast cancer on families, children, and careers. The Young Survivors Networking Group meets on the third Thursday at noon of every month. This is a drop-in group and there is no need to call ahead.

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 Tracy at BCCR.
**Q. What would you say is the take-home message as a result of your findings?**

*Dr. Mustian:* There are several take-home messages. I’d like to give the take-home messages for cancer patients and survivors, for oncology health care professionals, and for yoga instructors.

For cancer patients, yoga can be good for your sleep and your fatigue and your quality of life, if you’re struggling with any of that. And stay tuned because it’s good for a lot more than that, we just haven’t presented those results yet. So doing this one behavior change can impact several different things that you may be struggling with.

The other thing that I tell cancer patients is that this was fairly quick. What I can say beyond a shadow of a doubt is that four weeks, two times a week, for seventy-five minutes doing gentle hatha yoga and restorative yoga, you could see these benefits, with a good instructor.

Look for a good instructor. Ask questions: where they got trained, what their training was in. There are several entry-level benchmarks that you can use for yoga instructor training. You can look for Yoga Alliance certified instructors, or for instructors certified through the International Association of Yoga Therapists. While there’s no professional criteria that says you have to have this kind of certification, at least that will tell you this person has 200 hours of experience, that their training has been reviewed by their peers, and it’s deemed good. It’s a good starting point.

I would also have a conversation with your yoga instructor that you’re considering. You want to be able to have someone teaching you that you can connect with. Ask them if they’ve worked with other people with chronic illnesses. Ask them if they’re able to help you if you need a certain modification, or if they know about cancer treatment. Have they ever had another cancer patient in their class? If you can find people who have some understanding or some experience, or are at least willing to learn, then you’re ten steps ahead in that ballgame.

Try it – that would be my last piece of advice.

For oncology professionals, this is something to suggest if you see patients coming in, particularly for follow-up for post-adjuvant therapy, and they’re telling you, “I’ve had a lot of fatigue, I’m not sleeping well.” Maybe you’ve tried a sleeping agent and it’s not helping, or even if they are on it and it seems to be a little helpful, suggest that they try a gentle hatha or restorative yoga class in your community. You don’t have to teach it or provide it. Just a little bit of time for someone on your staff to do a little homework in your community to find out if there are people who can take these patients and work with them would be well worth it. You want to be able to make effective referrals.

To yoga instructors, I’d say what worked for this class is gentle hatha yoga and restorative yoga. Consider teaching a class that combines those two elements if you’re going to work with cancer patients. I think that’s part of the secret of why this worked so well, the combination of the two in the same class.

The other thing to yoga instructors is: ask questions of cancer patients and survivors. Educate yourself. Some of the best education you will do is by talking to a patient. Develop a relationship with them, read everything you can about cancer treatments and the side effects and symptoms and what happens. If a patient comes in to you and they’re getting chemo, they may be at risk for infection. Make sure the environment is extra clean. Little stuff like that would be really simple to implement, but that can go a long way. Gear it to the needs of the cancer patient because we need more of it.

**Q. What is the next step you’re going to take in your studies?**

*Dr. Mustian:* I’m going to do a follow up to this study where I create a self directed program. The idea would be, you get the DVD, you can listen to me, you can listen to the yoga instructor, and you can actually do the 75-minute session. We’ll probably do a large, nationwide study.

The other thing that I’m interested in doing is taking components of that and giving it in the infusion room. I’d start with a very small pilot, where I might do 10 to 30 people. I think I want to see if there’s an effect after just one session. I haven’t decided on that. But with the right postures, the right activities in that session (this is me talking and if I could show this, I would jump through the roof) I believe that we could really make things like nausea less.
Q. Do you foresee exercise programs becoming an integral part of cancer treatment?

Dr. Mustian: I hope so. If I could finish this work in this lifetime, and I could see something fully integrated into cancer care across the entire cancer experience, I would hope to have a really awesome cancer rehab program. I used to think that it would look like a cardio rehab program, but I’m not convinced that’s what it’s going to look like anymore. I don’t really know what it’s going to look like.

As more and more women and men are surviving breast cancer, or living long, productive years with it, Dr. Mustian and her colleagues are working to ensure that those lives will be lived to the fullest. Her passion and commitment to her work make her a strong advocate for cancer survivors throughout the country; we are fortunate to have her in our local community.

Executive Director’s Column continued

teaching health journalism and media ethics.

Gary scrutinizes medical reporting in part by utilizing a tool—a list of ten questions—anyone can apply to media reports of medical news. While we understand that reporters/writers are often under deadlines and must respond quickly, to emerging medical information, they too frequently miss important elements of a study or breakthrough and, because they are already on to the next story, there is little time to go back and correct errors and omissions or clarify misleading information.

Many of us left the conference determined to hold the media to a higher standard for what they report. You can too. When reading an article about breast cancer, ask yourself the following:

- What is the total cost?
- How often do benefits occur?
- How often do harms occur?
- How strong is the evidence?
- Is this condition exaggerated?
- Are there alternative options?
- Is this really a new approach?
- Is it available to me?
- Who is promoting this?
- Do they have a conflict of interest?

If the story does not answer the above questions, contact the reporter and ask that they provide you with a resource so that you can read more about the research. If you find that the story was incomplete or lacking in fact, let the reporter and media outlet know how you feel.

In future issues of Voices of the Ribbon, we look forward to applying this tool to articles or news reports you bring to our attention.

Have a great summer!

Friends Remembered...

Catherine Bartgis
Amy Iman
Julia Ulrich
Janet Stager

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 look forward to hearing from you!

Have a great summer!
Knights of Columbus Convention

In early May, the New York State Council of the Knights of Columbus gathered at the Westchester Marriott in Tarrytown, NY for their annual State Convention. This year, First Lady Marlene Harris chose the Coalition as the recipient of funds raised at the Ladies Luncheon Event. Council members’ wives from all over the state donated baskets to be raffled off at the luncheon. The baskets ranged in theme from travel to picnic to spa get-aways. We were overwhelmed when Marlene and her husband, Art, State Deputy of the Council, presented us with a check for $6,000! We are so grateful for the support of the New York Knights of Columbus and especially to Marlene and Art – thank you!

Run Around Webster...

organized by Jake Spadoni, was held on June 19th at North Ponds Park in Webster. Chris Topping and Danielle Britt also helped with the event. The group raised $160 for BCCR. Thank you!

Volvo Rents ‘Rocks’!

The Breast Cancer Coalition would like to extend an extra special THANK YOU to Volvo Rents for their unwavering support. From their quarterly gift, to the proceeds from their annual golf tournament, to donations of product, we know we can always count on the crew at Volvo Rents, especially Vice President, Kevin Holahan, to come through for us. If you are ever in the market for an excavator or a pink hard hat visit them at 299 Jefferson Road or www.volvorentsnv.com. They really are the “friendliest rental store in town”!

Luncheon is Double the Success

In June, a luncheon event held at Sodus Bay Heights Golf Club raised $600 for the Coalition. For the second year in a row the event was sponsored by Ruby Road Clothing Co. and Jewelry by GEM. They are proud to announce that this year’s event doubled last year’s donation. Thank you for your continued support!
Pasta Dinner raises some dough!

On Sunday, April 11, seven students from Bishop Kearney hosted a Pasta Dinner to benefit the Breast Cancer Coalition. The dinner was held in honor of cancer survivors related to the hosts and family and friends whose lives had been touched by breast cancer. The dinner, their Community Social Entrepreneurship Project, was held at Paddy’s Irish Pub in Greece. Brieana Haygood, Briana Peterson, Lindsi Flynn, Jasmine Cooper, Elijah Simmons, Justin Goodwin and Sidonie Cypher raised $612 which they presented to former Board member, Mel Bianchi, later in the week. We are so thankful for the support of these thoughtful students!

Best Buy of Greece

Thank you for providing 10 volunteers at the Pink Ribbon Run and Family Fitness Walk on Mother’s Day – we couldn’t have done it without your extra hands!

Thank you to Staples of Henrietta...

for selecting BCCR as the beneficiary of proceeds from your Founder’s Day event in May. We would also like to thank you for your donation of a brand new office chair which was raffled off at BCCR’s annual golf tournament, ‘Tee’d Off at Breast Cancer’. We appreciate your commitment!

Thank you, Best Buy of Victor...

for selecting the Breast Cancer Coalition as your favorite charity. We were thrilled to receive a check for $5,000 at your Grand Opening in February! We hope this is just the beginning of a long relationship.

Upcoming Fundraising Events

The Rochester Fitness Center on Chili Ave will be hosting a spin-a-thon to benefit BCCR on Sunday August 29th. Teams will be assigned a spinning bike for the four hour ride. Team members will “share” riding time, and get sponsors based on a “per hour” payment. There is no limit on team sizes. Registration starts at 11:30 am and the ride starts at 12:00 noon. For more information contact Tom Ross at 889-1000 or rfcprr@gmail.com, or check out the website at www.rochesterfitness.com.

Lancers to Hold Reunion Night at Marina Auto Stadium

The Rochester Rhinos will honor the Rochester Lancers and celebrate the 40th anniversary of the club’s North American Soccer League (NASL) Championship in 1970 when they host the Miami FC Blues on Saturday, August 21st at Marina Auto Stadium. The celebration weekend will conclude on Sunday, August 22 with a luncheon featuring members of the Rochester Lancers Alumni at the Italian American Sports Club located at 1250 Buffalo Road in Gates. All proceeds raised from the event will benefit the Breast Cancer Coalition. To purchase tickets visit www.rhinossoccer.com
Donations ending March 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 March 31st will be included in the autumn newsletter.)
We apologize for any errors and/or omissions on our donor pages.

In Honor of:

Melisande Bianchi
Nancy Caccamise

Sylvia Cappellino
Adeline Bruno

Barb Fisher
Christopher Keely

Joyce Paley
Judy Dell

Shawna Poisson
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In Memory of:

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Gifts In Kind
Sylvia Cappellino
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Jody Dietz
wearing an SPF 15 sunscreen would enable you to stay in the sun for 150 minutes (10 x 15) without burning. But that is a rough estimate and there are many factors that influence an individual’s tolerance to the sun. Reapply sunscreen at least every two hours - more often if you’ve been swimming or if you’ve worked up a sweat.

Apply your sunscreen liberally, even on cloudy days, using a full ounce of the product over all exposed areas of the skin. It’s best to put sunscreen on about fifteen minutes before you plan to go outdoors. Then relax, have fun, and make the most of your time in the sun!

Grilling continued

marinating significantly reduces the amount of HCAs that form during grilling. Preheating the meat in the microwave for a short time has the same effect.

PAHs can be minimized by cooking the food over as low a heat as you can achieve with your grill. Shorter cooking times minimize the formation of both HCAs and PAHs, so do not cook meat past the well done point, and to be safe, always check for doneness with a thermometer. Thin cuts of meat cook in a shorter amount of time, and are a better choice than thicker ones. Whether you are cooking meat or veggies, they should never come in direct contact with the flame, and the cooking rack should be positioned high enough above the heat so that juices dripping onto the coals do not splatter back on to the food. Remove any charred bits from the outside before eating.

Eating fruits, vegetables, and whole grains will help inhibit the effects of any HCAs and PHAs that may remain in your food after your careful grilling, so include a good amount of these with your meal.

Go ahead and fire up the grill. With a little knowledge, you can enjoy your cookouts, and perhaps try some new recipes. The Physician’s Committee for Responsible Medicine (PCRM) Cancer Project website has some vegetarian recipes for grilling and picnics: http://www.pcrm.org/health/recipes/bbq.html.

Insect repellant continued

avoid being bitten, and a little prevention can go a long way. Drain any standing water in your area and wear light colored clothing that covers as much skin area as is comfortable and practical. Some fragrances in personal care products can attract mosquitoes, so it is best to choose unscented varieties.

To further reduce your chances of being bitten, use an insect repellent. The most commonly used ingredient in chemical preparations is DEET (N,N-Diethyl-m-toluamide). This use of this chemical is controversial. There are, however, safe plant-based alternatives.

Repellents are available that are based on ingredients such as soy oil, oil of citronella, and oil of eucalyptus. Some studies show that the soy oil formula is as effective as low concentrations of DEET, but needs to be reapplied more often than its chemical counterpart. Frequent reapplication is a small price to pay for the peace of mind afforded by reduced chemical exposure.

Sources:
- Cornell Entomology at Ithaca: Mosquito Biology for the Homeowner Renee R. Anderson and Laura C. Harrington http://www2.entomology.cornell.edu/public/IthacaCampus/ExtOutreach/Medical/MosquitoFS.html
receive support, they end up giving just as much as they receive!

If you are a breast cancer survivor and feel that a group of this kind would be helpful for you, please feel free to come just as you are - you will be greeted with open arms! And if that first step is too big for you alone, call me ahead of time as I will be happy to meet you in advance. And if you aren’t a survivor, but want to sponsor a lunch at our Brown Bag Friday’s support group, contact Tracey at 473-8177.

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**Program Update Continued**

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Join us for book club!

A traditional support group isn’t for you. Do you still like the idea of participating in a supportive community following a breast cancer diagnosis? Join our Book Club!!! You only need to read the book of the month at your own pace then meet for discussion on the 4th Thursday of the month.

### AUGUST BOOK CLUB

**The Glass Castle**

By: Jeannette Walls

**Discussion Date:**
Thursday, August 26 from 6-8pm

**Facilitator:**
Robin Frye

### SEPTEMBER BOOK CLUB

**The Guernsey Literary and Potato Peel Pie Society**

By: Mary Ann Shaffer

**Discussion Date:**
Thursday, September 23 from 6-8pm

**Facilitator:**
Carol Moldt

### OCTOBER BOOK CLUB

**Cutting For Stone**

By: Abraham Verghese

**Discussion Date:**
Thursday, October 28 from 6-8pm

**Facilitator:**
Angelique Stevens

Sign-up is required. To reserve your seat and learn the next book selection, please call Tracey at 585-473-8177.

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Upcoming Events & Programs at BCCR

Wednesday, August 25, 2010
Evening Seminar:
Aromatase Inhibitors
Dr. Jennifer Griggs, MD and Dr. Alex Solky, MD
7:00 - 9:00pm

Wednesday, September 22, 2010
Evening Seminar:
BIG BLUE:
Depression After Breast Cancer
7:00 - 9:00pm

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
Our larger pin, above, is in color on wood and measures 2 inches square. The smaller pin, shown below, measures 1 1/2 inches square and is also in color on wood.

Both pins are designed and handmade by artist LisaBeth Weber and available only at the Breast Cancer Coalition!

Stop by at 840 University Avenue in Rochester or call us at 585-473-8177 for more information or to order one or more! The cost is $10.00 each. We do accept Paypal as well as most major credit cards.

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 $________
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Signature
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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.
Join us for our GALA as we REDEFINE PINK at this year’s ARTrageous Affair!

October 2nd, 2010

visit www.bccr.org for more info.