The 8th Annual ARTrageous Affair

On Saturday, October 17th, a record 408 people turned out for the 8th Annual Breast Cancer Gala…the Artrageous Affair! They were there to catch up with friends, bid on unique pieces of artwork, dance, dine and most importantly, support the Breast Cancer Coalition of Rochester. We were thrilled to raise nearly $85,000 this year! Many local women and their families will benefit from the generosity of our sponsors, donors and attendees.

We would like to extend an extra special thank you to our Gold Ribbon Sponsors: Excellus BlueCross BlueShield, Martino Flynn and Parkleigh.

As people arrived at the Rochester Plaza Hotel they were

Melinda Goldberg with Advocate’s Spirit Award recipient Susanne-Callan

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It would have been hard for anyone to miss the recent breast cancer news, especially those of us who are breast cancer survivors or provide services to the breast cancer community. Though there has been much to share pertaining to breast cancer in these past weeks, the major breast cancer news story has been the publication of the updated breast cancer screening guidelines by the United States Preventative Services Task Force. 1, 2, 3

The new guidelines released on November 16, 2009 are as follows:

- The USPSTF recommends biennial screening mammography for women aged 50 to 74 years. *  
  Grade: B recommendation.*
- The decision to start regular, biennial screening mammography before the age of 50 years should be an individual one and take patient context into account, including the patient’s values regarding specific benefits and harms. **  
  Grade: C recommendation.
- The USPSTF concludes that the current evidence is insufficient to assess the additional benefits and harms of screening mammography in women 75 years or older.  
  Grade: I Statement.
- The USPSTF recommends against teaching breast self-examination (BSE).  
  Grade: D recommendation.
- The USPSTF concludes that the current evidence is insufficient to assess the additional benefits and harms of clinical breast examination (CBE) beyond screening mammography in women 40 years or older.  
  Grade: I Statement.
- The USPSTF concludes that the current evidence is insufficient to assess the additional benefits and harms of either digital mammography or magnetic resonance imaging (MRI) instead of film mammography as screening modalities for breast cancer.  
  Grade: I Statement.

* Please note that each recommendation is followed by a corresponding grade. For a list of what these grades indicate, please see page 22. Most media reports have excluded these grades, a decision which may have added to the public’s confusion.

** This is not the originally released statement. Largely due to public response concerning the recommendation for the 40-49 age group, on December 4, 2009 the Task Force unanimously voted to update the language of their recommendation.
Lives Touched, Lives Celebrated
by Sharon VanMeenen

On a misty fall evening, a crowd gathered at BCCR for the 9th annual Lives Touched, Lives Celebrated event. Held each year to show support for all those whose lives have been forever changed by a breast cancer diagnosis, Lives Touched, Lives Celebrated comes appropriately during Breast Cancer Awareness month.

Smiles, hugs, and family introductions were exchanged as candles were lit and cards were filled out to honor someone whose life has been touched by breast cancer. Then Marti Casper of Fickle 93.3 and her daughter Chloe stepped out into the night, leading the others on a candle lit walk down University Avenue through the Neighborhood of the Arts. The group moved slowly and spoke softly as the reflection of the flickering candles shone on the wet autumn leaves underfoot. At the conclusion of this mindful and wonderful walk, all settled into the warmth of the BCCR office for the remainder of the program.

The clear beautiful music of singer/guitarist Lisa Winter filled the room. Then Holly Anderson, Executive Director, warmly welcomed everyone present. For the rest of the evening, interspersed with Lisa’s music, there were reflections from clergy members Reverend Mary Rammerman and Rabbi Rebecca Gutterman, as well as the reading of cards filled out at the beginning of the event. These writings reflected the thoughts of those who have had a cancer diagnosis or who have been touched by another’s diagnosis.

Marti Casper read an inspiring poem about what cancer cannot do to the spirit and the soul. Reverend Rammerman spoke of hope and celebration as she recounted her own family experience with cancer. She described how a weekly phone call to a sister-in-law battling cancer had brought them so much closer...a closeness that remains today. Rabbi Gutterman recalled a childhood incident where she asked (like those of us when diagnosed) “Who signed me up for this?” She reflected on healing and closed with a prayer alternating between Hebrew and English. The program concluded with Lisa Winter’s haunting interpretation of “Over the Rainbow.”

Tracey Knapton, Program Coordinator, thanked musician Lisa Winter for her lovely music, the speakers and the readers who participated in the program, and everyone who attended the moving event. Tracey then invited all to linger and enjoy the spirit of the evening, as well as hot cider, donuts, and cookies! As attendees left BCCR and stepped back into the chilly October night, they left “wrapped” in the warmth of the evening’s memories, and the heartwarming presence of true caring and support from one another. ☮
Will drinking gallons of green tea and soy shakes, eating broccoli and cauliflower every day and cooking with olive oil and certain spices on a regular basis reduce my chance of getting breast cancer or a recurrence?

Will working out on a regular basis and practicing meditation lower my cancer risk?

Are there certain deodorants, lotions and make-up I should or should not be using?

These and many other questions prompted our attending the Complementary and Alternative Medicine: What Does the Evidence Show? workshop at the 2009 Advocacy Training Conference in Washington, DC. This was one of many informative workshops we were privileged to attend as BCCR Advocacy Committee members.

As we all know, traditional or conventional treatment for breast cancer include surgery, chemotherapy, radiation, and certain medications. These treatments have been studied and evaluated for years --- and to date, provide the best chance for survival. Traditional Western medicine primarily addresses the “physical” aspect of the disease.

Complementary and Alternative medicine (CAM) and Complementary and Integrative medicine (CIM) are proven or unproven therapies that have been used to promote wellness and help manage symptoms related to cancer and/or its treatment. We should define complementary as a therapy used in addition to conventional medicine. Whereas, alternative medicine replaces traditional medicine or treatment.

The philosophy of complementary therapy is healing the “whole person” ---- mind and spirit as well as physical aspects. This may help reduce stress, certain side effects of treatment and enhance well being. Many hospitals refer to the use of conventional medicine together with certain complementary therapies as Integrative Medicine. As an example, the renowned M.D. Anderson Cancer Center has an integrative medicine program which does just that. Their clinic offers professional guidance to assist patients with various complementary treatments. This could include selecting nutritional supplements, vitamins and herbs and the interactions they may have with each other and/or conventional medications.

The center also assists with diet, movement therapy, meditation, music and art therapy and acupuncture. The following web site might be helpful for those wishing to explore complementary and integrative therapies and how they might be incorporated with conventional cancer care: www.mdanderson.org/cimer.

Alternative medicine is built upon a system of theory and practice. Two examples which have developed in western cultures include: homeopathic and naturopathic medicine. While some alternative approaches have shown to be useful in managing the symptoms of cancer, the jury is still out on many CAM treatments due to lack of scientific data. Continuing research is looking into the effect of massage on cancer related pain, the use of acupuncture for symptom control, the effectiveness of
ginger on reducing chemotherapy induced nausea, and the effect of spiritual healing on survival time. These are but a few therapies being investigated.

It is very important to discuss any use of complementary therapies with your doctor. Also keep in mind they may or may not be covered by health insurance providers. Vitamins or herbal supplements may interfere with the effectiveness of chemotherapy. It is not suggested that the use of any of these therapies will cure breast cancer or slow its progress. However, when used properly, they may be quite valuable.

Volunteers in Living Color

BCCR volunteer Helene Ehmann (back) explaining volunteer opportunities to someone who stopped at the BCCR booth.

This event, held at the Village Gate, on Saturday, October 3rd, encouraged people to volunteer in their community. BCCR was invited along with many other non-profit organizations to participate and educate those attending about the role their organization plays and the volunteer opportunities in that organization.

From Lives Touched...
in appreciation of Susanne Callan-Harris

“All of her help and support with issues concerning lymphedema.”

Exercise Eases Lymphedema Symptoms  By Jean Lazeroff

Women who have had breast cancer surgery usually are told to avoid strength training (also called resistance training or weight lifting) to avoid worsening any lymphedema that might develop after surgery.

When I was diagnosed with mild lymphedema in March 2009 my initial reaction was “Oh no, I’m such an active person! I won’t be able to lift weights at the gym or paddle my kayak anymore. I’ll have to take up knitting.” However, my physical therapist advised against learning to knit and encouraged me to continue my strength training regime and paddling activities while taking appropriate precautions to protect the affected arm.

Between 5% and 25% of women develop some lymphedema after breast cancer surgery. Lymphedema is a build-up of lymph fluid which causes swelling. Lymph fluid normally drains from body tissues through the lymph nodes and lymph channels. If some lymph nodes and channels are removed or damaged during surgery, lymph fluid doesn’t drain properly and collects in the tissue near the surgery site.

Results of a study published in the August 13, 2009 issue of the New England Journal of Medicine disputes this advice. The researchers found that strength training doesn’t worsen lymphedema after breast cancer surgery and actually can help reduce the symptoms associated with lymphedema as well as the risk of lymphedema flare-ups.

In the study at the Abramson Cancer Center of the University of Pennsylvania, Kathryn Schmitz, PhD, MPH, an exercise physiologist, helped to determine the extent to which a slowly progressive program

continued on page 6
of strength-training exercises is safe for breast cancer survivors with and without symptoms of lymphedema. [1]

In this study, 141 women who developed lymphedema after breast cancer surgery were split into two groups. About half the women kept doing whatever exercise they were doing before the study started. The other women started doing whole-body (including arms) resistance exercises using weights 2 times per week. When the study started, the women’s lymphedema was stable (not getting better or worse). The women were monitored for 1 year.

The women who started whole-body resistance exercises using weights:
• had better upper body strength
• were no more likely to have the lymphedema get worse
• were more likely to have lymphedema improve
• were less likely to have occasional lymphedema flare-ups compared to women who didn’t do resistance exercises.

Compression stockings were used in the study during exercise and women still need to be cautious about injuring their affected arm. According to Schmitz anything you can do to avoid things that are going to strain and stress the arm is a good idea. The results do not imply weight training prevents lymphedema. [2]

Compression stockings were used in the study during exercise and women still need to be cautious about injuring their affected arm. According to Schmitz anything you can do to avoid things that are going to strain and stress the arm is a good idea. The results do not imply weight training prevents lymphedema. 

How Exercise Helps With Arm Lymphedema

Researchers think that arm muscle contractions may help move lymph fluid back to veins in your armpit and neck, so it can rejoin your blood circulation. When the lymph fluid goes back into circulation, arm lymphedema may improve. Trying some gentle exercises to help the proteins in your lymph fluid be reabsorbed may help arm lymphedema symptoms to diminish.

Resistance-training requires that muscles exert a force against some form of resistance.

It is believed that this type of exercise is beneficial for those with lymphedema because the contraction of the muscles causes a pumping action that helps to move lymphatic fluid away from the affected area and back toward the chest. These exercises also encourage deep abdominal breathing to ensure an adequate supply of oxygen to the tissues. This exercises the chest and abdomen in a manner that stimulates lymphatic drainage.

Exercise Advice

Exercise is a valuable component of lymphedema treatment because the movements of muscle and joint pumps increase the rate of lymph flow up to 15 times above the resting rate. [2]

Exercise is an important part of the Complete Congestive Therapy (CDT) program that manages the swelling of lymphedema. This is because exercise helps drain the lymph out of the affected area and eventually into the bloodstream. Exercise is also part of a healthy lifestyle. It increases your energy level and increases the feeling of well being.

Be sure to discuss your exercise plans with your doctor or physical therapist before you start. Gentle weight lifting can help to burn more calories to maintain a healthy weight, increase your energy, give you a feeling of control, plus improve muscle tone and bone density.

The University of Pennsylvania research confirmed my therapist’s advice and has given me the confidence to continue to pursue my active lifestyle with the knowledge that I am contributing to my overall health and well being.

Primary Source:

Additional Sources:
Lymphnotes.com
Breastcancer.org
Clinical Trials: What are they? How can I participate?

Clinical trials are an important step in developing new methods of treatment for many diseases, including breast cancer. They are used to determine how well a new medication, diagnostic test, or other treatment works in people. A new type of therapy makes it to this stage only after extensive preclinical trials are done, using techniques such as cell cultures or animal studies. A small percentage of the therapies studied in this manner move into the clinical trial stage, and only after their safety and potential benefit have been established.

Current mainstream therapies for breast cancer, such as tamoxifen, aromatase inhibitors, herceptin, and many others were first studied in clinical trials. New therapies are continually being developed, and research is always under way.

Patient participation is vital in clinical trials. Doctors are a source of information about many trials for which their patients may be eligible. The complex issues surrounding the question of whether to enter into a study are the basis of a dialogue that must occur between a patient and physician before an informed decision can be made. It is a very personal choice. However, not every doctor participates in a wide array of these trials. It is empowering for those considering their treatment options to have access to information on studies that are taking place throughout the country. With informed consent in place, and the participation of their medical providers, patients can enroll in studies that are being conducted both locally and outside of their area.

There are a number of sources for information on clinical trials.

<table>
<thead>
<tr>
<th>Source</th>
<th>Description</th>
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<tr>
<td>The National Institutes of Health</td>
<td>maintains a legally mandated website where clinical trials must be listed: <a href="http://clinicaltrials.gov">http://clinicaltrials.gov</a>. This is not user-friendly for patients, but the website offers a helpful tutorial. Look for the link, &quot;Background Information&quot; on the homepage <a href="http://clinicaltrials.gov/ct2/info">http://clinicaltrials.gov/ct2/info</a>, and “Understanding Clinical Trials” at <a href="http://clinicaltrials.gov/ct2/info/understand">http://clinicaltrials.gov/ct2/info/understand</a>.</td>
</tr>
<tr>
<td>ResearchMatch.org</td>
<td>(<a href="http://researchmatch.org/">http://researchmatch.org/</a>) is a not-for-profit, secure website that offers patients who are interested in participating in research the opportunity to be matched with studies that may be the right fit for them. Designed for patient use, the website offers individuals the chance to self-register on the site. They will be then contacted with information regarding any studies that may be appropriate for them. The final decision is up to the patient.</td>
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<tr>
<td>The National Cancer Institute</td>
<td>has a popular search engine for those seeking information on clinical trials: <a href="http://www.cancer.gov/clinicaltrials/search">http://www.cancer.gov/clinicaltrials/search</a>. From that page, there is access to online chat-style help. Patients can also reach NCI by phone at 1-800-4CANCER.</td>
</tr>
<tr>
<td>The American Cancer Society</td>
<td>Clinical Trials Matching Service is a free, confidential program that helps patients and their caregivers find the studies that are most appropriate to an individual’s situation. Find out more at the link:<a href="http://www.cancer.org/docroot/ETO/content/ETO_6_1X_Clinical_Trials_Matching_Service.asp">http://www.cancer.org/docroot/ETO/content/ETO_6_1X_Clinical_Trials_Matching_Service.asp</a></td>
</tr>
<tr>
<td>EmergingMed</td>
<td>is another site that offers a matching service for clinical trials: <a href="http://www.emergingmed.com">http://www.emergingmed.com</a></td>
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<td>For those wishing to learn more about what clinical trials are, and the types of questions one typically encounters when faced with the decision of participating in one, Breastcancer.org discusses this in a thorough, direct manner at <a href="http://www.breastcancer.org/treatment/clinical_trials/what_are.jsp">http://www.breastcancer.org/treatment/clinical_trials/what_are.jsp</a></td>
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Decision-making under the extreme stress of a breast cancer diagnosis can be confusing and difficult. The question of participating in a clinical trial is an issue that many face. Access to information that is accurate, up-to-date, and complete is essential in making an informed choice, empowering patients to move forward with confidence.

The resources listed above are a good place to start. And if you need a friendly voice to talk to, call BCCR weekdays from 9AM until 4:30PM at 473-8177.
Another quarter is upon us, and yet another opportunity to let our readers know what is happening in the programming world at BCCR! I have enjoyed getting to know the routine and details of the various programs offered at the Coalition over the past 6 months. My mind is drawn to the open support groups that we offer for those living with a diagnosis of breast cancer.

The traditional breast cancer support groups offered at BCCR present wonderful tools for those looking for support, comfort, or simply a listening ear. The two evening support groups offered are held every third Tuesday and the first and third Thursday of each month. Both groups begin at 5:30 pm and end at 7:00 pm, which offers a convenience to those coming from work. Although the Tuesday and Thursday support groups are led by different facilitators, any newcomer to either of the groups will find a caring, supportive and inclusive leader allowing each survivor to share their story. In my past 6 months as Program Coordinator here at BCCR, I have also found an understanding and intimacy among those who attend the evening support groups. Although attendance is not mandated, I have found that many of those who have a consistent presence in the groups find it most helpful to their own personal journeys to continue their attendance. This is a night that is set aside for their own observance, healing and support.

In addition to the more traditional support groups, BCCR offers a wonderful group that meets once a month, on the third Thursday of the month at noon. This group is our Young Survivor Networking Group. These meetings began a few years ago, and have seen much growth in a short time! Generally speaking, a young survivor is anyone who is between the ages of 20 and 50 and identifies with those who have been dealt a breast cancer blow while in the midst of a career climb, or while raising children. There is an understanding and commonality that exists within those who share a diagnosis of breast cancer. Whether it is someone’s first time to the group or their sixth, one will find support, patience, and understanding when it’s needed most.

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A HUGE Thank you to Cabot Creamery for generously donating individual cheese packs to our evening seminar series!

BCCR was contacted by Cabot in July and asked if there was any way they could contribute to our programs. At our evening seminars held on the 4th Wednesday of the month, we like to supply small snacks to those in attendance, so we gratefully accepted a case of cheese that was sent to us each month and specifically used for our evening seminars! We further learned that, "Cabot Cheese is a cooperative owned by more than 1300 dairy farmer families from New England and New York State. More than half of the dairy farmer-owners are from New York.” Thank you, Cabot, for keeping your donations local too!
On a sizzling hot Saturday in August, BCCR hosted their first ever Summer Blast for those living with metastatic breast cancer - right here at 840 University Avenue. Every woman who entered through our doors from the University Artwalk district was transported into a Hawaiian tropical paradise - complete with colorful leis, fresh flowers and tropical drinks! In addition to colorful leis, each woman received a warm greeting from BCCR volunteer, Betty Miller! The mood was then set with summer tunes and fresh foods. And what better way to complete your summer ensemble than with freshly painted toes! Scott Miller Salon in Pittsford sent two of their finest nail techs to provide a fresh polish change to all who attended! Rockcastle Florist provided us with a gorgeous bouquet used as a tropical centerpiece and then raffled off to the person with the closest guess to the number of seashells in the glass vase (it’s harder than it looks)! Many thanks also to Made You Look Salon for donating a gorgeous gift basket filled with spa lotions, creams, and beauty products. Each of the women who attended left with a flowered gift bag filled with donated products (polishes, lipsticks, hand lotions) from Scott Miller Salon and a gift certificate from Made You Look Salon! Thank you to the businesses who donated their time and products for this event! It may seem like a small way to give, but it means so much to those who attended. Thank you! Although this was our first Summer Blast for our metastatic group, look for it again in Summer 2010!

“The mood was set with summer tunes and fresh foods.”

BCCR Welcomes Pat Battaglia to our office staff. Pat will be working on BCCR’s PALS project, connecting those newly diagnosed with breast cancer with a PAL mentor in our community. Pat’s kind spirit is a wonderful calm for those going through this time of crisis. Welcome Pat!

From Lives Touched...
in celebration of The Amazing women of BCCR

“Each one of you inspires in so many ways. When I came here, I thought nothing was more devastating than my story. I shared it and worried you would be brought down. Instead, you raised up and in the process raised ME up. I love you all.”
The weather outside my office window is all glorious sunshine and warmth this unseasonable November afternoon. Before I start looking forward to the reality of winter snows, I am enjoying looking back at the past few busy months of working with our volunteers at the many BCCR outreach events.

August ended with the Cancer Community Collaborative hosting a Survivor’s Day at Seneca Park Zoo. Volunteer extraordinaire Karen Destino joined me at the registration table and then attended the zoo function with her mother. There were also Third Party fundraisers that needed some BCCR support. The Motorcycle Dice Race in August was attended by Betty Miller, Mary Gross and Betty Digby; and a Pink Passion Scrapbooking event in November asked specifically for our Betty Miller. Popular Betty also helped at the Highland Hospital Breast Care Clinic’s Free Mamogram Day.

October is naturally a busy month for us. It started off with Linda Gaylord and Betty Digby at the Wilmot Breast Health Day, then continued with Phyllis Connelly and Helen Conrad Ehmann working at the Volunteers in Living Color function. The all day Alesi Health Fair at the Dome was supported by Nancy Germond, Marianne Sargent, Shawna Poisson and Jean Lazaroff. We rounded out the month with Jaime Scripps and Karen Destino helping at the Pink Ribbon of Knowledge health fair and fashion show at Eastview Mall.

In November we attended another large Women’s Health Expo at the Dome. This health fair was supported by Nancy Weinmann, Karen Destino, Sharon Van Meenan and Linda Gaylord; while Benita Aparo helped at the IMS Holiday Show.

Phew! Thank you to everyone for lending their support, their friendship and their humor as we work side by side. Soon these intrepid volunteers will be marching through the snow with our health board and our rolling suitcase ready to keep reaching out to as many women as possible. Please join us. 🌟

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

The Breast Cancer Coalition wishes you and your family all our best in the coming year.

Volunteer SPOTLIGHT

Welcome to our newest office volunteer, Shawna Poisson. Shawna is a member of our Young Survivor community who brings smiles and a generous spirit with her every Wednesday morning. With her family of three young girls to keep her busy, we marvel at her ability to fit us into her schedule.

I first met Shawna when she volunteered at the Lilac Festival last year. I remember calling the office after she worked her shift to talk about the new “young and sweet” volunteer I had just worked with (this is true – it’s even in my notes!). When the word went out about our need for new office support, Shawna, thankfully, immediately responded. She has slipped seamlessly into our little office world and we look forward to working beside her in 2010. 🌟
The newly released guidelines have created a lot of confusion, stunned bewildered breast cancer survivors, created a wide divide between medical disciplines, satisfied the long-held assertions of several national breast cancer organizations (though angering still others), given talk show hosts, celebrities, journalists, and certain politicians fodder for the next decade. The announcement definitely held our attention as we watched and listened to the reaction of a flabbergasted community who had been continually reassured that early detection is the best protection. After all, that mantra is true, isn’t it? These past weeks have left many wondering.

Adding to the confusion was the publication of a new analysis of screening risks and benefits in the October 21, 2009 issue of The Journal of the American Medical Association (JAMA). The paper, authored by Laura J. Esserman, M.D., Yiwey Shieh, AB; Ian Thompson, MD, reviewed over twenty years of data from screening for breast and prostate cancer. The paper challenged long-held beliefs that all cancer is lethal. In the case of breast cancer, the data suggests, screening mammography is likely finding small tumors that would be deadly if not treated, as well as indolent cancer tumors that would either stop growing or even resolve and disappear. Overscreening may explain why the rate of breast and prostate cancers continue to rise while the numbers of deaths to these cancers stay relatively the same. Following the release of the JAMA publication, the chief medical officer for the American Cancer Society, Dr. Otis Brawley, conceded that the benefits of early detection are often overstated. Though the ACS stands by the old breast cancer screening guidelines, the goal, he said, is to update public health messages to better reflect the benefits, risks and limits of various forms of cancer screening. The ACS stance demonstrates the conflict. This sort of messaging further adds to public confusion as we attempt to determine the meaning of the words vs. the scientific evidence as it emerges.

With one in eight women receiving a diagnosis of breast cancer in her lifetime, the recent news has been a tough pill for breast cancer survivors to swallow. After our own experiences, there is increased worry about friends and family members whose cancer might be missed if the new guidelines are followed. We must consider that these new guidelines are recommendations for those who are in the low risk group. In light of the evidence, additional harms from screening too early or too often must be considered. These include increased false positives, leading to increased imaging and radiation exposure, biopsies and the resulting scarring that can affect the accuracy of future mammograms, and anxiety. Overdiagnosis and overtreatment are of concern to nearly all medical disciplines. If we take into account that seven out of eight women do NOT ever get breast cancer, the new evidence-based guidelines may begin to make sense. Though this is very difficult to accept, especially for large organizations who have built their platforms on screening and early detection, the evidence is compelling.

Under the newly released guidelines, women between the ages of 40-49 would no longer be regularly screened for breast cancer. This was the guideline that seemed to create the most outrage, particularly because those under age 50 have the highest mortality rate. And why is this so? One factor is that younger women tend to have denser breast tissue. Dense tissue is more difficult to accurately image with mammography so more breast cancers are missed. Younger women also tend to have more lethal breast cancers such as BRCA I and BRCA II, Her-2/Neu Positive, Estrogen Receptor Negative, Progesterone Receptor Negative, or Triple Negative breast cancers. Because of this, many believe we are taking a step backwards with these new guidelines. But is a not so great tool for this age group better than no tool? Many of us are not so sure. Younger women will not be ignored under the new guidelines. Those with concerns about their risk for breast cancer, or those who find lumps or other changes, or who have any concerns at all about their breasts, would continue to see their primary care provider and determine together how best to proceed. It is important to keep in mind is that the new recommendations pertain to those who are at low risk for breast cancer. Due to increased awareness, breast cancer has become a well-funded disease. In light of this, is the outrage about this particular guideline misdirected? Might the uproar be better directed to...
Living with cancer increases your risk for complications from the flu. If you have cancer now or have had cancer in the past, you are at higher risk for complications from both seasonal and 2009 H1N1 flu (also called influenza or "swine flu"), including hospitalization and death.

To help prepare you for the flu this season, CDC answers some of your most important questions about special considerations for cancer patients and survivors for seasonal flu and 2009 H1N1 flu.

What should adult cancer patients and survivors know about the 2009–2010 flu season?

Flu activity is increasing in most of the United States, with most states reporting widespread flu activity. This flu season, CDC expects both 2009 H1N1 flu and seasonal flu to circulate and cause illness. Some people, including cancer patients and survivors, are more likely to get flu complications that could result in hospitalization and death.

What can cancer patients and survivors do to protect themselves from 2009 H1N1 and seasonal flu?

Like everyone, cancer patients and survivors should take these everyday steps to help reduce the spread of flu—

- Cover your nose and mouth with a tissue when you cough or sneeze. Throw the tissue in the trash after you use it.
- Wash your hands often with soap and water. If soap and water are not available, use an alcohol-based hand sanitizer.
- Avoid touching your eyes, nose, or mouth. Germs spread this way.
- Try to stay at least six feet away from people who appear ill.
- If you are sick with flu-like illness, stay home for at least 24 hours after your fever is gone except to get medical care or for other necessities.
- Your fever should be gone without the use of a fever-reducing medicine. Keep away from others as much as possible to keep from making them sick.
- Follow public health advice regarding school closures, avoiding crowds, and other social distancing measures.
- Be prepared in case you get sick with a supply of over-the-counter medicines, alcohol-based hand sanitizer, and tissues.

Other important steps to take:

- Stay informed by visiting CDC’s 2009 H1N1 Flu site often.
- Develop a plan in advance with your doctor about what to do if you get sick (when you should call your doctor, whether you will need antiviral medication, and how to get a prescription for antiviral medication quickly if needed).
- Make sure your vaccinations are up-to-date.
- Keep a written record of the type of cancer you have,
treatment you have received and when you received it, the name and contact information for your doctor, and a list of medicines you are taking.

Should cancer patients and survivors be vaccinated against the 2009 H1N1 virus?

Yes. People with cancer or a history of cancer should receive the H1N1 flu shot, not the nasal spray vaccine. The seasonal flu vaccine is not expected to protect against 2009 H1N1 flu. People who live with or care for cancer patients and survivors also should be vaccinated against 2009 H1N1 flu. CDC’s Advisory Committee on Immunization Practices recommends that certain groups receive the 2009 H1N1 flu vaccine as soon as possible. This group includes cancer patients and survivors. For more information, visit 2009 H1N1 Influenza Vaccine.

What are the symptoms of 2009 H1N1 and seasonal flu?

Symptoms of the flu include fever, cough, sore throat, runny or stuffy nose, body aches, headache, chills, and fatigue. Some people may have vomiting and diarrhea. People may be infected with the flu, including 2009 H1N1, and have respiratory symptoms without a fever. For more information, visit Flu Symptoms and Severity.

Should cancer patients and survivors be vaccinated against seasonal flu?

Yes. People with cancer or a history of cancer should receive the seasonal flu shot, not the nasal spray vaccine. People who live with or care for cancer patients and survivors also should be vaccinated against seasonal flu. The 2009 H1N1 flu vaccine is not expected to protect against seasonal flu. For more information, visit Key Facts About Seasonal Flu Vaccine.

Recipe

A Quick & Warm Way To Begin Your Day

Not Your Average Oatmeal

3/4 Cup Rolled or Steel Cut Oats
A large dash of cinnamon
A pinch of sea salt
1 Cup water

Stir ingredients together and microwave on high for 3 minutes.

Stir in 1 tablespoon peanut butter (preferably all natural), a handful of fruit (berries, sliced bananas, apples, pears, dates, etc), a handful of pumpkin and/or ground flax seeds, and a little milk if you like.

Affirmations are positive statements that describe a desired situation. Positive affirmations can help you develop a powerful and positive attitude toward life, which is an essential element to good health.

Try repeating the following affirmation (or one you choose yourself) for a few minutes several times a day.

“I choose health”
When she was diagnosed with breast cancer in 2000, Barbara Ehrenreich was plunged into a world that so many have become part of; an unwilling member of a club that no one wants to join. As the author of a number of books that take an iconoclastic look at many of our cultural phenomena, she tackles hard issues from a fresh perspective. Her experiences with breast cancer formed the basis for Bright-Sided, her latest offering. In this book, she explores the culture of positive thinking that is promoted by many prominent public figures, a basic tenet of which is that an attitude of optimism will not only guarantee happiness, it will cause desired results to materialize.

In dealing with her diagnosis and subsequent treatment, Ms. Ehrenreich became frustrated with what she terms “the pink ribbon culture,” where “…the appropriate attitude is upbeat, and even eagerly acquisitive.” There is a dizzying array of merchandise marketed in the name of breast cancer, some of it for a good cause by raising funds for research. But there is much of dubious value either as a means of fundraising, or as useful things for those affected by breast cancer, and she found such items as teddy bears and boxes of crayons, to be “infantilizing.” When she expressed her fears and frustrations about her treatment and her insurance woes in an online forum, there were a few sympathetic replies on the insurance issue. However, the bulk of the responses about her state of mind formed a “chorus of rebukes.” Dismayed but undaunted, Ms. Ehrenreich sought out studies that would firmly establish the connection between a positive attitude and good health, especially cancer survival. She found no conclusive scientific proof to back the notion that positive thinking can cure, or even prevent, cancer.

She asserts that “…rather than providing emotional sustenance, the sugar-coating of cancer can exact a dreadful cost.” It requires the repression of very understandable, very uncomfortable emotions. It takes a great deal of effort to maintain an upbeat exterior in the face of the uncertainty of a breast cancer diagnosis. Some even blame themselves for their disease, fearful that their attitude may have somehow contributed to their condition. “Clearly, the failure to think positively can weigh on a cancer patient like a second disease.” It is important to see natural feelings as valid and acceptable, even unpleasant ones. Ms. Ehrenreich’s experience with breast cancer opened her eyes to a pervading force in American society that she feels “encourages us to deny reality, submit cheerfully to misfortune, and blame only ourselves for our fate.”

The first chapter of the book deals with her breast cancer experience, and the remainder is a study of the origins and ramifications of the culture of positive thinking throughout American society. Ever the skeptic realist, Ms Ehrenreich displays a charming, albeit biting wit. She describes her cancer cells as “…the fanatics of Barbara-ness, the rebel cells that have realized that the genome they carry, the genetic essence of me in whatever deranged form, has no further chance of normal reproduction in the post-menopausal body we share, so why not just start multiplying like bunnies and hope for a chance to escape?” This book is eminently readable, and she challenges her readers to think while making them smile.

Her interpretation of the term “survivor,” admittedly an imperfect description at best, is to denote those who have completed treatment and currently have no signs of breast cancer. I feel the word, with all of its shortcomings, applies to anyone
at any stage of diagnosis, or in any phase of treatment. Sometimes survival means making it from day to day, or even hour to hour. But regardless of the verbiage used, the breast cancer experience takes a toll that’s all too large, without compounding it with guilt about not keeping a sunny disposition. Negative emotions have a place in human experience and need to be acknowledged. Sometimes the healthiest thing we can do is to face our fears and darker thoughts. Ms. Ehrenreich reminds her readers that “Vigilant realism does not foreclose happiness. It makes it possible.”

This book tests some basic cultural tenets about positive thinking and finds them lacking. Seeing things clearly, unmitigated by preconceived notions of how things “should” be, is the best means we have to improve our situation. It is the way to address our true circumstances. In the wake of a breast cancer diagnosis, this means heeding our doubts and worries, asking the questions that need to be asked, and relying on our best judgement to make the difficult decisions needed to move forward. Perhaps most importantly, it means not blaming ourselves for all of this. By dealing with the situation at hand, we have the chance to overcome it, or at least, as Ms. Ehrenreich affirms, to “...have a good time trying.”

Is there treatment for 2009 H1N1 and seasonal flu?

Yes. CDC recommends oseltamivir or zanamivir antiviral drugs to treat and prevent infection with both seasonal and 2009 H1N1 flu viruses. Antiviral drugs are prescription medicines (pills, liquid, or an inhaled powder) that stop flu viruses from reproducing in your body. If you get sick, antiviral drugs can make your illness milder and make you feel better faster. They may also prevent serious flu complications.

During the current flu season, the priority use for influenza antiviral drugs is to treat severe flu illness (for example, hospitalized patients) and people who are sick who have a condition that places them at high risk for serious flu-related complications, including cancer patients and survivors.

When should cancer survivors be prescribed antiviral drugs to prevent the flu?

If you have received cancer treatment such as chemotherapy and/or radiation therapy within the last month, or have a blood or lymphatic form of cancer, call your doctor immediately if you have been within six feet of someone known or suspected to have the flu. Your doctor may give you antiviral drugs to help prevent the flu.

If you have cancer and have not received treatment within the last month, or you have had cancer in the past but are cancer-free now, and you have had close contact with someone known or suspected to have the flu, call your doctor and ask if you should receive antiviral drugs.

For more information please visit the website:
http://www.cdc.gov/cancer/flu/

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Program Coordinator’s Update continued

All of the support groups held at BCCR have wonderfully qualified facilitators bound by confidentiality, as are those in attendance. To ensure that BCCR is offering exactly the right tools of support to those in our groups, we have designed an evaluation to be sent to those who have been involved within the group. All evaluation results will remain confidential upon their return at which time they will be compiled and examined by a review team. We value participant and attendee input as it helps us shape our offerings. Evaluations are a wonderful tool that assists us in determining how we can better meet the needs of the BCCR community by developing new key programs, while strengthening others.

In closing, should you have questions about any of our support groups (those listed on the previous page as well as our non-traditional support groups), please do not hesitate to contact me. I would be more than happy to give you upcoming dates of the next support groups. I will also offer to meet with you one-on-one prior to the group date if that would be more comfortable. Feel free to contact me at BCCR at 473-8177 ext 303. Many happy wishes for a beautiful and healthy New Year!
Extending Our Sincerest Gratitude

welcomed by the Lives Touched, Lives Celebrated portrait exhibit. As they moved into the ballroom they were greeted by our gorgeous white pumpkin centerpieces, courtesy of Kittelberger Florist and Ellsworth Farms, and tables and tables full of donated artwork, gift certificates, jewelry, decorative items and much, much more. With wine in hand provided by Constellation Brands, the crowd bid, outbid and bid again during the silent auction with many attendees using the Buy It Now option so as not to lose out on a coveted item. Each year people scramble to buy a pink balloon before they are sold out! Thank you to Glen Moscow Jewelers for providing a stunning pendant necklace as the Pink Balloon Grand Prize. Again this year, we took bids for our “Warrior Wall”, which is currently being designed.

The evening’s Mistress of Ceremonies, Rebecca Leclair, kept the audience engaged while auctioneer Carol Ritter Wright got those bid paddles flying high in the air during the live auction. Attendees did battle on items such as a Ramon Santiago piece, a signed poster by Wendell Castle, pottery by Nancy Jurs, tickets to the Rachel Ray Show and a saltwater aquarium donated by The Reef Shoppe.

For the first time the Artrageous Affair audience was treated to a live performance by the Rochester City Ballet. The dancers performed two beautiful pieces in honor of this year’s Advocate’s Spirit Award recipient, Susanne Callan-Harris.

We finished the evening with Gap Mangione and his band. If you can believe it, we’re already starting to plan the next Affair… mark your calendar for Saturday, October 2, 2010! ♫

Charlotte McCabe, Mel Bianchi, County Executive Maggie Brooks and Holly Anderson

Our Honorary Chair, Kitty Vanbortel
Extending Our Sincerest Gratitude To Our Generous Sponsors.

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Ernest Quatro - Quatro Chiropractic
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Auctioneer, Carol Ritter-Wright

Creativity

Our friends from Parkleigh

Rooted in HOPE

Eleanor Chin

The beautiful centerpieces, courtesy of Kittelberger Florist and Ellsworth Farms
Our Artists

Beth Abdallah
Frank Argento
Lisa Arkus
Chip Arnold
Terri Baldwin - Hynes
Deborah Benedetto
Conni Bills
Fran Blick
Sue Blumendal
Carol Ann Bosek
Paul A. Bouchard
Virginia Braun
Donna Breen
Loretta Brown
Gary Buehler
Patricia Bushart
Diane Dowling
DLS Jewelry Designs
Karen Dislenkovic
Marlene Caroselli
Wendell Castle
Cindy Corrigan
Elaina Cosner
Karen Craft
Bix DeBaise
Pamela Delyannis
Rod Dietz
Jane Burton
Carly Cardillo
Peg and Bix DeBaise
Marie Evangelista
Dick Flaherty
Pamela Frame
Marc Gaiger
Patti Gallivan
Barbara Gammiero
Kathryn Gaspar
Going
John Grieco
Joan Hambleton
Hodaka Hasebe
Peggi Heitzenberger
Judy Henry
Kathi Higgins
Dorothea Hills
Mary Humphreys
Nancy Jurs
William Kane
Peter Kane
Gina Keyes
Marsha King
David King
Jappie King Black
Kim Kircher
Paul Knoblauch

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Honorable Carrie Andrews
Steve Argento
Arthur Murray Dance
Meri Arana, Radiation Oncology of Rochester
Jeff Baker, Summit Interiors
Judy Barton, Spa Consultant
B French Salon
Bella Bleu Color
18

Chris Kogut
John Kosbor
James E. Kozlowski
Anne M. Kress
Karyl Kross
Eileen Kuo
Joe Lake
April Laragy Stein
Robin Lehman
Kelly Lerky
Francoise Long
Teresa R. Lucas
David Majchrzak
Gina Marie
Mangiamele
Stephanie Lynge
Manilla
Chris Lyons
Timothy Maek
Patrice Maloney
Jack Mars
Suzanne Martin
Constance Mauro
Rose McLaughy
Mendon Center 3rd Graders
Nancy Miller
Dec Miller
Arlene Miller
Marri Mooney
Kathi Morrell

Patricia J. Mosca
Diane Mullaney
Joan S. Nichols
Natalie Palermo
Joyce Schmidt
Cindi Jo Smith
Lisa Niffin Smith
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Adam Specter
Eve Strella
Paul Thatcher
Bing Thayer
Debbie Thomas
Anne Townsend
Patricia Tribastone
Upstate NY Glass Bead and Jewelry Guild
Anne Vaclavik
Anna Walter
David K. Walter
Elly Wane
Teresa Werth
Vi White
Nick Williams
Judy Wood
James P. Yockel
Sharon P. Yockel
Kate Chace-Young
Wende Logan Young
Joyce Zinkin,
Cederknits
Eva Zweifler

Chris Beunel
Beyond Cuts Salon
Robin Whitaker
Nancy & Randy Bianchi
Black & Blue Steaks and Crab
Lila Bluestone
Bon Ton Stores, Eastview
Borg & Ide Imaging
Bouker Coffee Company
Buckingham Properties
Buffalo Sabres
Buhite & Buhite, D.D.S., P.C.
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Crystal Barn
Custom Brewcrafters
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Mike Deming, “The Antique Guy”
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Excelsior BlueCross
BlueShield
Cynthia Fay, Photographer
Finger Lakes Radiation Oncology Center
Fioravanti Florist
Kenneth R. Fisher, Justice Supreme Court
Five Star Bank
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.

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.

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!

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 Grounds Coffee Hour

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

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

Peer Advocates Lending Support: P.A.L.S.

Peer advocacy is at the core of the philosophy behind the Breast Cancer Coalition of Rochester. Women supporting women, partners supporting partners, families supporting families, all are central to this organization that is unique to the western New York region. Breast cancer survivors reach out to those who are new to the disease and also to their significant others, helping them connect to resources in the community, providing a foundation of caring and working hard to instill confidence and comfort in the face of a difficult time. 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 and receive the support you need 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.

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.
understanding why nothing better has come along? We are still using an unreliable tool to screen for breast cancer in this age group. Considering that the likelihood of developing breast cancer increases as we age, why then are we still screening millions of women annually who a) are not as likely to have breast cancer while b) using an all too fallible means to find breast cancer in those who do?

Where do we go from here? For starters, we need a highly specific and highly sensitive screening tool for all women. We also need to understand which breast cancers will eventually evolve into something life threatening, and how to best diagnose and manage the less aggressive ones. As experts report, most breast lumps are found by women themselves, either by doing breast self exam or accidentally, while in the shower or just poking around. It makes sense to become familiar with the nuances of our bodies. As breast cancer advocates, we need to help others understand that public health messages are not always presented clearly. We need to examine the messages and the scientific evidence behind them carefully. These messages are just as easily subject to reversal as new scientific evidence emerges and we gain more knowledge. Pink ribbons, awareness, screening and early detection are not enough anymore. We need better. We deserve better. The Breast Cancer Coalition of Rochester will be hosting a Community Forum on this subject on April 28, 2010. As the dust settles, we hope to help survivors, their caregivers, and the community at large make sense of all this. Please plan to join us for what will surely be an informative evening.

The Breast Cancer Coalition of Rochester strives to provide accurate citation for material provided in our newsletter. In the case where a subscription is required, as is often the case with scientific journals, an alternative source is also provided.

1. The website for the USPS Task Force recommendations, including rationale for the recommendations, can be found at http://www.ahrq.gov/clinic/uspsstf/uspsbrca.htm

2. At least one of the US Preventive Task Force members has a Rochester connection. Task Force member Bernadette Melnyk, Ph.D., R.N., C.P.N.P./N.P.P. served as faculty at the University of Rochester (School of Nursing), where she earned her Post Masters Certification and PhD. Currently, she is the Dean and Distinguished Foundation Professor in Nursing at the College of Nursing & Healthcare Innovation at Arizona State University in Phoenix, Arizona. Dr. Melnyk is an internationally recognized expert in evidence-based practice.

3. The website that lists the members of the USPS Task Force can be found at http://www.ahrq.gov/clinic/USpstfab.htm

4. Rethinking Screening for Breast Cancer and Prostate Cancer. Laura Esserman, MD, MBA; Yiwey Shieh, AB; Ian Thompson, MD; JAMA. 2009;302(15):1685-1692

**Dr. Robert Rosenblum** by Phyllis Connoly

Dr. Robert Rosenblum – someone I first met late October 1999. Married to Harriet Susskind Rosenblum, he was most always at BCCR events with her and we would share friendly casual conversations. Robert became someone I looked forward to seeing because talking with him was very pleasant - somehow calming. He was a gentle and kind man with a contagious smile.

We continued to see him after Harriet passed away, right up to this past summer when his health began to fail. On October 28th, ten years from when we first met, I learned he was gone.

Why did I feel such a sharp pang in the pit of my stomach upon reading this? It was such a genuine sadness. I sat back quietly for a bit and let thoughts float around in my head about Robert, Harriet, and others who have come into my life because of BCCR.

Slowly, an image came to mind of a tapestry being woven - thread crossing thread, person meeting person, day after day, year following year – tightly meshed and meant to endure.

Robert is one of these threads.

We will truly miss Robert, as we do Harriet. But forgotten? Never. They are an integral part of the BCCR tapestry and our lives.

**Laurie Pask Memorial Reception**

The Breast Cancer Coalition is pleased to announce the creation of the Laurie Pask Heart & Hands Award. This award, in memory of Laurie Pask, will be presented annually at the Artrageous Affair Gala in October. We have commissioned a local artist to design this award which will be given to the care provider who best exemplifies the balance of kindness, compassion, respect and science that Laurie demonstrated while providing care to her own patients. It is our intent that this award will enable Laurie’s spirit of passion, hope and joy to live on.

**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!
Pamper Me Pink Benefits BCCR

On October 4th, Girls Spa Parties hosted Pamper Me Pink to benefit the Breast Cancer Coalition of Rochester. The afternoon of pampering, beauty, entertainment, boutique shopping and sparkling refreshments topped off with a live fashion show was meant to inspire and empower women. These great Girls raised $1,000 for BCCR! Thanks for a pink day!

Xerox’s Annual Chili-n-Dogs Benefit a Delicious Success!

Xerox’s Good Neighbor Committee hosted their Annual Chili-n-Dogs Breast Cancer Benefit on November 18th. Tons of crock pots were lined up as were hungry employees. The “dogs”, chili and home made desserts flew out of the cafeteria. Left in their wake was just over $1,600 for the Breast Cancer Coalition of Rochester. Thank you, Xerox for being so generous… and hungry!

A Truly Sweet, Sweet Sixteen Celebration

On Friday, July 31st four thoughtful young women, Bailey Garno, Molly Emmert, Shannon Firkins and Rachel Crocetti threw themselves a joint sweet sixteen birthday celebration. Each person who was invited was asked not to bring a gift but to make a small donation to BCCR, as each of the birthday girls had been affected by cancer in some way. They thought this was a great way to make a difference in something that has greatly impacted their families. These special young ladies raised over $850 for BCCR!
Larijames Salon & Spa Raises $500.00 for BCCR!

Larry Alati, owner of the Larijames Salon and Spa, and his staff wanted a way to honor the life of Lynn Kouwe, who in the words of a co-worker, reached the “finale of her 10 year dance with the disease this past January”. They sold raffle tickets throughout October for a chance to win a wonderful gift basket with many hair care and styling items, one of which was a limited edition Pink Paul Mitchell Flat Iron, won by Rachel Cumella! Our sincere thanks to Larry and the staff at the salon for this wonderful fundraiser!

Holiday Shopping at Windsor Cottage

It was chilly outside but inside Windsor Cottage it was warm and festive. On Thursday, December 3rd BCCR, along with Windsor Cottage, hosted “Wrapped in Pink”, a holiday shopping event. Refreshments were served, gifts were bought and $750 was raised for BCCR. Thank you to Peg Growney and her fantastic staff for such a wonderful night!

Cutting For a Cause

Thank you once again to Artistic Designs Hair Salon, located on Park Avenue. On October 25th, at their Annual Cut-A-Thon for Breast Cancer the salon was slammed for six hours and they raised $1,500 for BCCR! Kudos to Jodi Beutel and her staff for their dedication and precise scissor skills...we greatly appreciate your efforts!

Passionate About Pink

“Sharing our Passion to Find a Cure” is the slogan of Colleen Bracci and Emily Wright’s Pink Passion. These survivors organized a full day of scrapping, card making, raffles, meals, shopping and spa treatments. Held on Sunday, November 8th at Lake Shore Country Club this creative day raised over $800! Thank you to all the attendees for your Passion!

Siemens Industry Building Technology Division

Denim Day - $65

Wende Young & Andrea Taylor, Mt. Hope Enterprises

$1000 by selling jewelry to patients at Elizabeth Wende Breast Clinic

Shopping For Hope

On November 8th, the dancentre of East Rochester hosted the 7th Annual Shop for Hope. Vendors offered their wares and people shopped. They shopped so much that BCCR received a check for over $1,000! An extra special thank you to Barb Grosser, owner of the dancentre, for her dedication to the Coalition. We truly appreciate her support.

Big Oak’s Annual Golf Tournament

On September 26th Big Oak Golf Shop held it’s Annual Golf Classic to benefit BCCR. We were so pleased to receive a check for $2,700 – wow! Thank you, Big Oak! So many women and their families will benefit from your BIGheartedness!
Donations ending September 30, 2009

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 September 30th will be included in the spring newsletter.) We apologize for any errors and/or omissions on our donor pages.

In Honor of:

Sylvia Cappellino
Ann Mazzarella

Amanda and Jeff Carpenter’s Wedding

Diane Mazzarella
Ann Mazzarella

Carrie and Jason Meath’s Wedding

Betty Miller
Antoinette Brown Blackwell Society

Marietta Reiss
Janine Pajek

Judy Rohrer
Ann Mazzarella

Aimee and Joseph Shaver’s Wedding

In Honor of the 16th Birthdays of Bailey Garno, Molly Emmert, Shannon Firkins, and Rachel Crocetti:
Kathy Burritt
Linda Cederstrom
Michelle Fee
Kathleen Firkins
Kathryn Firkins
Mary Freer
Patricia Freer
Carla Interlichia
Rita Kretchmer
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Kristine Magin
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Janet Schepler

In Memory of:

Nick Agnello
Ann Mazzarella

Dorthy Batzold
Jean Van Allen
Mary Duffy
Mary Fox

Deborah Ann Dennis
Kendra and Roger Tuttle

Karen Faul
Heidi Austin
Monika and Lester Katz

Sarunas Garsys
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Goldie Hecht-Meyer
Karen Morris

Helen Kidea
Patrick and Patricia Malgieri

Lisa Kubby
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Elaine Leonard
Nancy Corman
Edna Morrill
The American Legion Dept. of NY
Beatrice Vangrol

Terri Schmitt
Patrick and Patricia Malgieri
John and Mary Jane Schmitt

The women in her family
Lura McHale

Beatrice Tracy
Barbara Sass

Edward Pryber
Betty and Bob Miller

Patricia Redden
Alice Gillberg
Irondequoit School Crossing Guards
TOPS NY 288 Rochester

Contributor’s Circle $1-$49
Carol Giffi
Cathleen Corbet
Sandra Dibiase
Creative Outlook
Mary Graham
Karen Lenhardt
Maureen Patti
Nancy Schadd
Todd Stevens
Jean Van Allen
Kenneth and Kristin Warren

Friend’s Circle $50-$99
Stephen Ashe
Kathleen Costello
EZ Bottle and Can Return
Koen Goorman
Eileen Meyers
David Ogrodowski
Jay and Hanna Zukoski

Pink Ribbon Circle $100-$499
2 Lovely LLC
Mary-Ellen Kane
Maynard Electric Supply, Inc.
Dorothy Pecoraro
Maryann Platania
Sam’s Club Foundation
Second Bloom
Jeanne Shanley
Volvo Rents – American Rentals

Advocate’s Circle $500-$999
Laura and Daniel Scheg

Visionary Circle $1,000.00-$4999
Cycle Stop, Inc.

Founders Circle $5,000.00 +
Triple Creek Golf Club Event:
Marlene Bassett
Jodi Lynn Davies
Joyce Davies
Jenny Derrenbacher
Sandra Downs
Florence Gilligan
Linda’s Hair and Nails
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Modern Home
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**Upcoming Fundraising Events**

**WHAT WOMEN WANT WEEKEND & The 6th Annual Rochester Retailers’ Sale: De-Stress & Beat Cabin Fever with your BFFs, January 23 & 24th at the Radisson Hotel, adjacent to RIT!**

**CALLING ALL VENDORS!**
Sell your products & Services at **ROCHESTER’S EXCLUSIVE WOMEN’S EXPO & GETAWAY OF THE YEAR**

[www.whatwomenwantweekend.com](http://www.whatwomenwantweekend.com)
Special thanks to ARTrageous volunteers

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Marla Canale
Shannon Carswell
Tricia Chapman
Cynthia Charles
Laura Collibee
Amy Connell
Aaron Cook
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Michelle Cook
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Anna Wilson
Karen Wozniak
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ARTrageous Affair 2009
Committee Members

ARTrageous Affair Chair
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Holly Anderson
Melisande Bianchi
Amy Button
Sylvia Cappellino
Amy Connell
Michelle Cook
Linda DiCesare
Niki Duncan
Pat Foucht
Nancy Germond
Melinda Goldberg
Joanne Hammond

Karin Hauza
Kim Kircher
Bonnie Koerner
Bev Levy
Niki MacIntyre
Kathy Mangione
Erin McFadden
Tom McJury
Susan Meynadasy
Dec Miller
Joyce Schmidt
Carol Schweinsberg
Anne-Marie Strasenburgh
Joyce Wichie
Janet Wolf

Mistress of Ceremonies, Rebecca Leclaire

Laura Collibee

Patrons

Tom & Holly Anderson
Steve Berke & Joyce Wichie
Lila Bluestone
Eleanor Chin
Maria & Tom Cook
Peter Kaplan
Avice O’Connell, M.D.
Timothy O’Connor, M.D.
Todd & Barbara Pluta Randall
Chris & Beth Schiano
Thomas & Mary Toole
Wednesday, January 27, 2010
Evening Seminar: Oriental Medicine and Nature’s Meditation for Healing
Presenter Deanne Bevin
7:00 - 9:00pm

Wednesday, February 21, 2010
Evening Seminar: The Breast Cancer Journey: 1882-Present How Far We’ve Come
Presenter Dr. Kristin Skinner
7:00 - 9:00pm

Wednesday, March 24, 2010
Evening Seminar: Long Term Effects of Chemotherapy
Presenter Dr. Marcia Krebs
7:00 - 9:00pm

Friday, April 9, 2010
7th Annual Cindy L. Dertinger Advanced Breast Cancer Seminar: Tools for the Journey
Memorial Art Gallery
Reservations Required

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 $ 

Credit Card No.
Expiration
Signature
Name on Card

Breast Cancer Coalition of Rochester
840 University Avenue Rochester, New York 14607
(585) 473-8177; www.bccr.org
The 7th Annual Cindy L. Dertinger Advanced Breast Cancer Seminar

Friday, April 9, 2010

Seminar
1:00 - 5:00pm
Reception
5:00 - 6:00pm

Memorial Art Gallery 500 University Avenue Rochester, New York

Admission is free, however seating is limited and reservations are required.

RSVP (585) 473-8177

You can help local women and families who are coping with a diagnosis of breast cancer through the donor options program of the United Way!

1. Obtain a 2010 United Way Donor Designation Form from your employer or by visiting www.uwrochester.org and typing donor designation in the search line.

2. Please choose the option to give to an organization on your United Way form.

3. Write Breast Cancer Coalition of Rochester and enter our organization ID number: 2334

Designate your United Way gift to Breast Cancer Coalition of Rochester, it’s as easy as 1 2 3...