-By Alison Currie

On March 25, 2014 the Breast Cancer Coalition of Rochester proudly awarded two $50,000 breast cancer research grants.

Gokul M. Das PhD, Associate Professor in the Department of Pharmacology & Therapeutics at Roswell Park Cancer Institute, received funds to investigate the “Role of Estrogen Receptor Beta and Tumor Suppressor p53 Signaling in Triple Negative Breast Cancer Metastasis.” The second grant was awarded to Helene R. McMurray PhD, Assistant Professor, and Mark D. Noble PhD, Professor, of the Biomedical Genetics Department at the University of Rochester School of Medicine and Dentistry. The laboratories of doctors McMurray and Noble will work cooperatively to study the “Selective targeting of breast cancer initiating cells to prevent metastasis and promote long-term survival.”

Additional information about these grants and the Breast Cancer Coalition of Rochester’s Research Grant Initiative can be found in the Research Administrator’s Update on page 19. ♦

“I don’t know what I need.”

A few years ago, when I found myself sitting across from a woman newly diagnosed with breast cancer, she spoke these unforgettable words. They had been her response to her husband when he asked what she needed most from him right in that moment. He had discovered her lying on the shower floor. She was “just a mess,” she shared. She felt her world disintegrating in the aftermath of her diagnosis. “I don’t know what I need,” she told him. “I don’t even know how afraid I should be.”

That was the beginning of her “uprising,” as she called it.

**UPRISE**

- *a*: to rise to a higher position
- *b*: (1): stand up (2): to get out of bed
- *c*: to come into view especially from below the horizon

Though she had been handed a pile of brochures, pamphlets, and even a guide for navigating breast cancer, what she wanted more than anything was someone to talk to, someone who had been there; preferably, someone with a slightly worse diagnosis than her own. Someone who had overcome her fear, was laughing, was off the roller coaster ride of treatment decisions, and was living - was alive. Shortly after her diagnosis, she still hadn’t peeked at the stack of booklets, flyers, and more, when a friend, and then later her surgeon, suggested she call the Breast Cancer Coalition. She realized that that was exactly what she needed to do.

Women are tough. Women shoulder the weight of the world. We give support. We rarely see ourselves on the receiving end.

Support? Me?

Lucky for this woman, and for all who face a breast cancer diagnosis, support wears many disguises. Sometimes it takes the form of talking one to one with a kindred spirit. Other times it’s the sort of networking one can only do in a group. Ever join a club in high school, a college study group, had a baby, gone through a divorce, lost a job, moved to a new city, or cared for an elderly parent? We network. We find someone who has walked this road before. We learn from the journeys of others how to set our own compass.

Cancer is no different. Come to the Coalition. Network. Get support. Give support to others. If a circle-style support group is not your style, come to Brown Bag. Participate in Healing Arts. Sign up for Voices & Vision. Join the Advocacy Committee or the Research Initiative. Help our Outreach effort and represent us at an event. In the process, you’ll meet others who have traveled this road. You’ll become part of a glorious, colorful network of women, and a few men as well, who know what it means to “uprise”. And before you know it, regardless of your diagnosis or prognosis, you are one of them - off the roller coaster and on the ground. In the aftermath. Laughing. Living your life. Alive. ☀️
When faced with breast cancer, a connection with someone similarly diagnosed can be a lifeline. The one-to-one peer support offered in our PALS (Peer Advocates Lending Support) program usually means some phone conversations, a few face-to-face meetings and, as time passes, lingering warm feelings as both parties move on. But once in a while, a deeper connection develops. It isn’t expected or necessary, but it’s a beautiful thing to see when it happens - as in the case of Dennise Webster and Cathy Dolan.

In autumn of 2011, Dennise went for her yearly mammogram. Immediately afterward, she made preparations for a family trip to New Orleans. While in the airport waiting for her flight, a message from the imaging center went to her phone. After checking into her hotel room, Dennise returned the call and learned that she was being asked to go back for further imaging. Determined not to let anything spoil her trip, she set up an appointment and then proceeded to enjoy herself.

The day after her return, Dennise underwent an ultrasound and biopsy. “I still thought it was a fluke,” she recalls of the abnormality that had been detected. She felt it would be fine until her radiologist said, “I’m not going to beat around the bush. I’ll call you tomorrow, but I feel kind of silly. What am I going to say?”

Overcoming her trepidation, she walked into the office and was greeted kindly by Connie, our office manager, who scheduled a BC101 session. Dennise soon became a regular at the Brown Bag table, and as she progressed through chemotherapy, radiation, and a year of weekly Herceptin treatments, she attended whenever she was able. As her cancer was found to be estrogen-driven, Dennise also began a five-year course of hormonal therapy.

While there are side effects to be expected from all of the treatments she underwent, Dennise experienced some very unusual incidents. Thinking that abdominal pain she was experiencing was due to treatment, she took a wait-and-see approach and wound up having an emergency appendectomy. She was also sidelined for a while with a blood clot.

But through it all, she kept coming to Brown Bag. As her healing progressed, Dennise felt stronger and able to offer a helping hand to others; she became a mentor in the PALS Program.

Cathy Dolan went for a routine mammogram in April of 2013. Due to a strong family history of breast cancer, she had begun these screenings at a younger age than most. She has had her share of repeat testing, ultrasounds, and biopsies of suspicious areas that proved to be benign, so she wasn’t inordinately concerned when she was called back.

“I have two rules. Rule number one: there’s always hope. Rule number two: if you feel there is no hope, read rule number one.” – Dennise Webster
On March 18th, Coalition advocates were joined in Albany by others from Rochester to push for passage of the Compassionate Care Act, to legalize medical cannabis (marijuana) for people with specific disabling conditions. Already legal in 20 states, access to medical cannabis remains out of the reach of New Yorkers. First introduced to New York in 1997, the bill has passed the New York State Assembly four times, but has never made it to the Senate floor for a vote. As momentum builds, watch for progress at www.compassionatecareny.org.

The Coalition is on the move… and on the bus!


L to r, Joan Sheehan, Holly Anderson, Senator Tom O’Mara, Christine Emerson and Wendy Conte

L to r, Dennise Webster, Niki MacIntyre, Lori Meath, Senator George Maziarz, Marianne Sargent and Connie Zeller

Front l to r, Connie Zeller, Marianne Sargent, Patti Cataldi, Kathy Macbeth, Senator Mike Nozzolio, Cindy Dykes, Holly Anderson and Karen Ashbaugh

SAVE THE DATE: Eleventh Annual Terri Schmitt Legislative Reception. Wednesday, August 13, 2014, 5-7pm.

CRAAB! And NYSBCN Concerned About Fracking

Part 1: Air Pollution and Accidents

By Margaret Roberts, CRAAB! Board Member

Our friends at CRAAB! (Capital Region Action Against Breast Cancer) offer a very informative newsletter. Here is one of their latest gems on a topic of interest to many at the Coalition.

Why are we so concerned about fracking in New York State? One serious problem is that fracking releases methane gas, a fossil fuel and potent greenhouse gas that contributes to climate catastrophe. But there are even more immediate threats to our health. Though water pollution resulting from fracking is a major problem and will be discussed in the next CRAAB! Newsletter, air contamination is perhaps the most dangerous hazard. Fracking pollutes air via three sources: constant truck traffic; well emissions and burn-off; and wastewater storage and disposal.

The 24/7 cycle of truck traffic alone — over 1,000 trips to and from the average well pad — emits high levels of diesel exhaust. Several studies have linked exposures to polycyclic aromatic hydrocarbons (PAHs) found in diesel exhaust to higher rates of breast cancer; and exposure to PAHs during infancy and in utero raises risk for cancer later in life.

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When I was asked by Holly to represent the Coalition at the Conference for Young Women in Orlando this year, I was beyond thrilled. Still, not knowing what lay ahead at the conference made me a little apprehensive. Then I was told who my roommate was going to be, and that put me at ease. I had met Carrie once before and was excited to get to know her better and share this experience with her.

It has been five years since my diagnosis and although it’s something you would never want to think about, it is in the back of my mind; “What are my chances of recurrence and what can I do so it doesn’t come back?” There I was at a conference full of women who “get it” and understand exactly how I feel. I did not get an answer to that question but I did walk away with more information than I had when I arrived and a few tips to help make that question stay right where it is; in the background.

There were about one hundred exhibit tables that provided endless pamphlets full of useful information. There were breakout sessions each day to delve further into topics surrounding young survivorship. Carrie and I chose three sessions: Managing Side Effects Using Integrative Medicine, Ready Set Go: Strategies for Success (staying and maintaining a healthy lifestyle), and Weighty Matters: Making Sense of Research. Although I did enjoy all of those sessions, the presentation that I took the most from at the C4YW. I was fortunate to spend the weekend with a friend, Rachel, who made the experience fulfilling and fun.

One session I attended opened with the statement that after a cancer diagnosis “It takes a while to turn the bus around”. I thought, “I am seven years out. I have already turned my bus around.” But when the next slide appeared on the screen, a rush of emotions came over me. In the middle of a circle graphic was the word “Cancer”. Branches radiating from the center listed many of the ways cancer is so disruptive. The list included emotions; impact of treatment and survivorship; integrating impact of cancer into life; changes in family dynamics and personal relationships; re-establishing personal roles; coping with treatment related side effects; physical changes; psychological adjustment; “Who am I?”; fear of recurrence; changes in sexual health and intimacy; monitoring health and well-being; and financial, employment and insurance related distress. The discussion focused on how all of these things can be turned into “Post Traumatic Growth” and become a catalyst for creating change.

To summarize different segments of the conference with the recurring theme of empowerment:

**Set Goals:** Set and obtain your goal(s) using a concept called S.M.A.R.T. (Specific, Measurable, Attainable, Relevant, and Time-bound). Write down in one sentence what your goal is, the benefits of achieving the goal, and the date by which you want to achieve the goal. [http://topachievement.com/smart.html](http://topachievement.com/smart.html).

**Share Your Information:** An oncologist shared how important it is to be part of long term survivorship programs.
Fracking concern continued

In 2009, Wyoming did not meet federal safety standards for air quality, mainly due to fumes containing benzene and toluene being emitted from approximately 27,000 wells, most of which were drilled in the past five years. Benzene is a potent carcinogen linked to many cancers, while toluene affects the central nervous system. According to a 2011 Congressional Report, at least 13 chemicals that cause cancer are used in fracking, and many more fracking fluid chemicals are linked to other disorders, including brain damage and birth defects.

A study conducted in 2009 by the Colorado School of Public Health found that people living within a half-mile of a drilling site faced greater health risks, including acute and chronic disorders, than those who lived farther away. In 2010, a Texas hospital system operating in six counties with some of the heaviest drilling in the state reported that it was seeing a 25% asthma rate for young children in their catchment area, more than three times the average state rate. This suggests that the proposed New York State DEC regulations, allowing as they do fracking drill pads within 500 feet of homes, farms and schools, will not protect residents’ health.

Residents in Colorado, Texas, Ohio, Pennsylvania, Wyoming and Louisiana who live near drilling sites have reported experiencing constant exposure to toxic odors, with both children and adults suffering from serious gastro-intestinal problems, severe headaches, nose bleeds, sinus problems, sore throats, rashes, breathing difficulties and high blood pressure.

Fracking poses a risk to animals as well as humans. A 2001 peer-reviewed study published by researchers at the Dept. of Molecular Medicine at Cornell University’s College of Veterinary Medicine in Ithaca, N.Y., investigated the health of animals on 24 farms near drilling sites in six states, and found that many animals suffered from neurological and reproductive disorders, and acute gastro-intestinal problems. Scores of animals have died.

Unfortunately, the extent of environmental pollution, toxicity and health effects may never be fully disclosed because the gas industry lobbied for and got in some states “gag orders” imposed on medical professionals, both doctors and nurses, that prevent them from sharing any information about fracking fluid chemicals with anyone, even their own patients who suffer from toxic exposures. The gas industry also got exemptions from key provisions of most federal environmental laws, including the Clean Water Act, Clean Air Act, Resource Conservation and Recovery Act, the Superfund Law, Haard Waste Regulations, National Environmental Policy Act, and the Toxic Release Inventory under Emergency Planning and Community Right to Know.

Why would the gas companies want gag orders from doctors and exemptions from all of these protective laws if they didn’t already know that fracking was harmful? As reported by the “Food and Environment Reporting Network” and The Nation in 2011, oil companies in North Dakota reported more than 1,000 accidental releases of oil, drilling wastewater or other fluids, with many more releases likely undisclosed.

Between 2008 and 2011, Pennsylvania drilling companies reported 2,392 legal violations that posed a direct threat to the environment and safety of communities. For example, in April 2011, a Pennsylvania gas well erupted, sending thousands of gallons of toxic and highly saline water into the environment, spilling over containment berms, flowing toward a tributary of a trout-fishing stream and forcing seven families nearby to evacuate their homes.

Accidents persist. In February 2013, in Fort Collins, Colorado, fracking fluid spewed from a faulty well for over 30 hours, one of 32 spills in Colorado, in the past year from just one gas company. In March of this year, in Wyoming County, Pennsylvania, one well spewed one quarter million gallons of toxic wastewater for several hours into the environment. In April in Denton, Texas, fracking fluid and gas were released into the air for nearly 5 hours from a drill site only 300 yards away from farms.

Add to all this the environmental devastation of clear-cutting 5-15 acres for drill pads, building processing stations, laying extensive transportation pipes, and turning billions of gallons of a region’s fresh water into toxic industrial waste, an outcome that is irreversible. Compare this permanent devastation with the facts that gas production from one well rapidly declines after the first year, and most wells produce gas that flows actively enough to be profitable or cost-effective for just 5-10 years. Does this seem like a good bargain to you?

How many lives of people and animals will our state and national leaders be willing to sacrifice to gain temporary jobs and temporary fuel production, especially when a good portion of that fuel will most likely be shipped to other countries? The

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As the daughter of a large animal veterinarian in small town Iowa, I often witnessed my father delivering advice to farmers regarding wellness strategies and medical treatment for an animal’s condition. This exposure to the integration of wellness strategies with medical treatments has influenced my own interactions with physicians. When presented with a diagnosis of breast cancer, my understanding of the answers to my questions of ‘why?’, ‘how?’ and ‘what now?’ was woefully inadequate. I craved a better understanding of my disease to comprehend the choices offered and chart my path forward by complementing medical solutions with wellness strategies.

As I entered the healthcare maze for treatment, I was blessed with an opportunity to participate in a Wilmot Cancer Center research study involving curcumin, the natural ingredient that gives curry and turmeric a bold yellow hue. The study explored the potential of curcumin, a powerful antioxidant and anti-inflammatory, to prevent the infection and skin damage sometimes experienced with radiation therapy. This study left me curious and with a desire to learn more about cancer research. It ultimately led to the Breast Cancer Coalition of Rochester (the Coalition), whose mission is to empower women with education and access to information.

One of the Coalition’s many core activities is the support of breast cancer research. Funds for research are raised locally from a variety of activities and donations both private and corporate. The grant money serves as venture capital to launch new and promising projects from the regional medical community.

The Coalition’s Research Committee annually solicits proposals from area researchers focused on breast cancer cause, prevention, prevention of metastasis, and cure. When the opportunity to join the Coalition’s Research Committee surfaced, I eagerly volunteered. This committee is composed of breast cancer survivor/advocates who assist with the process of soliciting and collecting research proposals. Research Committee survivor/advocates work directly with scientific reviewers from the Research Advisory Board to score, select, and recommend proposals for funding.

On Thursday, February 6, 2014 the Coalition convened a Proposal Review Panel at the incomparable Genesee Valley Club in Rochester, NY. I was proud to serve on the panel as a survivor / advocate reviewer the second year in a row. The panel ultimately selected two proposals to recommend to the Coalition’s Board of Directors for funding.

Pouring over research proposals to prepare a survivor/advocate’s point of view and presenting it and my scores during the panel discussion was challenging yet wonderful learning experience. Being an integral part of the panel and having the opportunity to listen to the dialogue between the scientific reviewers was definitely a gift. On a special note, I had the distinct pleasure of shuttling Dr. Matthew J. Allen, Vet. M.B, PhD (Associate Professor, Small Animal Surgery Director, College of Veterinary Medicine of the Ohio State University) to and from the airport. I loved that a veterinarian with a specialty in bone metastasis was serving as one of the scientific reviewers on the review panel. Even more impressive was Dr. Allen’s commitment to advocating for breast cancer research. From my perspective, serving on the Research Committee has been an excellent experience.

Editor’s note: For more about this year’s Research Grant winners and review panel please see the article on the front cover and the Research Administrator’s Update on page 19.

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Help for the Journey: Advanced Breast Cancer Resources

-By Pat Battaglia

Metastatic breast cancer is very treatable, and many who face this diagnosis live for years. For this special group of survivors, the Coalition offers a safe, supportive gathering place. Our Common Ground support group for those with metastatic disease meets bi-weekly, and our Annual Cindy L. Dertinger Tools for the Journey: Living With Advanced Breast Cancer Seminar draws participants from throughout the Western New York area. In addition, all of our programming is open to those facing any form of breast cancer or gynecological cancer.

There are extensive online resources as well. Although the web can be a risky place to search, here is a sampling of respected sites you can trust.

- The Metastatic Breast Cancer Network (MBCN) is a national, independent, non-profit patient advocacy organization. In addition to a wide range of information and support services, the site offers a state-by-state listing of local support services for those seeking a connection closer to home. http://mbcn.org/

- Metavivor was organized in the knowledge that 30% of breast cancer patients will metastasize, and works to see the day when 30% of breast cancer support and funding for research is dedicated to this diagnosis. This group actively encourages those living with metastatic breast cancer to join or establish support programs in their communities. http://www.metavivor.org/


- Breastcancer.org devotes a section of their informative and supportive website to those with a diagnosis of advanced disease. A panel of experts from their professional advisory board ensures the information provided is thorough, accurate, and up to date. A discussion board and chat room offer the chance to connect with others who are facing the same types of questions and uncertainties. http://www.breastcancer.org/symptoms/types/recur_metast/

- Living Beyond Breast Cancer offers a number of online and printed resources for those living with stage IV breast cancer. In addition, the organization hosts an annual two-day conference focusing on the physical and emotional needs of those who have received this diagnosis. http://www.lbbc.org/

- Young Survival Coalition provides information and resources to young women facing all stages of breast cancer, including metastatic disease. www.youngsurvival.org/

- The Johns Hopkins Center offers information on available treatments and clinical trials. http://www.hopkinsmedicine.org/avon_foundation_breast_center/breast_cancers_other_conditions/metastatic_breast_cancer.html Another link to their site offers access to experts in the field to answer questions. This is not meant to take the place of the advice of your health care team, but to help clarify issues. http://www.hopkinsbreastcenter.org/services/ask_expert/metastatic_breast_cancer/

- BrainMets BC.Org is a source of information from a patient’s perspective for women with metastatic breast cancer and their families. This site is organized by Musa Mayer and other advocates working with government researchers. www.brainmetsbc.org

- The Bone and Cancer Foundation offers a pdf on breast cancer and bone metastases as well as information on pain, surgery, and osteonecrosis of the jaw. www.boneandcancerfoundation.org

For a more comprehensive list of resources including information and support organizations, financial and legal assistance, clinical trials, complementary and alternative medicine, and more, contact the Coalition. We are here to listen to your concerns and triumphs, and to empower you. Consider us part of your support system. In this walk, you are never alone.
was the Armchair Discussion with the Experts. The three experts were Dr. Don Dizon from the Harvard Medical School, Dr. Kathryn Ruddy of the Mayo Clinic, and Dr. Leonard Sender from the University of California at Irvine. They answered questions on everything from fertility issues to genetic testing.

Although there were several key points that stood out to me, there was one that can help young people facing breast cancer not only survive but THRIVE: “Every one of us is a researcher. Partner with your physician and help change the outcomes.” We need to focus on the progress that has been made and is still being made every day. Advancements in MRI for younger women help eliminate unnecessary radiation and capture better images. Utilizing tamoxifen for ten years in premenopausal women has shown improvement in the outcomes. As young survivors, we should be working with our medical team for not only five years but for ten to fifteen years so they can have a better understanding of this disease in young women.

C4YW was a learning experience and has helped me understand that there are many meanings to surviving and thriving. I am still reviewing the endless information and trying to understand how it will all apply to me and my family. I had a wonderful and enlightening experience. And I had a great time getting to know Carrie.

Our trip ended by indulging ourselves in a Polynesian dinner while watching the fireworks over the Magic Kingdom. All those healthy eating tips had to wait till Monday!

Turning the bus around continued

so we can learn about long term effects. He used the example of Myriad Labs, which hasn’t shared their collected genetic data with other organizations or universities. But breast cancer survivors can share their information and enroll in “Free the Data”: www.free-the-data.org.

I also became aware of the HOW (Health of Women) Study. It is one of the largest, long-term breast cancer studies for women and men with and without a history of breast cancer. Anyone over the age of 18 can join. www.healthofwomenstudy.org.

Embrace technology: There are great resources online such as the Breast Cancer & Social Media Twitter Chat: http://www.bcscommunity.org and Voice of Young Adult Cancer: http://www.blogtalkradio.com/stupidcancershow.

Educate yourself: Books such as: “The Truth in Small Doses: Why We’re Losing the War on Cancer—And How to Win It” by Clifton Leaf. Publications such as the Effect of Pregnancy on Overall Survival After the Diagnosis of Early-Stage Breast Cancer, also known as the “healthy mother effect”: having a child after treatment does not negatively impact survival. http://jco.ascopubs.org/content/19/6/1671.full.pdf

Support Others: An exhibitor from hopescarves.org spoke of their supportive organization. Locally, you can contact the Coalition for support and ways to become involved.

Exercise and Diet: Incorporating a healthy diet and exercise helps us feel better, have more energy, reduces stress and is good for overall body health. Food presenters Nancy Waldek and Shayna Komar shared tips such as eat smaller portions; stay hydrated; talk to integrative medical professionals; and food first, then supplements.

One very memorable moment of the conference was when an attendee raised her hand and explained that after a cancer recurrence, she is now stage 4 and in this for the long run. She began to cry. I was heartbroken when she continued to say that she thinks she caused her cancer. No one knows what causes cancer and I hope she will come to realize this. Ultimately, empowering ourselves and sharing our information might be the most powerful tool that we have for the next generation of young women.
Our Programs at the Breast Cancer Coalition of Rochester... all FREE of charge!

BC 101
These one-to-one sessions assist the newly diagnosed in managing the complex tasks and emotions of a breast cancer diagnosis, empowering them to be self-advocates as they proceed through treatment, recovery, and survivorship. Our professional facilitators provide a safe, comfortable atmosphere where information can be absorbed and assimilated while each individual formulates a personal strategy for coping with the diagnosis.

Tuesday Night Breast Cancer Support Group
This discussion-based group, led by Joan Mitchell, meets on the 2nd and 4th Tuesday evenings of each month from 5:30-7:00pm. Join others coping with breast cancer, share your experiences, and lend your support. No registration is required.

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

Friends & Family Networking Group
We invite those who have a friend, partner, or family member who has been diagnosed with breast or gynecologic cancer to a special group led by Peg DeBaise, LMFT, which meets on the 2nd Thursday of each month from 5:30 until 7:00pm. An RSVP is appreciated, as light refreshments will be served, but don’t let the fact that you haven’t called in advance keep you away.

Book Club
If a traditional support group isn’t for you but you still like the idea of participating in a supportive community following a breast or gynecologic cancer diagnosis, join our Book Club, which meets on the 4th Thursday of the month, from 6:00-8:00pm. Prior sign-up is required. Call us to reserve your seat, learn the next book selection, or to suggest a book.

Common Ground: Living with Metastatic Breast or GYN Cancers
For those living with metastatic breast or gynecologic cancers, we offer a support gathering on the 1st and 3rd Thursdays of the month at noon. Led by Peg DeBaise, LMFT, the discussion is topic-based, although all concerns of those present will be addressed. Bring your lunch, bring your questions, and we will provide beverages, dessert, and compassionate listening ears. No RSVP is needed.

The Lymphedema Awareness Network of Rochester
LANROC provides awareness, education, and peer support for anyone living with lymphedema. Caregivers, lymphedema therapists, medical personnel, and those at risk for developing lymphedema are also welcome. This group meets from 5:30 to 7:30pm on the second Wednesday of each month.
For more information or to register for our programs, please call the BCCR at (585) 473-8177

Peer Advocates Lending Support: PALS SM

In this peer mentoring program, individual breast cancer survivors reach out to those who are new to the disease, providing the reassurance of one-to-one contact with someone who’s “been there”, helping them connect with needed resources, and instilling confidence during a difficult time. Please call to learn how to be enrolled in the program after your own diagnosis, or if you would like to become involved as a mentor.

See page 19 for PALS Program updates.

Brown Bag Fridays

Any given Friday at noon finds a group of survivors of breast or gynecologic cancer conversing over anything from making treatment decisions to hair loss and funky re-growth…from the latest clinical trials to our own locally-funded research initiative…from prosthetics to bathing suits…and on and on. Feel free to drop in for this non-traditional support group. Bring your lunch and we will provide delectable desserts.

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

This well-loved group gives people with breast or gynecologic cancer an opportunity to explore and express their feelings through writing. Led by a professional instructor, these workshops run in five week cycles on Tuesday evenings. Seating is limited, and advance registration is required.

Gentle Yoga

On Monday evenings, you can find women stretched out on our floor doing Gentle Yoga taught by Susan Meynadasy, a registered yoga trainer. These popular sessions run in six week cycles, and the class is limited to 14 survivors of breast or gynecologic cancer. Advance registration is required.

Young Survivor Soiree

A young survivor may identify with those who have faced breast or gynecologic cancer in the midst of a career climb, or while raising children, or perhaps with those whose family plans have been derailed by treatment. Four times a year, we hold these soirees as an informal way to connect with others who have walked a similar path. The next soiree will be on June 6th. Please call to be added to the invitation list.

The Healing Arts Initiative

Offering instruction in practices such as Fluid Motion, Gentle Yoga, Qi Gong, and Tai Chi, this initiative is an opportunity to learn a new modality or become reacquainted with one that may have fallen by the wayside. Classes run in four-week sessions on Saturday mornings throughout the year and are limited to 14 survivors of breast or gynecologic cancer. Advance registration is required.
As I write this, the blizzard of 2014 is hitting the area with a vengeance. It’s the first time we’ve had to cancel a program due to inclement weather since I began working at the Coalition almost two years ago. Staff began the day as usual in our center at 840 University Avenue, perhaps in denial over the weather forecast. I overheard Connie, our Office Manager say to a caller, “Yes, we’re here. Breast Cancer doesn’t care if there’s a blizzard outside.” Isn’t that the truth!

When travel advisories were issued and businesses closed, staff headed home. The blowing snow and zero visibility have me, like many of you, dreaming of Spring and warmer days. It’s time to shake off the winter blahs, get moving and take advantage of all the wonderful things our area has to offer.

It’s also the perfect time for you or someone you know to visit us and tap into the numerous networking and support opportunities here at the Coalition. From our general support/networking groups to our Friends & Family caregivers group to our Healing Arts classes (to name just a few) we have something for everyone dealing with a breast or GYN cancer diagnosis.

One of the most beloved offerings is our Brown Bag Friday group. Every Friday at noon you will find a diverse group of breast cancer survivors, some newly diagnosed, others several years out from treatment (and everyone in between), gathering to give and receive support. While we provide a weekly topic for discussion to get the conversation started, there’s always time to talk about individual concerns, questions, set-backs and triumphs. We share information, talk about treatment and reconstruction experiences, discuss challenges associated with drainage tubes and family dynamics, and even mull over the latest suggestions for how to incorporate a little humor during a difficult time. Encouragement is never lacking, laughter and hugs abound, and lasting friendships are formed.

While each of us seeks support in different ways and at different times, it is our goal at the Coalition to meet the needs of every person who reaches out to us. Whether it’s lending an ear during a particularly challenging time or sharing a laugh over a funny experience, we are here every step of the way on your journey through cancer. Rain, sun, sleet or snow… we’re here for you.

Exercise Intervention for Cancer Survivors and Caregivers

A research study at the University of Rochester to measure the effects of exercise on the health and well-being of cancer survivors and their caregivers is currently enrolling volunteers to participate in a home-based exercise plan tailored to individual needs. Those eligible must have had a diagnosis of cancer, received treatment within the last 1-60 months, and have a caregiver who is also willing to participate in the study. This is open to lesbian, gay, and bisexual survivors, as well as women who partner with women and men who partner with men. For more information contact Nikki Murray MS, Health Project Coordinator at 585-276-4683 or nicole_murray@urmc.rochester.edu. You may also contact Charles Kamen Ph.D, Research Assistant Professor at 585-275-9958 or charles_kamen@urmc.rochester.edu

To learn more about our support programs and the information available at BCCR, please contact Jean at 585-473-8177 or Jean@bccr.org

Are you on our mailing list?

Is your e-mail address and/or phone number a part of our listing? Please send us your information for our mailing list so that we can offer e-mail news as well as print news.

Send your information (full address or just your other details) to Jean Sobraske at jean@bccr.org

Thanks!
Outreach Coordinators' Update

“In every community, there is work to be done. In every nation, there are wounds to heal. In every heart, there is the power to do it.”

- Marianne Williamson

Preparations for our summer outdoor festival season have taken on an extra dimension! The Coalition has been awarded a 2013-2014 Community Grant through Rochester Institute of Technology’s New York State Pollution Prevention Institute, a chemical exposure project targeting women of childbearing age. By incorporating materials developed by the NIH-funded Breast Cancer and the Environment Research Program, our goal is to build understanding of the impacts of environmental chemicals with potential endocrine-disrupting and carcinogenic effects on health in the Rochester community.

As part of this project, two interns will join us in May! They will create a “workplace atlas” of nail salons in the Southeast quadrant of Rochester. What precautions are or can be instituted to protect young women working in these salons? Are there intergenerational links between early life exposures and later breast cancer occurrences? We hope the project will provide researchers with preliminary data for further study. Our interns will also be a wonderful presence at Rochester’s numerous festivals, speaking with the public about risk reduction and helping young women make informed choices regarding beauty and cleaning products.

On a familiar Spring note, NOW is the time to sign up for a shift or two at Rochester’s favorite celebration of Spring, the Lilac Festival! Just contact lori@bccr.org, or give me a call. We have three shifts each day for ten days. You will have a great time and meet some truly wonderful people. Please join us!

Volunteer SPOTLIGHT

Mindy Sammon

- By Pat Battaglia

When our Research Review Panel convened in February of 2013 at the Genesee Valley Club, attendees were charmed by their friendly, helpful server that day - Mindy Sammon. And the feeling was mutual. Mindy was alert and attentive to those in attendance, who she served graciously and efficiently, and was also very interested in the panel and the reasons for its meeting that day. Throughout the day, she gathered more and more information about the Coalition and our work. When the panel was finished, Mindy asked about volunteering for the organization and was told about the different ways she might help.

The word “help” is an understatement for this thoughtful young woman who has gone above and beyond in her efforts on our behalf. After pre-registering runners and walkers for the 2013 Pink Ribbon Run, she served as a road marshal for the Mother's Day event, then headed over to Highland Park to spend most of the remainder of the day working at our booth. Despite the chilly temperatures and freezing rain that afternoon, Mindy remained cheerful and provided much needed relief for Lori Meath, our Outreach Coordinator, who had been tending the booth on her own.

Mindy continued to represent our organization at community events throughout the summer months and lent a warm listening ear to those who stopped at our booth to share their own cancer stories. She even created small pink ribbon items for us to sell at these events. Her work on our behalf is all the more remarkable because Mindy is a young woman who has not experienced cancer. Due to her empathetic nature and background in the service industry, Mindy naturally draws people to her and invites conversation.

Always ready and willing to help, Mindy worked the Silent Auction at our ARTrageous Affair last Autumn. And when the time came for the 2014 Research Review Panel in February, Mindy served as liason between the Genesee Valley Club and our Research Advisory Committee.

Time and again, Mindy has taken the initiative to learn what needs to be done and when, and shown up ready to roll up her sleeves and cheerfully take on the task at hand – all without a personal connection to breast cancer. An internally driven young woman who is generous with her time and energy, Mindy has been a goodwill ambassador for the Coalition and so much more.

Thank you, Mindy! Just as your caring spirit knows no bounds, our gratitude to you is endless.
Think Green,

-By Pat Battaglia

“Green is the prime color of the world, and that from which its loveliness arises.”

-Pedro Calderon de la Barca

In springtime, trees bud and blossom, plants awaken and emerge from the ground as life renews itself. With the riotous new growth come the fruits and vegetables that sustain us. Some of the first local produce to grace farmers markets and produce aisles each spring, fresh leafy green vegetables are available in an array of types and flavors from sweet butter lettuces to peppery arugula, from tender baby spinach to earthy chards. The variety and versatility ensures that whatever your taste preference, there are nutritious greens available to satisfy you.

Leafy greens are high in calcium and phytochemicals (plant nutrients) such as vitamin C, carotenoids, lutein, folate, magnesium, and vitamin K*, while they are low in calories and fat. Freshness, flavor, variety, and healthy eating - what’s not to love? Enjoy!

Sources:
http://www.ediblewildfood.com/chickweed.aspx
http://www.wafarmtoschool.org/ToolKit/20/Lettuce/Facts

Tropical Quinoa Lettuce Wraps

Recipe adapted from Queen of Quinoa
http://www.queenofquinoa.me/2013/04/tropical-quinoa-lettuce-wraps/

Ingredients

- Prepare quinoa according to package directions. Let cool.
- While quinoa is cooking, prepare dressing. Whisk lime juice, oil, vinegar, honey and spices together in a small bowl.
- Add mangoes, avocado and cilantro (or parsley) to cooled quinoa, tossing to combine. Pour dressing over salad and lightly mix to coat.
- Scoop salad into lettuce leaves, top with grilled chicken, fish, shrimp and hot sauce if desired.
- Makes 8-10 wraps, 2-3 wraps per person.

Recipe adapted from Queen of Quinoa

Warm Dandelion Greens with Roasted Garlic Dressing

Ingredients

6 cups bite-size pieces dandelion greens or spinach (about 1 bunch), tough stems removed
1 medium shallot, finely chopped
1/4 cup pine nuts, toasted
2 oz. goat cheese, crumbled
Freshly ground pepper to taste

Roasted Garlic Dressing

1 large head garlic, roasted
3 T. extra-virgin olive oil
2 T. balsamic or red wine vinegar
1/8 tsp. sea salt
Freshly ground pepper to taste

- Place greens in a large salad bowl.
- Heat roasted garlic dressing in a small saucepan over medium heat until warm, 1-2 minutes. Add shallot and simmer until shallot is softened, 3-5 minutes.
- Pour the warm dressing over the greens and toss until they are wilted and coated.
- Add pine nuts and goat cheese and toss again, slightly melting the cheese with the warm greens. Season with pepper.
- Serves 4.

Recipe adapted from Eating Well

- How To Roast Garlic: Rub off the excess papery skin from 1 large head of garlic without separating the cloves. Slice the tip off the head, exposing the ends of the cloves. Place the garlic on a piece of foil, drizzle with 1 tablespoon extra-virgin olive oil and wrap into a package. Bake at 400°F in a small baking dish until the garlic is very soft, 40 minutes to 1 hour. Unwrap and let cool slightly before using.

- Toasting Nuts: To toast chopped, small or sliced nuts, cook in a small dry skillet over medium-low heat, stirring constantly, until fragrant and lightly browned, 2 to 4 minutes.
**Spinach and Swiss Chard**

Colorful, pungent chard and mild green spinach belong to a family called Amaranthaceae. Tender springtime leaves have more subtle flavor and can be used in salads, steamed, or incorporated into a variety of recipes.

- Beets also belong to the Amaranthaceae family, and beet greens are edible.
- Spinach and chard contain a compound called oxalic acid, which blocks the absorption of calcium and iron. To solve this problem, serve with a food high in vitamin C, or boil for at least two minutes.
- Spinach was first cultivated over 2,000 years ago in Iran.
- Chard has been used in Europe for as long as there are definite records of food plants there.

**Wild Edible Greens**

Dandelion, plantain, watercress and chickweed are examples of the many wild-growing edible greens. While sold in some markets, you may find them growing freely around your neighborhood or in your yard. Many people destroy them with weed killers, but these plants are quite flavorful and nutritious. Add unsprayed greens to salads or cooked dishes.

- Dandelions exist in the U.S. because European settlers introduced them as a salad green.
- Watercress belongs to the mustard family, as do mustard greens and arugula.
- Plantain, not to be confused with the banana-like vegetable, is a hardy, ubiquitous weed. Its leaves are tastiest when small and tender.
- Chickweed leaves can be added to salads and sandwiches or tossed into soups and stews. Stems and flowers can also be used in cooked dishes.

**Cruciferous Leafy Greens**

Kale, mustard greens, collard greens, and cabbage are just a few that fall into this category. They stand up well to cooking, and the raw, chopped leaves make a flavorful addition to salads.

- Cruciferous vegetables are one of the dominant food crops worldwide.
- Their four-petal flowers resemble a cross or "crucifer," hence the name.
- If eating these raw causes bloating for you, reduce the amount eaten or try cooking them.
- Cruciferous vegetables contain substances that can help detoxify carcinogens.**

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* For those taking vitamin K antagonist medications such as warfarin, talk to your doctor about the amount of leafy greens you can safely consume.  
** http://pubs.cas.psu.edu/FreePubs/pdfs/xk0019.pdfafy
Once a year, we set aside an evening to recognize the efforts of our many wonderful volunteers here at the Coalition. On March 19, 2014, we hosted our annual Volunteer Appreciation Party. This event gives us an opportunity to honor and say “thank you” to those who have generously donated their time and talents to help us in so many ways. We couldn’t do what we do without our faithful volunteers and we are indeed lucky to have them!

There are many opportunities for volunteering throughout the year. You can choose from daytime, evening, and weekend events to fit your schedule. If you are interested in working a shift in our booth at the Lilac Festival that runs from May 9 through 18, or the Park Avenue Festival on August 2 and 3, please contact Lori Meath at 473-8177 or lori@bccr.org. If you prefer a more active role, please consider helping out with the Pink Ribbon Run & Walk on Mother’s Day, the “Tee’d Off at Breast Cancer” Golf Tournament on July 28, or the ARTrageous Affair Gala on September 27. Please contact Cindy Dykes, cindy@bccr.org, for details on these events. We have something for everyone! ☝️

Celebrating Our Extraordinary Volunteers

-Linda Brenner toasting the celebration with a delicious brownie bite.

Our dedicated Board of Directors, l to r, Mary Carafos, Pam Bernstein, Tom McJury, Aria Camaione-Lind, Patti Cataldi, Marianne Sargent, Deb Kuse, and Holly Anderson

-By Cindy Dykes

Dick Cataldi

Alena Johnson and Ardenia Rouse
Celebrating Our Extraordinary Volunteers

Marianne Sargent with Jerry and Donna Roberts.

Brenda Tartaglia and Montha Chang sharing laughs and good food.

Above, Pamela Jackson

Below, the McJury Family

Jessica Nightingale and Meg Fuller with our newest generation of volunteers. Congratulations and welcome to William and Chase!
It’s often said that your skin is your largest organ. Skin performs many functions, including acting as a barrier to the environment while allowing a limited amount of some substances, such as water and electrolytes, to pass through and become absorbed by the bloodstream. When using personal care products such as lotions, deodorant, makeup and hair products, some of their ingredients stay near the skin’s surface while others may be taken up and travel throughout the body. Additionally, some products such as hairsprays are sources of particles or vapors that can be inhaled, another potential route of absorption into the body. It’s helpful to know what ingredients in your personal care products are safe, and which ones you may want to avoid.

To that end, the State of California recently rolled out its Safe Cosmetics Program Product Database, an online registry of personal care products containing one or more chemicals known to cause cancer, birth defects, and/or reproductive toxicity. Local healthcare advocates and activists interested in learning more about this database and its implications for area consumers met on February 13 to engage in a discussion co-hosted by the Community Outreach and Engagement Core of the University of Rochester Environmental Health Sciences Center and the Breast Cancer Coalition of Rochester. The presenter was Dr. Assunta Riteni, DO, MHS.

Dr. Riteni is a medical resident at the University of Rochester Medical Center. Before attending the California School of Osteopathic Medicine (Touro University), she worked as an epidemiologist for the California Department of Public Health. There, after designing and conducting HIV/AIDS research among at-risk populations, she led efforts to reduce worker exposures to carcinogenic chemicals, including implementing the 2005 California Safe Cosmetics Act and building their product database.

Under this legislation, companies that sell personal care products in California and make annually a profit of more than one million dollars must report products containing one or more chemicals listed as known or suspected carcinogens, or as causing birth defects or reproductive harm, to a statewide reporting system. This information is made available to the public. Although the word “cosmetics” is used in the title, the bill covers more than makeup. Products for care of skin, hair, teeth, and more are included. The chemical list is available online at http://www.cdph.ca.gov/programs/cosmetics/Documents/chemlist.pdf.

In January of 2014, the searchable online database, http://safecosmeticsact.org/search, was launched. Designed to empower consumers in decision making by increasing awareness of the health risks associated with personal care products, the safe Cosmetics Program Product Database is a valuable tool for consumers looking to make informed choices about the products they use.

Continued on page 20
For those forging their way through the difficult aftermath of a breast cancer diagnosis, PALS offers a one-to-one connection with someone who has faced a similar situation. The newly diagnosed generally face complicated questions, are learning more about breast cancer than they ever thought they would need to know, and have multiple doctor’s appointments to schedule, all while juggling their everyday responsibilities. For some, the thought of spending time with a peer mentor can seem overwhelming.

What role do peer mentors fill? Why are they important to so many? Mentors offer an empathetic, non-judgmental listening ear and the voice of experience. They also serve as a resource for other helpful programs and services within the Coalition and in the community at large. While they may offer practical advice, mentors leave the medical decisions to the newly diagnosed person and her health care team. A mentor bolsters vital connections with family, friends, and care givers while adding a new dimension to that support system.

PALS matches are made carefully. We take into account not only the particular features of a diagnosis, but other important factors such as age, health history, family situation, and employment, all of which are impacted greatly by breast cancer. Each situation is as unique and special as the person who has been diagnosed.

Discussions between mentors and “mentees” last only as long as the newly diagnosed person needs them. Both parties set aside time from their busy lives and made an important commitment to each other, and the majority of these relationships are temporary. Friendships occasionally form, and in those cases, the connection has moved beyond the mentor-mentee relationship and is no longer under the umbrella of PALS.

By and large, those who have taken advantage of this service are grateful. In the words of one participant, “The PALS Program has been a real blessing to me. My “pal” was awesome, and I owe her a great deal!”

A PALS connection is whatever it needs to be to help those facing this diagnosis move forward. If you’re newly diagnosed and unsure about what PALS might offer you, call the Coalition. Whatever your needs might be, whether a “pal” or any of the other programs and services we offer, we are here for you.
effects of substances found in some products, the site also emphasizes the potential impacts for workers who produce these products.

The website and database, while extensive and welcome public resources, are works in progress. Funding for program implementation was limited, creating initial challenges to the database development and launch. Some ingredients such as fragrances are considered proprietary in the cosmetics industry, and although they are reported to the State of California Health Department, they are shown as “trade secret” to the general public. The law does not set safety standards, nor does it ban products or chemicals. Manufacturers generally test their products for acute safety, but potential long term health effects are often unknown. Inclusion of a product in the reporting database does not necessarily mean the product has been shown to cause harm. The concentrations of chemicals and the manner in which products are used may alter the effects of individual ingredients. Because it is not feasible for advocacy or environmental groups to conduct research on products on the market, health outcome research is based on studies of chemicals, not of products. Manufacturers should be, but are not required to conduct this research.

Despite these limitations, the website and database help protect the consumer’s right to know what is contained in certain products. Heightened public awareness of potentially harmful ingredients can encourage manufacturers to reformulate questionable products. And heightened awareness on the part of lawmakers provides an incentive to work toward consumer-empowering legislation.

Although this work was done in California, it has implications for all. Manufacturers who are required to report to the state of California typically sell their products throughout the country, often globally, making the database a useful tool for consumers everywhere. In addition, there are similar programs that address cosmetic safety, such as:

- The Environmental Working Group’s Skin Deep database provides human health ratings for personal care products: http://www.ewg.org/skindeep/
- Good Guide rates consumer products on their environmental, health, and social responsibility performance. Cleaning, personal care, and other products are included:
  http://www.goodguide.com/

Consumers throughout the country can leverage the wealth of knowledge provided by the State of California and others. Since doctors often drive consumer purchases through their over the counter recommendations, reaching out to health care providers, particularly those in dermatologist and dentist offices, can help raise awareness of product safety. Similar efforts to disseminate consumer information in other states could not only address the limitations of the California database and improve on this groundbreaking initiative, they would provide the broad base of support needed to take action at the federal level.

Dr. Ritieni shared that the average woman uses about fifteen different cosmetics a day; some use as many as fifty. This extensive usage and the large number of products available provide many chances for exposure to dubious substances. Access to product information gives consumers a measure of control and a voice in what’s contained in products to which they come in direct, often daily contact. The concentrations of chemicals and the manner in which products are used may alter the effects of individual ingredients. Because it is not feasible for advocacy or environmental groups to conduct research on products on the market, health outcome research is based on studies of chemicals, not of products. Manufacturers should be, but are not required to conduct this research.

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1.http://courses.washington.edu/bioen327/Labs/Lit_SkinStruct_Bensouillah_Ch01.pdf
A Tribute to Kathy Raeside - By Holly Anderson

When I heard that our beloved volunteer and friend, Kathy Parker Raeside, had entered hospice, I reached for the Kleenex box and let the tears fall. You would think that, in my role here at the Coalition, I would be used to news that comes on this sort of morning... cold, blustery, clipped days with little sun. But I will never get used to it. This was an unusual sort of weekend morning where I had time to contemplate her presence in my life and I decided to send her an e-mail. Her family asked me to share this here.

Dear Kathy,

I am thinking about you on this beautiful February morning. I am thinking of the strength you have shown-- your spirit and determination in the face of a tremendously difficult journey. I remember the early days after your initial diagnosis of breast cancer. You came to Brown Bag and asked the women for help in processing all of the difficult decisions that lay before you. Even then you knew there were no easy answers. You came knowing no one. You left with thirty new friends. Your contemplation made each of them realize that nothing is certain.

Many people find themselves diminished by their terminal illness. They withdraw from the world and into themselves as their cancer progresses... and they, understandably, become introspective and contemplative as they face the end of life. But you, Kath, seem to have done the opposite. I will always remember your delight in the telling of the story, as you dealt with severe lower extremity swelling and could barely bend your leg, how you still insisted on climbing into a sporty convertible for a rip-roaring ride with a friend. You have displayed incredible toughness and resilience through your entire trek with breast cancer even though the path was not always clear. I have always loved how you have continued to be engaged with the world, face to the wind, with enormous enthusiasm for every moment alive with your beautiful daughters, Alison and Emma, and your adoring husband, Mark.

I consider myself blessed to have known you, and feel genuine gratitude to you for sharing your journey with us. Somehow, and I have no doubt about this, you will remain present to us long after your body is released from physical suffering. What you have given to us, those fortunate enough to have known you, is deep hope about human possibilities, and comfort as we face our own fears of death. In writing to you this morning, I simply want you to know how deeply you are loved. You have made a difference. You will be remembered. I am holding you and your beautiful family in my thoughts and prayers.

As I was sitting here thinking about how to sign this letter, a beautiful robin landed on the feeder just outside my window. I took this as a sign...
...that the cold, bitter winter will be soon be over
...that spring will come
...that life is a mystery
...that it was amazingly lucky that we all got to be here with you on this Earth
...in this place
...at just the right time.

I love you, Kathy.
Holly

Friends Remembered...

We celebrate all who set an unwilling foot on this path. Most who face a breast cancer diagnosis will walk through and beyond their experience. These pages are dedicated to the ones whose light and wisdom have inspired and guided us for a while, and who will never be forgotten.

Irene Lewis
Kathy Raeside
Kenneth Wood

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 stories about how they touched and changed your lives. Please send your submission (300-500 words) with a digital photograph to Pat Battaglia, Voices of the Ribbon Newsletter Editor, at pat@bccr.org. We would be happy to honor your loved ones.


Many Paths Toward the Cure

Dense early morning fog gave way to a gorgeous Autumn day for the Third Annual Towpath Bike Breast Cancer Ride on Sunday, October 13, 2013. The result was an overwhelming gift of $40,000 to the Coalition.

This high energy effort was presented by VanBortel Ford and Subaru in cooperation with Towpath. It attracted hundreds of bike enthusiasts who enjoyed 10, 25, or 50-mile family-friendly group rides through the hills of beautiful Mendon Ponds Park.

Under the guidance of Scott Likly, Towpath owner and event organizer, his dynamic manager Jamie Conkwright, and VanBortel New Car Sales Manager Alan Hawkins, area businesses joined to make the Ride a fun and festive effort.

The Ride could not have happened without sponsors Palmer Food Services, Amiel’s Original Subs, Trek Women, MedVed Running and Walking, CNB Mortgage, Sock Guy, Midtown Athletic Club, Score-This, and Artisan Works. No detail of the day was left to chance, thanks to the generosity of these area businesses.

The Fourth Annual Ride and Walk will be held on Sunday, October 12, 2014, at Mendon Ponds Park. Consider joining the legion of riders, runners, walkers, volunteers, and sponsors to make this year’s event an even bigger success!

Boosters BBQ

The Fairport Softball Booster Club celebrated their season with a Sticky Lips BBQ to raise funds not only for their own organization, but the BCCR as well. Extra incentive was present in a Softball Mom who has been healing from breast cancer. To honor her return to health, the boosters brought a contingent of young athletes to present their gift of $650 to our office. It was a pleasure to meet and thank these lovely young women.

Our Finney Friends, Once Again

The Charles Finney High School students have been generous and frequent contributors to the Coalition. These young people take part in many charitable outreach efforts as part of their curriculum at this area Christian high school. Most recently, the school sponsored a fabulous evening of Jazz, the proceeds of which “sponsored” the Christmas gifts for a young survivor and her family. Several of the students came along to our office for the presentation of their gifts, and were clearly thrilled to be able to make this family’s holiday a bit brighter.

PUSHing for a Great Cause

There is no end to the creative ways groups inspire generosity for a cause. PUSH fitness club challenged members during October to treadmill miles (PUSH donated .25 per mile run), Facebook likes ($1), new members signed up (1/2 of their enrollment fee), and of course the collection of spare change at every visit to the club. This good-natured cajoling resulted in a donation of $675 to the Coalition.

Rochester’s Good Neighbors- Salvatore’s!

With some 29 locations, Salvatore’s certainly has a hometown commitment to the Rochester area. Their aim in October and November was to put a PINK Pizza box in every home at least once. Through this effort, our friends at Salvatore’s raised $5000 for the programs and services the Coalition is so proud to offer women and their families who are dealing with a breast cancer diagnosis. And as one more neighborly gesture, they provided several delicious pizzas for a Friday Brown Bag gathering!
There’s No Putting Out Their Fire!

Some healthy competition as well as a fierce brotherhood characterize the relationship between the four departments of the Greece fire district. These dedicated and energetic professionals produce one of the largest and most popular carnivals in the area each year. This year, once again, the sales of custom-designed T-shirts at the carnival resulted in a generous donation to the Breast Cancer Coalition. The snappy black and pink shirts raised $3000 for us!

Burlesque for Breasts

Rochester, like many cities, has seen the revival of burlesque as an art form, and the ladies of Sirens and Stilettos wanted to share their talents to contribute to the Coalition. “Burlesque for Breasts” member/dancer Rachel Rae Davis coordinated the effort to secure a venue, performing bands, food and silent auction items. Danny Deutsch, proprietor of Abilene Lounge generously welcomed a packed house for the February 6 event. Local bands Anonymous Willpower, Maria Betz Music, Danielle Ponder and the Tomorrow People, and the Pickpockets provided the musical backdrop for the performers. The party raised $2,461 thanks to the hard work and talent of these great ladies.

A Renewable Resource, A Gift of Love

Hair grows. Hair is cut. And of course, sometimes hair is lost to chemotherapy. For many women, this loss is one of the more distressing parts of treatment.

Chrysa Charno, a Physician’s Assistant, found herself touched deeply by the “sisterhood of patients with breast cancer” in her former position. Giving the gift of her own hair, to be used to create beautiful wigs for these “sisters”, has been a labor of love since 2008. This year, with the generous support of friends who pledged for the haircut, Chrysa was able to donate $1995 to the Coalition.

Chrysa, your beautiful locks continue to be a gift to many.

Young Warriors Bake for the Coalition

For the second year, the dynamic baking duo of Sophie Seus and Kara Janes put their hearts and ovens to work to offer scrumptious treats on a recent school holiday. The girls scoured Pinterest and their moms’ cookbooks for fun and inviting goods to tempt workers and visitors at the 840 University building. Thanks to such offerings as “spaghetti” and “shark” cupcakes as well as last year’s favorite baklava bars, the young ladies presented a gift of $223. Yum!!

Fleet Feet IS "The Movement"

The motto of Fleet Feet Sports/ Yellow Jacket Racing and Ellen Brenner and husband/partner “Boots” Boutiller is “BE THE MOVEMENT”. This simple aspiration is shown in their every endeavor.

Vega Med Spa

The practice of Dr. Vega in Pittsford is a place of restoration and healing for many area women after breast cancer surgery. To honor the women they serve, the practice donated proceeds from weekly skin care educational series held in October to our Coalition. We are so grateful for their gift of $1055.

Laura’s Gifts: A Continuing Legacy of Love

Throughout the year, John Frazier and his children organize fundraiser to honor the memory of wife and mother Laura. Then at Christmastime, the Fraziers and their friends carefully choose, purchase, and wrap gifts for a local family dealing with a breast cancer diagnosis.

This December the kind spirit of lovely Laura was shared once again with a grateful family. “Laura’s Gifts” continue to brighten the lives of others during a difficult time.
Kind Gestures, Great Gifts

We often receive unexpected contributions from area businesses and groups. Each of these gifts represents support for the good work done here, and the kindness of this community.

Here are some recent very pleasant surprises:

- $100 given by “Shari” who wished to remain anonymous
- $300 given to us by the Deaf Rochester BBQ. This is another group that regularly chooses a local charity to support
- $153 from Women of Note, an a cappella group, from their Christmas concert
- $230 from the Women’s Leadership Initiative of Ortho Clinical Diagnostics
- $200 from the Women of ATT, on behalf of their friend Christina Triano
- $200, a gift from the Red Cross Service Learning Program of Monroe High School (a curious and committed group of students!)
- $300, another lovely gift of Dr. Cheryl Kleist, a creative and talented jewelry artist and professor at RIT
- $300 from the staff at Nolan’s On the Lake “just because”
- $60 from Andrea Esthetics; a portion of sales for a day
- $25 from Grossman’s Garden and Home in Penfield
- $200 from the giving folks at Penfield Pediatrics, who donate to a charity each month

A Dozen Dynamic Years: Bowling for the Cure

The incomparable Kathy O’Neill seems to gather strength and numbers each year. With her infectious enthusiasm and tireless team of fellow bowlers, it is easy to see how she secures the entire Clover Lanes bowling center for the annual Bowl for the Cure event, sells out two full shifts, and over-fills tables with auction items. Who could say “no” to this woman?

Once again, Clover Lanes manager David Myers generously opened his facility to the Bowl. Pink clad bowlers arrived for the first shift, breast cancer survivors were honored, and a long-time friend, lost to the disease, was remembered. Cheers filled the room, bids were placed, bargains won. “Elvis” crooned for the crowd. Then the entire process began again as the party began its second shift.

Kathy and her benevolent bowlers raised a record-bashing $17,261 for the Breast Cancer Coalition of Rochester. We are humbled, and very, very grateful!

Taking a Charitable Turn on the Runway

The Rochester Chapter of the Women’s Council of Realtors proudly presented the Seventeenth Annual Fashion Show and Charity Auction on October 9, 2013. Once again the Coalition was honored to receive a generous gift of $3000. This contribution raises the total received from this fine group to an astounding $57,257 since 2004!

More than three hundred women and men from the local real estate industry gathered at Locust Hill Country Club for a celebration of fashions by Stein Mart and Gap Kids. The show was for the benefit of five local non-profit agencies that serve to empower and support women, and is the group’s largest fundraiser.

A high quality silent auction was part of the event, and featured such items as a 46-inch television and signed print by artist Cordell Cordaro.

Kathy Dexter, who served as 2013 WCR President, and Carole Snow, 2013 Fashion Show Coordinator oversaw the many details involved in this annual effort. Ro Naomi provided photography. Countless Council members provided their time and talents to this showcase event.
Donations ending December 31, 2013

The name of the individual honored or remembered is shown in **bold** type.
The Breast Cancer Coalition thanks donors for these gifts made since our last listing.
(Donations made after December 31st will be included in the summer newsletter.)
*We apologize for any errors and/or omissions on our donor pages.*

**In Honor of:**

- **Holly Anderson**  
  Maura Steed
- **Cathy Bishop**  
  Susie Smith
- **Paul Bonsignore**  
  Cathy Feldman
- **Brenda Buchinger**  
  William Buchinger
- **Gunhilde Buchsbaum, M.D.**  
  Dianne Edgar, M.D.
- **Mary Carafos**  
  Sabina (Judy) Wells
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- **Kyra Mills**  
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  Kathleen Thomas
- **Joanne Ouzer**  
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- **Mary Patterson**  
  Therese Hart
- **Andrea Reynolds**  
  Karen Lum
- **Paula Richardson**  
  Linda & Dave Wiener
- **Stacey Ruisi**  
  Christopher Ruisi
- **Connie Schmeck**  
  Seniors on the Move - St. Mark’s Church
- **Jamie Scripps**  
  Carl Scripps
- **Mary Simonetti**  
  Anthony Simonetti
- **Susie & Greg Smith**  
  Anne & Rod Smith
- **Carole Spencer**  
  Carol & Gary Levy
- **Susan Spoto, M.D.**  
  Pamela Cerone
- **Staff & Volunteers**  
  Holly & Tom Anderson
- **Elaine Vitalie**  
  Marguerite Holderle
- **Karen Wallace**  
  Kelly Ayn Wallace
- **Irene Zimmerman**  
  Anonymous

**In Memory of:**

- **Susan Acker**  
  Anonymous
- **Eileen Alhart**  
  Anonymous
- **Alice Jane Beagan**  
  Barb & Stan Juda
- **Ruth Bednar**  
  Sharon Byam
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  Angela Vrbanac Libby  
  Mendon Village Animal Care  
  Friends at MOOG  
  Somar Bar  
  David Swinton  
  Friends at Vaccinex
- **Andrew M. Bianchi**  
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- **Lorraine Born**  
  Barbara & Christopher Born  
  Barbara J. Born  
  The Club at Lac de Ville  
  Patricia & Daniel Greene  
  Richard Laws  
  Marjorie Magness
- **Lila Busch**  
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Anthony Cappelli
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Nancy & Jim Fusco
Annette & Keith Hamlin
Sharon & Charles Knight
Lena Marchase
Linda Rauber
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Candy & Mark Rogers
Carol Wells

Arlyn Grossman
Robert Grossman

Kathy Hahn
Outer Space Nurses

Lilia Hance
Anthony Cavallaro
Judith Lance

Christine Harris
Carol Pittinaro

Helen Hobbs
Jean Rudai

Mary Jackson
Margaret Kavesh

Coleen Jones
American Legion Post - Ladies Auxiliary #1626
Rob Jones
Shauna Jones
Mr. & Mrs. David Kurzdorfer
Rose & Paul Kurzdorfer

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Kris Kaminski

Wendy Klafeln
Sue Sharp

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Bob Kouwe

Lisa Kubby
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Daniele Kunzwiler Guistina
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Timothy Deckman

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Anonymous
S.G. Arvantides, DDS
Mary Louise & Jim Gerek
Insero & Company, CPA’s
David Murante, Esq
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Jennifer Heller - Wee Bears Preschool

Christine Snyder
Sue & Leah Sharp

Dolores Tomasso
Anonymous

Jeanette Trovato
Laurie Majchrzak

Jane White
Helen Curtis

Paula Witte
Mrs. & Mr. Hans Witte

Marjorie Whitebread
Phyllis Hickey

Joyce Zelin
Judy Zelin

Founder’s Circle $5,000 +

Chateau Hair Design - Standing Proud Fall Fashion Show
Parkleigh - ARTrageous Affair Gold Sponsor
Webster Thomas Titans Cheerleading - 10th Annual Cheer for Charity

Visionary Circle $1,000-$4999

Artofest Birthday Bash - Rosalyn Smith Barnard Professional Fire Fighters Association, Inc - Local 4050
John Betlem Heating & Cooling, Inc. - ARTrageous Affair Silver Sponsor
Bonadio & Company, LLP - ARTrageous Affair Bronze Sponsor
Sue Callan-Harris P.T. - Health Fair Fundraiser
Crossfit Boomtown
Cycle Stop - 6th Annual Dice Run & Bash
Dianne Edgar
Fleet Feet Sports
Genesee Surgical Associates, P.C. - ARTrageous Affair Bronze Sponsor
Julia Jeffries
William & Sheila Konar Foundation
Livonia JR. Bulldogs
Avice O'Connell
Risa & Daniel Saltzman
Windjammers
Women's Rochester District Golf Association - Pro-Ladies event
Xerox - Chili & Dog event
Yellow Jacket Racing

**Advocate's Circle $500-$999**
Ad-Lib Apparel - Rochester Fire Department T-Shirt Drive
ADT Security Services
Lee Alger
Brad Craddock - Pink Ribbons Play
Marlene Dattilo
Fairport Softball Booster Club
Finger Lakes Cottage
Holtz Family Foundation
Gene Fluxhold - 'Tie'd Off at Breast Cancer
Cynthia Jack
Musa & Tom Mayer
Mary Micket
Monroe County Court Clerk Association
Margo & George Novak
Michelle Sanderson - Power of Pink Quilt Raffle
Dr. Alexander Solky, MD
Lisa & Bill Sykes
Trains, Trucks, & Tiara's Fundraiser
Josephine Trubek
University of Rochester - VSAAC Basket Raffle
Jeanne & Thomas Verhulst
The Westport Fund

**Pink Ribbon Circle $100-$499**
Anonymous (2)
Accelerated Mailing Services, Inc.
Scott Adair
Barb & Tim Anderson
Barkergilmore, LLC
Bergmann Associates - Architects, Engineers, Planners
Blossom North Nursing & Rehab Center
Brighton Manor
Mary Bringley
Gunhilde Buchsbaum
Joel Caplan - Angel Pins ladies at Legacy
Aria & Christopher Camaione-Lind
Patricia Chiarenza
Mary Ann Conley
Jayne Cooper
Charles Costich
Helene Cross
Shirley Cirillo, MD
Beth D’Ambrosio
Timothy Deckman
Tracey & Doug Dello Stritto

Helen DeNero
Mary Ellen Derry
Dog Obedience Training Club of Rochester
Catherine Dolan
Christopher Dorsey
Rose Dreher
Dubland Underground
Joanne Eccles
Helen Ehmann
EZ Bottle & Can Return
Karen & Robert Fishback
Gastroenterology Associates
Genesee Valley Penny Saver
GV Foundation
Eileen Goldman
Nick & Daryl Gonchoroff
I. Gordon Corporation
Greater Rochester Enterprise - Wear Jean's on Friday's
Greece Arcadia High School - Student Council
Greece Odyssey Academy - Student Government
Greece Public Library - Denim Day
Growing In Voices
Charlotte Harbortown
Laurel Harrington
Derek Harrison
Judy & Michael Henry
Tim Herr
Hillside Children's Center
Connie Hotchkin
Dr. Jackie & Richard Howitt
Immanuel Baptist Church - Women of Note Concert
Noreen & Joseph Incavo
Irondequoit HS Service Club
Insurance Auto Auctions
Cynthia Jankowski
Mary Jo Jesmer
Mary & Richard Johnson
Donna Katz
Pam Kindig
Dr. Cheryl Kleist - Jewelyr Sale RIT
Loren Krall
Deb Lear
John Lee
Little Darlings
Lon Lockwood Electric
Amy & Adam Maciaszek
Niki & Steve MacIntyre
Magnolia's Deli & Cafe - October Pink Shirt event
Richard Marion
Nona & James Maurer
Barbara & Joseph McGuire
Marie & Bob McNeil
Rhuel McElhatten, Jr.
Memorial AME Zion Church - Men's Ministry
Wendy & Gary Mervis
Monroe High School Red Cross Service Learning Program
Michael Montalto
Murch Electric Company
Nolan's on the Lake

Margaret O'Hare
Penfield Pediatrics, LLC - October Staff fundraiser
Penfield Sport & Fitness
Maureen Pennino
Perinton Republican Committee
Mary Reed
Carol Ritter Wright
Scrapbook Creations
Patricia Schreiner
Zoe & Ken Schimpf
Spring Pines Dental Care, LLP - Dr. Joseph Viola Dental
Carol & James Reynolds
Paula & Thomas Roberts
Rochester School for the Deaf - Denim Day
ROC the Barre
Sharon Rosenblum
Rotork Controls, Inc.
Jean Rudai
Marianne & Scott Sargent
School of the Art's - Girls Volleyball fundraiser
Scuratolo, LLC
Smith Warren S.A.L. Post 367
Bob Spino
Stantec
Carol & Raymond Stark
Anne Stavisky
Valerie Tehan
Thursday Nite Swing In Dance Community
Marcelle Tiberio
Anne Townsend
Upstate Vape
Carolyn Vacanti
The Vanden Brul Foundation, Inc.
Frederick Wagner, Jr.
Walmart Foundation's Volunteerism - Always Pays - Betty Digby
Wegmans Food Markets, Inc. - Controllers Department Wear Pink Day
Sue Weisler
Robert Westlake
Janice Wilson
Women Of ATT - New York
Women's Leadership Initiative of Ortho Clinical Diagnostics - "Go Pink" Day
Brian Yirinec, M.D.
Zion Episcopal Church - The Lucy Wardlaw Committee

**Friend's Circle $50-$99**
Anonymous (5)
Scott Adair
Andrea Esthetics
Beyond Cuts Salon
Nancy Biernbaum
Jennifer Bowen & Mark Schrader
James Byers
Aria Camaione-Lind - ACL Associates
Michelle Chin
Cheri Cranston
Frances Collier
Marjorie Cseplo
Marlene Dattilo
DePaul Horizons
V. Sumati Devadutt
Sheryl Dimuro
Marie & Roger Doell
Amanda Dreher
Dorothy & Scott Dunlap
Marcella Esler
Extra Credit, Inc.
EZ Bottle and Can Return
Barbara Farwell
Mary Ann Fitzgerald
Robin & Larry Frye
Laima Gallo
Margot Garcia
Arlene Gluchowicz
Cynthia Gordon
Kimberly Henkel
Staci Henning
Fran Henry
Audrey Hertel
Phyllis Hickey
Dorothy Humm
Anthony Iacovangelo
Francesco Iannucci
Victoria Kaplin
Pamela Kendig
Kim Kircher
Lillian Klingenberger
Ann Loughlin
Joan Markus
Madeline & Frank Merkl
Elizabeth & Thomas Mulvehill
Joyce Paley
Marie Personte
Pittsford Picture Framing
Martin Presberg
Katherine Rowley
Virginia Ryan
Laurie Sagona
Mary Anne Schum
Joanne Siegle & Dr. Reuben Epstein
Patricia Shaheen
Eugenia Simeone
Mary & Anthony Simonetti
Kathy Simpson
Suzanne & Jeffrey Snedeker
Kristen Stewart
Elaine Tunaisit
Barbara & James Valkenburgh
Kathleen Weinrieb
Xpedx - Denim Day

Marianna Beigel
Diane & Heidl Bellenger
Patricia Bellittera
Tracey Boccia
Mimi Brooks
Susann Brown
Paula Busch
Kimberly Casciani
Lisa Cashmere
Sarah Couch
Deirdre Croton
Mary Cunningham
Margaret Dailey
Mary Dennis
Diane Dennison
Grace Ehrlitch
Carolyn Ann Ellman
Beverly Engel
Jean Erskine
Jacqueline & Robert Estephan
Joan Fama
Fleming Point Senior Community
Ronny Frishman
Nancy Germond
Bonnie Gilbert
Christopher Gillette
Tim Gilhool
Grossmans Garden & Home - Pumpkin Chunkin
Theodora Gunn
Margaret Herman
Adele Hunt
Elizabeth Inglis
Ayanna Jackson
Mary Jane Kosel
Cynthia Knox
Robert Lagree
Dayle & Rick Lavine
Marcy Lazio
Constance Lowell
Karen & James Lynd
Cynthia Maio
Christopher Manos
Carolyn Martin
Lori McJary
Rosemarie Milliman
Patricia & Joseph Monopoli
O’Dell Family Chiropractic
Rosemary & Gerald Oesterly
Joyce Orrico
Juliet Overbeck
Rosalie Padula
Frances Passero
Judith & Norman Patrick
Grace Petrone
Lisa Pignato
Angela Popowich
Joanna Prota
Elizabeth Randisi
James Rishe
Lisa Rizzo
Pamela Rosen
Sandra Ross
Cindy & Ron Russo
Rosemarie & Thomas Salvemini
Janet & John Salzer
Filomena Sarat

Carol Schilling
Stephanie Shook
Jean Sitton Birch
Patricia Smith
Jacki Sobiersaski
Louise Stein
Karen Stevens
Michelle Steves
Dr. H. Tabechian, M.D.
Manh Tang
Dore Udvachak
Wanda Uttaro
Sue Van Slyk
Nancy Van Zetta
Joyce Venniro
Mary Lou & Alfred Volk
Patricia Walsh
Meredith Weber
Rebecca Weber
Gretchen Wilson

Gifts in Kind:
Callie & Bob Beck
Marcia Corsi
Helen DeNerio
Shawn Fico, AP Enterprises
The Charles Finney School - Project Compassion
Michelle Graseo
Ellen Gozlik
Sylvia Hagler
Maggie Hall, Megan Lewis, Brittany Mechler, & Nicole Meredith
Webster Thomas Rotary Club Service Project
Lori Kemp-Schneider
Donna Lodge
Cindy Mullin
Salvator’s Old Fashioned Pizzeria
Lori Jeanne Peloquin
Ann Smith

Enjoy the Breast Cancer Coalition Library
A Personal Journey continued

for further imaging. But this time was different. Ultrasound, biopsy, and MRI confirmed that Cathy had breast cancer.

A nurse and member of the health care community, Cathy has been aware of the Coalition for a long time, and had attended one of our evening seminars with her sister, another breast cancer survivor. “I thought, I know exactly where I need to go,” she recalls. “I met with Holly [for a BC101] and she gave me the list of support groups. There was one that night so I stayed for it.” But as her schedule would better accommodate daytime meetings, she decided to try a Brown Bag Lunch.

When Cathy sat down at the Brown Bag table, she struck up a conversation with a woman next to her. By the end of the session, the two were deep in discussion as I approached them. As PALS Coordinator, I was aware of Cathy and her situation, and had agreed with Holly and Jean (our Programs Coordinator) that Dennise would be a good match as a PALS mentor. And here they were, proving our instincts correct – lumpectomy and radiation – unexpected complications occurred. During a procedure immediately prior to her surgery, she suffered a punctured lung, which complicated her healing process. Cathy’s eyes lit up when she realized that she already felt comfortable with this person who would offer her support through this experience.

Although Cathy’s treatment plan was straightforward – lumpectomy and radiation – unexpected complications occurred. During a procedure immediately prior to her surgery, she suffered a punctured lung, which complicated her healing process. Cathy also experienced lymphatic complications, and the hormonal therapy drug she was prescribed caused digestive issues, a very rare complication. Her connection with Dennise, who had also experienced some unforeseen turns of events, was a source of strength for her. And after switching to a different medication that lessened her stomach troubles, Cathy felt much better. Family and friends stand solidly behind both women. Dennise’s support system includes her husband, her grown children, a best friend who showed up at the imaging center on the day of her biopsy, and members of her church who cooked a Thanksgiving feast when she was unable. Cathy relies on her husband, her adult children (one of whom is an oncology nurse), and her sister for much needed assistance and strength. To complete the circle of support surrounding Cathy and Dennise, they have each other.

“It’s funny,” laughs Cathy. “You just have to ask someone who’s been through it… I knew Dennise had very similar [surgery] and I could ask her weird kinds of questions…” And Dennise finishes the sentence, “…that you’re kind of too embarrassed to ask anyone else.”

“And when I thought of asking those kinds of questions, I was comfortable,” continues Cathy. “Most of my friends have not had breast cancer. They were very supportive and wonderful, but in terms of the nitty gritty stuff, it really helps to have somebody that can answer that kind of question.”

In time, the connection between Dennise and Cathy deepened. “It’s not always about cancer,” says Cathy about their talks, “but being able to share other life stuff that you might be a little more sensitive to right now because you’re going through cancer.” Both women have recently seen a daughter get married. Shared experience has allowed their relationship to blossom to one of mutual support. “It’s been such a good interchange between us,” says Cathy.

Dennise, a born optimist, lives by rule number one.” For her part, Cathy is eager to await the next PALS Mentor Training Session, and looks forward to paying forward her experience.

Without a doubt, waves of support and strength from Dennise and Cathy will continue to ripple through our survivor community.
Upcoming Events & Programs at the Coalition

Wednesday, May 28, 2014
Meri Atanas, M.D.
Long Term Effects of Radiation
7:00pm

Wednesday, June 25, 2014
Michelle Shayne, M.D.
Reducing Breast Cancer Recurrence
7:00pm

Friday, July 23, 2014
Howard Langstein, M.D.
Updates in Reconstruction
7:00pm

All events unless otherwise noted are at:
THE BREAST CANCER COALITION OF ROCHESTER
840 University Avenue
(Between Culver and Goodman)
Questions? Contact the Coalition at (585) 473-8177

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PALS Coordinator
Pat Battaglia
Volunteer Information form

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

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

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

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

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

OTHER:
☐ I am bi-lingual in _____________________________

☐ I am a deaf interpreter
☐ I am able to deliver newsletters (Quarterly)
I am available: ☐ Days ☐ Evenings ☐ Weekends

Other ways I would like to volunteer: _____________________________

Gifts of $100 + receive a complimentary Comfort Heart.

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

Gifts of $100 + receive a complimentary Comfort Heart.

☐ $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 a gift of $____________
In ☐ Honor of _____________________________
☐ Memory of _____________________________

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

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

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

Breast Cancer Coalition of Rochester
840 University Avenue Rochester, New York 14607
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Voices of the Ribbon
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Voices of the Ribbon is published quarterly by the Breast Cancer Coalition of Rochester for the purpose of providing encouragement and inspiration to those facing a breast cancer diagnosis, their supporters, and care providers.

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

MAY 5.11.14
Genesee Valley Park
MOTHER’S DAY Pink Ribbon Run & Family Fitness Walk

FOR MORE INFO OR TO REGISTER ONLINE VISIT WWW.BCCR.ORG OR CALL 585.473.8177