



THE JEANNE M. BRODEUR
woman to woman
C A M P A I G N

IN THE SEASON OF GIVING WE CONTINUE TO GAIN SUPPORT



As the year comes to a close, we reflect upon the support of our founding sponsors, donors, health care professionals, volunteers and friends, and their many heartfelt contributions. We deeply appreciate and feel honored by your support, as you have enabled PSHOF and the Woman to Woman Campaign to continue our efforts in "making a difference in someone's life."

From "General Hospital" to Pacific Shores - Meet Our Newest Board Member!

We are excited to announce that Emmy Award winning Actor Maurice Benard has joined Pacific Shores Hematology-Oncology Foundation's Board of Directors.

"It is my pleasure and honor to be a new member of the PSHOF Board of Directors. The mission and goals of PSHOF are dedicated to make a positive impact on those challenged with cancer. As a board member, I am committed to making a difference in the lives of those we serve. I look forward to the future with great enthusiasm."

Maurice first appeared in his portrayal of Sonny Corinthos on the ABC Television Network's "General Hospital" on August 13, 1993. For his portrayal, Maurice received the Emmy Award for Outstanding Lead Actor in a Daytime Drama Series in 2003. He was also nominated in 1996, 1997, 2004 and 2006.

Maurice's multi-cultural upbringing began in San Francisco, where he was born to parents from Nicaragua and San Salvador. Uninspired by the traditional education route, he gleaned an education in the open

job market after high school. His dark good looks and intense gaze brought him modeling jobs in his early 20s. Following that, Maurice took up acting in numerous theatrical productions in the Bay area.

Maurice has been a popular voice in the battle against bipolar disorder. He has been very open about his personal battle with the illness, appearing on television programs such as "The View" and "Entertainment Tonight," and he has also been featured in People and LA Life Magazines. He is currently working with the National Mental Health Association (NMHA) on the "Bipolar Disorder: Do You Know It?" campaign to help educate Americans about the importance of recognizing the signs and symptoms of bipolar disorder.

Maurice lives outside of Los Angeles. He enjoys the martial arts, working out and playing host to a menagerie of dogs and cats. He and his wife, Paula, are the proud parents of daughters Cailey Sofia and Cassidy Rose and son Joshua James.



MAURICE BENARD
Sonny Corinthos on the ABC
Television Network's "General
Hospital"



Pacific Shores Hematology-Oncology Foundation is a 501(c) (3) charitable organization committed to: providing support and education to individuals and families facing cancer and blood disorders; supporting research towards better diagnosis, treatment and care; and fostering efforts to improve the quality of life of patients. Our Federal Tax ID is 20-3710424.



THE LIVES WE IMPACT... WITH YOUR CONTRIBUTIONS

In our Summer-Fall 2009 newsletter, we highlighted seven grants that were approved and distributed. Since the release of that newsletter, we have approved and distributed the following four additional grants.

Grant Recipient #8 - A 37 year-old woman who was recently diagnosed with Non-Hodgkin's disease requires chemotherapy to be given once every three weeks for 6 cycles. This type of regimen is medically necessary and costly. Without financial assistance she will not be able to receive her treatments. Although the patient is working, she earns a very modest income, and her employer does not provide health insurance. Unfortunately, the patient is not eligible for MSI, Medi-Cal or any other government funded program at this time. Approved Assistance: Grant amount \$1,500.

Grant Recipient #9 - A 78 year-old woman with recurrent breast cancer requires medicine to help maintain her immune system as opportunistic infections and diseases are a real challenge for cancer patients. This patient has a very high insurance co-

pay and with her very limited income, she is not able to afford this medically necessary medication. Approved Assistance: Grant amount \$1,500.

Grant Recipient #10 - A 39 year-old woman was diagnosed in 2007 with Stage 4 metastatic colon cancer. The patient has three children to support, divorced and recently laid off from her job. The patient is required to have weekly treatments, and her financial situation has been severely impacted from the loss of her job. She has applied for social security disability and hopes to be approved within 3 months. Approved Assistance: Grant amount up to \$1,000.

Grant Recipient #11 - A 36-year-old woman newly diagnosed with diffuse large B-Cell lymphoma. She was working a temporary job at the time of diagnosis and did not have medical insurance coverage. She was extremely symptomatic from her large, extensive mediastinal mass and chemotherapy treatment was necessary to initiate immediately. Meanwhile, this patient required financial assistance to help pay for her imaging scans. For her disease, a repeated CT scan is utilized to assess treatment response every two to three cycles. The grant awarded was able to support her first re-staging CT of the chest after two treatments. Approved Assistance: Grant amount \$1,900.

A Note from the Doctor:

Mammograms - 40's or 50's? written by N. Simon Tchekmedyan, MD

We are in the midst of a storm of controversy regarding new recommendations issued by the US Preventive Services Task Force; it rejects the routine use of mammograms for women in their 40's. The argument is that routine mammograms in this age group may do more harm than good. If mammograms are done every year for all women ages 40 to 49, statistics show that up to 56% of them will have at least one abnormal mammogram during the 10 years of screening, leading to additional tests, biopsies, anxiety, and wasted time and resources. On the other hand, some cancers will be found early and some lives will be saved.

For women who have a relatively high risk of breast cancer because of a genetic predisposition, family or personal history of breast cancer, exposure to prior chest irradiation for treatment of a different (not breast) cancer, or some other reason, the decision is easier, they need to be screened. But for women at average risk, the decision is a bit more difficult. The risk of a "false positive," meaning that the mammogram is abnormal when there is actually nothing seriously wrong, is substantial. In fact, most of the time, the abnormal mammogram in this age group ends up being a false positive.

So, what is a woman to do? For one thing, make an informed decision. The controversy we are dealing with is actually, in my view, very healthy and necessary, because it makes us focus not only on the proven benefits but also the risks of mammograms. At this time there are conflicting recommendations coming out of various agencies and institutions. Doctors will be studying these recommendations and the supporting evidence. The information they obtain and consider will then be available to their patients. Ultimately, women in their 40's should discuss whether to have or not to have a mammogram with their doctors.



A TRIBUTE IN HONOR AND MEMORY OF OUR
FOUNDING CHAIR & SPONSOR
JEANNE MARIE BRODEUR
OCTOBER 22, 1950 TO OCTOBER 19, 2009

“On behalf of the Board of Directors of Pacific Shores Hematology-Oncology Foundation (PSHOF) and the Woman to Woman Committee (W2W) we sadly would like to share with you the loss of our dear friend and the founding chair of PSHOF’s Woman to Woman Campaign, Jeanne M. Brodeur. We have lost an amazing person that had the tenacity for life and the commitment and passion to help other women challenged with cancer, even though she was intensely fighting her own battle. She was a consummate professional who enriched the lives of all of us who knew her.

“Jeanne has succeeded; her legacy lives on, our love for her is enduring, and we are so proud that the Woman to Woman Campaign is named in her honor and memory. The campaign is a young and healthy tree. She planted the seed, and the tree has many keepers to lovingly tend to it as it bears fruit.”

- Board of Directors, PSHOF-W2W Campaign
& Jann Buaiz, MS, Executive Director

TO CARRY ON HER LEGACY

As the new Community Advocate, I am honored to be helping fulfill the mission and vision of the PSHOF-W2W Campaign. The founder of the W2W Campaign, Jeanne Brodeur, was a dear friend and mentor to me. While my interest in the W2W campaign started as a result of my relationship with Jeanne, my involvement grew after seeing the profound effects these grants have on women’s lives. The women who are awarded grants from the W2W Campaign have a specific financial burden lifted, but the rewards are more than financial. Thanks to the generous donors of the W2W Campaign, the grant recipients are also infused with a new sense of hope—hope that comes from knowing that they are not alone and there are people willing and happy to help. In my new volunteer role at the W2W Campaign, I look forward to meeting the extraordinary women and men that make up the W2W community including the committee members, the grant recipients, and donors like you who help make all of this possible. This campaign was built on the concept of neighbors helping neighbors, and I hope to facilitate that powerful network to connect women in need with women and men like you who care. We are standing on the shoulders of the women that came before me—women like Jeanne Brodeur, Tori Miller Busch, Maria Ferrera and Judy Senn. While I will continue to miss Jeanne everyday, I am inspired to carry on her legacy and her vision and I am extremely proud to be part of the Woman to Woman Campaign.

Donations have been made in the names of the following individuals as tributes and kind gestures to PSHOF and the W2W Campaign:

IN MEMORY OF:

- George Anderson
- Pauline Armsworth
- John Baney
- Cathy Barton
- Jeanne Brodeur
- Kurt Brown
- Tori Miller Busch
- Illuminda Martin Carlos, MD
- Erma Eitner
- Maria Ferrera
- Martha Fullerton
- Pauline Gantman
- Arthur Giddings
- Emily Hagan
- Becky Hall
- Mae Hansell
- Elizabeth Hudson
- Thornton Ibbetson
- Warren Illiff
- Kurt Jacobi
- Steven Kos
- Robert Illian
- Katherine Litchfield
- Justice Campbell Lucas
- Jack MacGregor
- Mary Nailor

- Nina Pratt
- C. Ronald Rabin
- Rev. Lolyd Saatjian
- Hannah and George Savage
- Judy Senn
- Fred Singleton
- Martha Arabella Snider
- Donald Terfansky
- Margaret Wiggins
- Virgina Wuchner

IN HONOR OF:

- Jann Buaiz, MS
- Tom Burke
- Peter Ferrera, MD
- Debbie Hamano
- Christy and Vera Hammerworld
- Nancy Illian
- Elizabeth Lucas
- Lisanne Lucas
- Terri Manley
- Minerva Morales
- PSMG Medical Records Team
- Doctors at PSMG
- Simon Tchekmedyian, MD
- Rechill Relatores Veronda
- Greta Wanyik, MD



Theresa Demonte
PSHOF-W2W Community Advocate

BECOME A MEMBER - *Together we Can Do Extraordinary Things!*

**WOMEN AND MEN,
STEP FORWARD!**

As we move forward with great spirit and continue to drive this campaign forward, establishing a community committee of dedicated women and men is a vital component. After all, the women and men in our community are truly the driving force that will help ignite our momentum and sustain the PSHOF-W2W Campaign.

We appreciate you as donors and friends and hope to have your continued support so we can carry on the mission and goals of the PSHOF-W2W campaign into 2010. We have 12 PSHOF-W2W founding donors, pledging \$1,000 for five years and our goals are to have 100 women and men! Any donation is appreciated!

The PSHOF-W2W founding sponsors and donors have a tremendous and important role in helping to alleviate the financial burdens of women and increase their access to clinical trials, life-saving treatments and necessary assistance connected with any part of their oncology medical treatment plans.

Please share this worthy endeavor with your family and friends, neighbors and co-workers as each of you has the full potential to help make a difference and perhaps save lives, and for that we thank you.



BOARD OF DIRECTORS

Maurice Benard
Peter Ferrera, MD
Nancy Illian
Lois Kearney
Elizabeth Lucas
Dick Miller
Gerry Seckington
Simon Tchekmedyan, MD
Kalust Ucar, MD

EXECUTIVE DIRECTOR

Jann Buaiz, MS



ARTIST WITHIN

Through self-expression and creativity the Artist Within program introduces visual arts as a vehicle for cancer patients to express their challenges and triumphs, and begin their healing process. Art classes will be offered to adult cancer patients, their families and caregivers. *

*For more information regarding the "Artist Within" program, please call Jann Buaiz at 800-303-0131.

Open Canvas 2009

Pacific Shores Hematology-Oncology Foundation (PSHOF) not only seeks to help our patients, their families and caregivers by providing grant assistance, educational opportunities and access to clinical trials, we also believe that artistic expression can heal in ways that are unimaginable.

Open Canvas was created to share the self-expression and journeys of patients, family members and caregivers, both locally and nationwide.

The OPEN CANVAS 2009 exhibit was held on September 26, 2009, and attracted over 150 guests. The exhibit displayed 50 paintings from the 2009 Eli Lilly Oncology

on Canvas: Expression of a Cancer Journey International Art Competition and Exhibition. It also debuted the artwork of 14 community cancer patients and survivors who participated in the "Artist Within" workshops. "Artist Within" was launched this year to help people diagnosed with cancer cope through self-expression and creativity.

PSHOF is taking select artwork to launch a line of clothing. Pictured above is a mannequin modeling one of the new tees embellished with Elizabeth Lucas' artwork. Photo courtesy of Amber Lee

*A Special Acknowledgement
and Thank You*

to **Jann Buaiz, Nancy Illian and Rechill Veronda** for their hardwork and dedication in creating the PSHOF-W2W newsletter.