



*Sear to Survive*

PACIFIC SHORES

Hematology-Oncology Foundation



PACIFIC SHORES FOUNDATION NEWSLETTER

2011 SUMMER EDITION

*Welcome to Pacific Shores,  
Nancy Higginson!*



**Nancy Higginson**

Newest PSHOF Board Member

We would like to warmly welcome our newest board member, Nancy Higginson. Nancy, a long-time resident of Long Beach, brings her wealth of knowledge and experience in the non-profit sector and will serve as both a mentor and advisor to the PSHOF Board of Directors. Additionally, Nancy accepted the nomination to serve as the Secretary of the Board of Directors.

"Nancy is a person of unusual integrity. She has devoted her life to her family and her community. She has served as a genuine and caring leader in many local charitable organizations. We, at Pacific Shores Hematology-Oncology Foundation, are fortunate to have her join as a member of our board of directors" says Elizabeth Lucas, founding board member of PSHOF and the Woman to Woman Campaign.

## *Together We Can Do Extraordinary Things*

*Our contributions to research, education and quality of life would not be possible without the support from our donors, sponsors, volunteers and friends of the foundation.*

**Research** - The Board of Directors has allocated a donation of \$10,000 to support pancreatic and biliary cancer research under the direction of Dr. Timothy Donahue at UCLA's Jonsson Comprehensive Cancer Center. Donations were made from the Irma Eitner and Family Research Fund by Mr. Adolf Eitner in honor of his late wife, Mrs. Irma Eitner. We have great hopes that this contribution will help fund groundbreaking research to benefit patients with these dreaded diseases.

**Education** - PSHOF continues to support the Oncology Nursing Core Curriculum to educate nursing professionals about current new treatments and cutting edge research. Donations were made from the Justice Campbell and Elizabeth Lucas Family Educational fund by Elizabeth Lucas in honor of her late husband, Justice Campbell Lucas.

**Quality of Life** - The Woman to Woman Campaign (W2W) founded by Jeanne Brodeur, Elizabeth Lucas and Fran Conley in honor and memory of three extraordinary women, Tori Miller-Busch, Judy Senn, and Maria Ferrera has granted over \$45,000 to women who cannot afford medically-necessary treatment. Jeanne Brodeur passed away in October 2008 and will forever be remembered.

Maurice Benard, Emmy award-winning actor of ABC General Hospital and PSHOF Board Member continues his quest as spokesperson for the W2W Campaign. Maurice has just completed a successful tour around our country and has informed so many about our programs.

A special thank you goes to Mr. Philip Pitchford for his financial support to the W2W Campaign in memory of Maria Ferrera.

Through self-expression and creativity, our "Artist Within" 8-week watercolor workshop has provided a vehicle for cancer patients, survivors, family members and caregivers to express their challenges and triumphs, and begin their healing process. To date, over 55 artists have participated and debuted their art in three annual OPEN CANVAS Art Exhibits and an "Artist Within" DVD will be released at the upcoming exhibit on August 20, 2011 (details on back).

## *Making a Difference in 2011*

Over the 30 years I have spent caring for cancer patients, I have not seen such extreme need for empathy and compassion as I am seeing now. We are facing many young women and men with serious cancers that require extensive and expensive treatments. They have to deal not only with their fears and pains, but also with the financial hardship of lost wages and increased expenses. For the elderly, the difficulties can be even more devastating.

Cancer is now overwhelmingly cared for outside the hospital, and this puts the burden squarely on patients and caregivers as they struggle to complete tests and treatments. Without some extra helping hands and resources, many of these cancer victims may not get the care they need; as a community, we just can't let that happen.

With your help, we should ensure that a diagnosis of cancer is met not just with anxiety and sorrow, but also with hope and confidence. The examples shown reveal what we can accomplish. Working together we can help one person at a time, and each person we help makes it all worthwhile.

- N. Simon Tchekmedyan, MD

## BOARD OF DIRECTORS

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## Meet One of Our W2W Award Recipients

When the W2W grant committee reviewed Julie Flint's application there was no wavering on a decision. Being a single mom of four children, Julie was not only faced with the emotional and physical stress of her diagnosis, but the stress of financial strain and being unable to receive her necessary treatment.

"I am writing to thank PSHOF's W2W Grant Committee and the generous people who donate to the Foundation. Your support has allowed me to get the medical treatment I needed to beat cancer. I remember the day I got the good news. My phone rang and I thought to myself 'Oh No! Not another bill collector.' To my surprise, it was Jann Budaiz informing me that the W2W Campaign awarded me \$1,000 to help pay for my medical bills. This enabled me to receive further chemotherapy treatment. I was so happy I wanted to cry!

The W2W Campaign helped me regain hope to fight my cancer. The kindness and generosity granted to me was a godsend! You have blessed my life."

Sincerely

## Artist Within

"Inspiring New Meaning After Cancer"



### Vicky & Martin Andaya

Owner, Inspyr Art Studios  
Instructor, Artist Within Workshop  
Curator, Open Canvas Exhibit

\*Artwork behind Julie Flint's article was created by Vicky and is titled "Hope"

"Being the Instructor for the Artist Within Program has truly been a great blessing. Watching my own family members struggle with cancer and their mortality, has left me humbled and left me wondering how can we use art as a tool for healing and empowerment. My goal with 'Artist Within' is to guide participants to use the empty canvas as a way to reflect on their reality and see it in a light that feels limitless and inspiring. The artwork, the ideas, the emotion and the intentions expressed in their art has left a legacy of hope for others" says Vicky Andaya.

The next "Artist Within" 8-week workshop will be offered on Tuesdays from 1 PM to 3 PM and 5:30 PM to 7:30 PM beginning September 13 through November 1, 2011 at Lyons Art Supply. To register, please call 800.303.0131 or email [info.pacificshoresfoundation@gmail.com](mailto:info.pacificshoresfoundation@gmail.com).

A special thanks to Rechill Veronda, cancer survivor, wife, mother and artist for her support and commitment to PSHOF. Rechill was the original debut artist in the "Artist Within" OPEN CANVAS art exhibit in June 2008 and serves as PSHOF's graphic designer.

## Upcoming Events in August



**SATURDAY AUGUST 27, 2011**

**Shop For A Cause** gives you the opportunity to give back to your community and to help raise money for Pacific Shores Foundation.

Donate \$5 and receive a Shopping Pass Coupon for 25% off and a chance to win a \$500.00 gift card offered in every Macy's store across the country and online at [Macys.com](http://Macys.com).

Pacific Shores Foundation keeps 100% of the proceeds.

**TO BUY OR HELP SELL TICKETS, PLEASE CALL**

**800.303.0131**

**OR**

**SEND US AN EMAIL TO**

**[INFO.PACIFICSHORESFOUNDATION@GMAIL.COM](mailto:INFO.PACIFICSHORESFOUNDATION@GMAIL.COM)**

## Open Canvas Art Exhibit

Please join us as we debut artwork and poetry by cancer patients, caregivers, and survivors, and release a new "Artist Within" DVD

Saturday August 20, 2011 | 5 PM to 7 PM

Free Admission

Hosted by Lyons Art Supply  
441 East 4th Street | Long Beach  
562.435.5385

\* Postcards and prints of art will be available for purchase in September 2011.  
Please visit us at [www.pacificshoresfoundation.org](http://www.pacificshoresfoundation.org).



Title - "Life Warrior"

Title - "Monolith"

Artist: Wade Cook