A diagnosis of breast cancer affects every aspect of a person’s being, and sends out deep ripples through their circle of family and friends. Every October, we set aside an evening to honor and celebrate the lives of all who have been touched by this disease.

Since Lives Touched, Lives Celebrated is a gathering dedicated to all who have walked this walk, it is only fitting that the evening began with a candlelight walk along University Avenue. To keep lights burning in capricious autumn weather and winds, walkers carried battery operated candles this year. But the compassion and solidarity among them were genuine, and conversations along the way were punctuated by frequent laughter. Life, even in the face of uncertainty, can be joyful.

Returning to our Center, the crowd gathered snug and safe indoors to listen as the Reverend Melanie Duguid-May shared her gentle

continued on page 29
Hello, Goodbyes, Beginnings, Endings, Lives In Between

As the hectic month of December winds down, I join many of you in a ritual that goes back as far back as I can remember: I break out a new calendar. Not just any calendar. It must meet all my criteria for inspiration and creativity. I want to enjoy looking at its pages as I turn them over month by month. Goodbye, 2012. Hello, 2013!

First the goodbyes...

As if saying goodbye to beloved staff member Tracey Dello Stritto in August was not enough, we now bid a fond farewell to Angie Demyda, our employee-on-leave from Xerox for the entire year of 2012. We are grateful to Xerox for the gift of Angie, a beautiful young survivor who came to the Coalition following her own diagnosis of breast cancer and wanted to stay. The paid leave is part of the company’s Social Service Leave program, corporate America’s first community service sabbatical program that has loaned employees to non-profits since 1971. Though we will miss Angie as she returns to Xerox, we are stronger and sturdier as a result of her efforts.

We also say goodbye and thank you to one of our staunchest supporters, Senator James Alesi. When the Coalition was in its infancy, our leaders approached him for funding that would sustain our growth so we could provide educational programs and support to those living in the aftermath of this devastating disease. Thanks to him, we officially opened our doors at a small office on Rochester’s Park Avenue in June of 2000. He has stood behind us ever since. Advocacy is part of our mission, and the Senator frequently greeted us at his offices in Fairport and Albany as we approached him about legislative issues that mattered greatly to the breast cancer survivor community. Though he didn’t always endorse our position, he always gave us an attentive and compassionate ear. We extend fond wishes as he leaves public office, and welcome his successor, Ted O’Brien, known to us as Minority Leader of the Monroe County Legislature. Though we say goodbye and hello to several other elected representatives, Jim Alesi will always have a special place in our nonpartisan hearts.

We also bid sad farewells to many in our community as breast cancer claimed more lives. These are hard losses to bear, and with each one we renew our resolve to END breast cancer by 2020. See breastcancerdeadline2020.org for more information about this initiative. On a personal note, my family said goodbye at the end of the year to a great man, my father, David McGregor. Though I will miss him more than words can possibly express, I will remember the steadfast support he provided during the many transitions in my life, especially in the aftermath of my own Stage III breast cancer diagnosis in 1999, and through the ensuing years. Fly away, 2012.

Now the hellos...

We turn the page to 2013 with Jean Sobraske (jean@bccr.org) and Lori Meath (lori@bccr.org) as the Newsletter Editors, Pat Battaglia & Susan Meynadasy as the Communications, Susan Meynadasy as the Community Outreach, Lori Meath as the Office Manager, and Connie Zeller as the Executive Director.

Personal Journey
Montha Chang

By Pat Battaglia

“And as we let our own light shine, we unconsciously give other people permission to do the same.” - Nelson Mandela

It was early August of 2011. Montha Chang was resting at home, recuperating from surgery to an injured shoulder a few weeks before. Mindful of her upcoming mammogram in September, she did a breast self-exam and felt a lump deep within the tissue of her left breast. “I thought, no, it couldn’t be anything,” she recalls.

The days after this discovery were marked by uncertainty. “Sometimes I felt (the lump), sometimes I didn’t.” A routine appointment with her primary care physician had been scheduled at the end of that month, and Montha took the opportunity to share her concerns with her doctor. It was difficult to find the lump at first, but the doctor persisted. “I feel it,” she announced after further examination, and advised Montha to go for a mammogram right away.

The next day, this kind physician picked up the phone herself and scheduled a mammogram to be done that same day.

Montha went to her appointment feeling apprehensive but hopeful that in the end, it would be all right; it would prove to be a benign condition. As is the case with many Asian women, Montha has dense breast tissue that can be difficult to image, and the mammography results were inconclusive. So an MRI was performed. An area of concern was noted, and a biopsy was scheduled for the next day.

On day three of this whirlwind journey, Montha was back at the breast imaging center for her biopsy.

A few days later, she was told she would receive a phone call with the results the next day. But late that night, Montha’s phone rang. The doctor’s caring, concerned voice on the other end of the line brought the words no one wants to hear: “We think it’s cancer.”

“I was numb. I was really, really numb,” Montha remembers upon hearing the news. But she rallied quickly. “Okay, what now?” she asked the doctor.

The next step was to consult a surgeon, and Montha was able to find an excellent one based on the advice of the diagnosing radiologist and the recommendation of her own primary care doctor. This surgeon’s office proved to be busy, and Montha’s first appointment was scheduled for late September. She waited patiently for her consultation, and when the time came, she was offered several options. First, there was a choice between having a lumpectomy or a mastectomy. While the survival value of the two procedures is the same, each has its pros and cons, and the choice is based on a number of individual factors. If a mastectomy was chosen, there would be a further decision to make regarding reconstruction, and beyond that, different types of reconstruction to consider. “I just want it out,” Montha thought of the cancer, and weighing her situation carefully, she came to a decision that was right for her. Although her right breast was free of cancer, the mammogram had indicated a benign condition.

Afterwards, she was told she would receive a phone call with the results the next day. But late that night, Montha’s phone rang. The doctor’s caring, concerned voice on the other end of the line brought the words no one wants to hear: “We think it’s cancer.”

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called ductal hyperplasia. Her doctor explained that this condition can sometimes change, and can occasionally become cancerous. After some thought, Montha took the bold step of choosing a bilateral mastectomy - removal of both breasts. She felt good about undergoing reconstruction, and consulted with a plastic surgeon, whose opinion was that Montha would do well with latissimus flap reconstruction. This technique involves the use of muscle taken from the back to form a pouch where the breast has been removed. Implants are then inserted into this pouch. Montha decided to go ahead and schedule this procedure.

Continued on page 28
What motivated you to seek CAM therapies?

At the age of 44, Ann was diagnosed with breast cancer. She underwent several surgeries, but decided to forego chemotherapy and radiation in favor of Complementary and Alternative (CAM) therapies, which she researched exhaustively. What ensued was an 8-year cat-and-mouse game with recurring chest wall tumors, all of which were treated with CAM therapies. On September 12, 2001, more than eight years after her diagnosis and one day after the infamous 9-11 attacks, Ann received word from her doctor: she was cancer free.

With her fighting spirit unscathed, Ann put the wealth of knowledge gained on her journey to good use, answering the questions of others who learned of her story and sought a similar approach to dealing with their own cancer diagnoses. The Annie Appleseed Project was born of this effort, and continues to this day. Billed as having been created by a woman with breast cancer and an attitude, Ann’s highly regarded website, www.annieappleseedproject.org, is an extensive resource for those seeking to make the best decisions for themselves with cancer. For those who want to combine the best of both worlds, Ann is the go-to-gal. She attends scientific and medical meetings throughout the country, and sometimes outside the U.S., and uses her ever increasing base of knowledge to speak up for those affected by breast cancer and other cancers.

Ann Fonfa continued

Are we measuring meaningful outcomes yet?

Natural stuff will not receive level one clinical trials since it cannot be patented by big pharma - they ignore it. Combinations of natural substances and behaviors need to be examined and supported. Some studies have already done so, but are mostly ignored by docs who wait for - and here’s the Catch-22 - those level 1 trials! Alternative treatments are those we may need after conventional treatments have failed us, or instead of them, like in my case. There are many, and some work some of the time for some of the people. We don’t yet know how to tell who needs what.

What place do these therapies have in the big picture of overall treatment for breast cancer?

They should be a part of everyone’s treatment. Please see our handout, Natural Strategies to Reduce Toxicities for more information.

*Follow this link: http://www.annieappleseedproject.org/index.php/informationoncanceretypes. Then click on HandoutNaturalStrategies to access a full pdf version of this free document from the Annie Appleseed Project. –Ed.

How can those facing a breast cancer diagnosis seek out the best CAM therapies for themselves?

Go to our Facebook page or our website. We cover so much! See our handout for this too.

What types of questions would you recommend for people to ask their doctors?

Questions like, “I am interested in healthy eating, will you recommend a nutritionist?” “Do you work with an acupuncturist?” “Do you pay attention to studies on natural substances?” “Will you work with me if I choose to supplement this protocol with complementary or alternative modalities?”

If you could offer one piece of advice to someone who is newly diagnosed with breast cancer, what would that be?

Never do chemo or radiation without finding out about complementary therapies that can help reduce toxicities, and sometimes enhance the benefits.

Thank you, Ann, on behalf of all of us at the Coalition. Your resilience in the face of your diagnosis inspires hope. Your willingness to take a stand for your beliefs time and time again reminds us of all the good there is worth fighting for in this life. As survivors and those who care about them link arms in a shared commitment to ending breast cancer, we are glad you are among us.

Sage Advice from Doctor Susan Love

1. Drink in moderation. Dr. Love suggests to put down that second glass of wine.
2. Avoid unnecessary X-rays. Ask your doctor “How will this change my care?” Work with your health care team to determine if it is absolutely necessary.
3. If possible, have your children before the age of 35. Some studies show this can reduce the risk of breast cancer.
4. Avoid mammograms before the age of 40, if possible. Dr. Love says “The risk of radiation is about equal to the benefits of a mammogram,” for younger women.
5. Exercise and relax. Enjoy life and maintain a healthy weight and lifestyle!

*For more information on Dr. Love and her ongoing work, visit her website: http://drsludsonlove.com.

In May of 2012, I had the opportunity to attend the National Breast Cancer Coalition Annual Advocate Summit held in Washington DC with a group of advocates from the Coalition. As part of the three day summit, I attended many educational plenary sessions. One that piqued my interest was presented by Doctor Susan Love, author of “Dr. Susan Love’s Breast Book.” Dr. Love is respected by millions of women for her expertise and down to earth manner. I was there as she discussed her five easy tips (at right) for individuals to follow in order to help prevent breast cancer. I found Dr. Love’s talk and tips to not only be encouraging, but also put forth in a way which could be easily understood by the average person. Her message, a mixture of positive outlook and easily followed guidance, is a breath of fresh air in the arena of breast cancer awareness.

continued on page 5
Talking About

OBESOGENS

A Conversation with Dr. Bruce Blumberg at the Breast Cancer Coalition of Rochester
October 12, 2012

By Pat Battaglia

Most known or suspected obesogens are endocrine disruptors, mimicking the effect of naturally occurring hormones in unnatural ways. Many chemicals in this class are fungicides commonly used in agriculture. Also included on this list are such compounds as bisphenol A (BPA), found in plastics and in the lining of canned food, and perfluorooctanoic acid (PFOA), used in non-stick cookware, waterproof clothing, microwaveable food items, and textile stain repellants. (2) According to statistics gathered by the World Health Organization, worldwide obesity rates doubled between 1980 and 2008. (3) It is generally thought that our modern diet and sedentary lifestyles are the culprits. This may be true to some extent, but it appears that environmental exposures could also play a role in the ever-expanding waistline of the average person. The ubiquitous nature of obesogenic compounds makes them virtually impossible to avoid. For those who struggle with weight issues despite having healthy diets and exercise regimens in place, awareness of obesogens might provide some reassurance that there are other factors beyond calorie intake and expenditure that play an important role in the development of excess body mass. Obesogenic chemicals exert their effects at very low levels of exposure. Some substances that are toxic enough at high doses to lead to weight loss have, paradoxically, the opposite effect in very small amounts. (4) It seems, at least with some chemicals, there is no safe level of exposure.

Despite widespread environmental contamination, we are not helpless. Dr. Blumberg reminded us that reducing chemical exposures requires efforts at both the individual level and the policy level. First and foremost, Dr. Blumberg advises all to “Eat fresh food.” While organic food is ideal, any food prepared at home from fresh ingredients is far superior to processed foods. Taking charge of meal preparation will go a long way toward reducing chemical exposures. Further, he encourages the public to “Say no to plastic.” Stainless steel and glass containers do not leach chemicals into the foods they hold.

Obesogens continued

Mothers are one of the most powerful advocacy voices, Dr. Blumberg maintains. They are the ones who, historically, have gotten the most done when pushing for policy change. But there are others who can and should join in a push for a safe chemicals policy. And researchers can provide a solid base of science for advocates to work from. All voices, taken together, lend strength to each other.

We at the Coalition are living proof that those affected by breast cancer are compelling, influential advocates. Many of us have read and heard of the suspected links between endocrine disrupting chemicals and our disease. It was fascinating to learn there is a link between these chemicals and obesity as well. Given that obesity is considered a prime risk factor for developing breast cancer (1), the complexities of the disease and what has yet to be discovered by science becomes readily apparent.

But we don’t need to wait for more scientific discoveries before taking action. Even though we are exposed daily to a host of chemicals over which we have no control, we can let our voices be heard by those who do have the power to make change.* We can also take charge of what goes on to our plates and into our bodies, knowing that it isn’t the entire battle, but it’s an enormous step in the right direction.

None of us needs to feel guilty about our weight, our diagnosis, our nutritional lapses, or any other aspect of ourselves. We are living with a complicated diagnosis in a complicated world. Despite the intricacies of the science, Dr. Blumberg’s message to the public is straightforward and clear. We are grateful for his groundbreaking work, and for the time he took to share his discoveries and recommendations with us. ★

References
1. Holtcamp, Wendee, Obesogens: An Environmental Link to Obesity, Environmental Health Perspectives, Volume 120, Number 2, February 2012, p. A65
3. Ibid; p.A66
4. Varshney, Vibha; Sachan, Dinsu; Matharu, Sonal: The New Obescity, Down to Earth, June 16-30, 2012, p. 35
5. Ibid; p. 37

*Our Advocacy Committee is a great place to learn about the issues and get involved. We welcome new members to this group. Call our office (457-8177) for more information.

Executive Director’s Column continued

Meath (meath@ecrc.org) at the helm of Programs and Outreach respectively. While Jean took her seat in early September, Lori has just begun. I know that both are learning what so many of us know: that there is nothing more rewarding than walking with courageous breast cancer survivors and those who love and support them as they begin journeys of inspiration.

We also welcome our newly elected political representatives. In the U.S. Congress we have Dan Maffei in the 24th Congressional District and Chris Collins in the 27th Congressional District. In the New York State Senate, Ted O’Brien now represents the 51st Senate District, and in the NYS Assembly, Bill Nojay represents the 133rd Assembly District. We look forward to seeing each of you at our events. We hope to see you in person this year, but if you can’t make it, please resolve THIS YEAR to take full advantage of our education and support programs, which are as diverse as all of us. See pages 10, 21 and 30 for just some of these opportunities.

Life is punctuated by beginnings and endings. Most of the time, we’re in that in-between place where the rhythms of our lives help sustain us. Wherever you may be in this spectrum, you have access to the strength and wisdom of others who have walked a difficult road, and who extend their helping hands. This is the meaning of community. Come join us. ★
Lauras Gifts: Sharing With Those Who Face Breast Cancer
- By Pat Battaglia

Dealing with a breast cancer diagnosis is difficult, to put it mildly. Dealing with it during the Holidays can be especially challenging. Dealing with advanced breast cancer for a single mother during the season of giving is practically impossible.

That was the situation Sheri Maloney found herself in this past December. With four children to care for, and having recently begun chemo for metastatic spread of the disease, she didn’t have the time to even begin to wonder how she was going to handle the Holidays with her brood.

Enter John Frazier and his children. John is the husband of Laura Frazier, who was lost to breast cancer in 2011. Both have been beloved members of the Coalition community since before Laura received her own diagnosis. In the 2012 Holiday season, John and his family have begun a tradition in Laura’s memory which they’ve named Laura’s Gifts. The family, with a cadre of friends—their “Santa’s helpers” - shop, wrap gifts, and pull together everything they can to make Christmas happen for those who are unable to do so themselves because of a breast cancer diagnosis.

On December 20th, John and his three children Jordan, Nina, and Alec, lugged bags of wrapped presents, a gift basket, and a pink tree festooned with gift cards into the Coalition office. Dressed in Santa hats, the family waited expectantly for the arrival of Sheri Maloney, who had arranged to pick up the gifts for her children and herself. Sheri was speechless when she saw the display of genuine caring and affection from the Frazier family to her own. The first words she was able to utter were of thanks to John for making it all happen. She and John chatted, and the group posed for pictures by the Coalition tree. As the Fraziers helped carry the goodies to Sheri’s car, hugs and fond holiday wishes were exchanged before Sheri drove off to bring Christmas home to her family.

Laura’s Gifts is about one family extending a helping hand to others in need. There were more families that benefited from Laura’s Gifts this past Holiday season. It was an honor for us at the Coalition to witness this particular exchange first hand, and especially moving to know that a single mother living with breast cancer need not feel alone during the Holidays.

Thank you, John. Thank you, Laura. There are some amazing people who have your back, Sheri.

Laura’s Gifts Foundation

John, Jordan, Nina and Alec Frazier present Sheri Maloney with Christmas gifts for her family through their Laura’s Gifts Foundation

10th Annual Cindy L. Dertinger Advanced Breast Cancer: Tools For the Journey “Living with Metastatic Breast Cancer”

Our Darpest Continute to Jon Dertinger and M&T Bank for their invaluable support of this annual seminar

Moderator: Zachary Kramer, M.D.
Panel: Beth Lenegan, Ph.D.
Wakenda Tyler, M.D., M.H.P.
Brian Yirinec, M.D.

Friday, March 22, 2013 at the Memorial Art Gallery

Laura’s Gifts: Sharing With Those Who Face Breast Cancer

Tips For Caregivers of Those Living With Advanced Breast Cancer

Living with metastatic breast cancer presents many challenges, both for the woman who is diagnosed and for her caregivers. There are many ways to help and support a woman with metastatic breast cancer. Because caregiving can be stressful, it’s important that you take care of yourself, too.

• Communicate with your loved one. If you’re unsure about something, ask. Share your feelings, and listen when she wants to talk about her feelings. You don’t have to offer opinions or solutions—just lend a caring ear.

• Respect her decisions. Even if you are in a position to share decision-making, remember that she is the one facing cancer and treatment. Decisions about her care and her life are ultimately hers to make. It’s also important to let her decide what role she wants to continue to have in the family, and where she would like to have help.

• Ask how you can help with medical matters. Would your loved one like you to come with her to her medical appointments? It can be helpful to have someone to take notes during visits to the doctor. Or perhaps you can help by keeping a calendar of her appointments. Ask your loved one how she would like you to be involved in her health care.

• Offer to take responsibility for practical needs. Driving to medical appointments, filling prescriptions, doing household chores—offer to do some of these tasks yourself, or ask family members and friends if they can pitch in and help. Community organizations that provide support for people with cancer may be able to offer volunteer drivers, respite care, and other services. Talk to a social worker about what kind of help may be available in your community.

• Volunteer to manage the financial paperwork. Your loved one’s cancer treatment will generate a lot of paperwork. You can help her cope by offering to take care of medical records, bills, insurance claims, and so on.

• Know your rights. Talk with a social worker about benefits for which you or your loved one may qualify. For example, under the Family and Medical Leave Act (a federal law), you may be entitled to unpaid leave from your job in order to care for your loved one.

• Give your loved one “space” for emotional ups and downs. Living with metastatic breast cancer can be an emotional roller-coaster ride. Understand that your loved one will have good days and bad days. Reassure her of your continued love for her.

• Help her find ways to look and feel her best. A woman with metastatic breast cancer may feel self-conscious about changes to her appearance caused by treatment. Encourage your loved one to learn about options for coping with physical changes and to try different solutions until she finds what makes her most comfortable.

• Talk to her about her comfort level with intimacy. A woman with metastatic breast cancer may have conflicting feelings about physical closeness. Ask your loved one how much closeness she needs and feels comfortable with. Hugging and holding hands can be simple ways of staying physically connected.

• Take time to care for yourself. While caregiving is often rewarding, it can sometimes feel like a full-time job. Plan a few moments to do something for yourself each day, even if it’s just taking a walk around the block. It’s normal for a caregiver to feel helpless or angry sometimes. Allow yourself to experience and accept your feelings. If some of your emotions are too difficult to cope with, speak with a professional counselor or oncology social worker.

• Join a support group. Support groups let you connect with others going through similar situations. They give you a chance to talk about the challenges or rewards of caregiving, for example, and to share tips and resources with other group members. http://www.cancer.org/publications/life-supporting_a_loved_one_with_metastatic_breast_cancer_caregiving_tips_for_men

http://www.cancerCare.org/publications/life-supporting_a_loved_one_with_metastatic_breast_cancer_caregiving_tips_for_men
Our Programs at the Breast Cancer Coalition of Rochester... all FREE of charge!

BC 101
This program provides information and support to those who are coping with a breast cancer diagnosis. The goals of the program are to assist participants in managing the complex tasks and emotions of a breast cancer diagnosis and to empower women to be their own self-advocates as they proceed through treatment, recovery and survivorship. Our professional facilitators are eager to provide a safe, comfortable atmosphere where information can be absorbed and assimilated, while formulating a strategy for coping with each individual’s breast cancer experience.

Please call 473-8177 for more information or to RSVP.

but don’t let the fact that you haven’t called in advance keep you away. for you! An RSVP is appreciated, as light refreshments will be served, on the second Thursday of each month from 5:30 until 7:00PM. This is an open support group - no registration required.

Though no registration is required, please call for the next meeting date.

Though no registration is required, please call for the next meeting date.

Meet others coping with a diagnosis of breast cancer, share your experiences and lend your support. We meet every second and fourth Tuesday evening from 5:30 to 7 pm. Though no registration is required, please call for the next meeting date.

Tuesday Night Breast Cancer Support Group
This discussion-based support group, led by Joan Mitchell, meets regularly here at the Coalition. Meet others coping with a diagnosis of breast cancer, share your experiences and lend your support. We meet every second and fourth Tuesday evening from 5:30 to 7 pm. Though no registration is required, please call for the next meeting date.

Friends & Family Support Group
For those who have a friend, partner, or family member who has been diagnosed with breast cancer, we extend an invitation to a special group designed to offer support and guidance. This group, led by Peg DeBaise LMFT, meets on the second Thursday of each month from 5:30 until 7:00 PM. When the caregiver (male or female, any age) needs support, we’re here for you! 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. Please call 473-8177 for more information or to RSVP.

Meet others coping with a diagnosis of breast cancer, share your experiences and lend your support. We meet every second and fourth Tuesday evening from 5:30 to 7 pm. Though no registration is required, please call for the next meeting date.

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

Brown Bag Fridays
At the Breast Cancer Coalition! Any given Friday at noon finds a group of women conversing over anything from the latest research on Herceptin to our own locally-funded research initiatives... from hair loss to funky re-growth...from neo adjuvant therapy to the latest clinical trials... from acid reflux to exercise...from recurring dreams to friends and family's behavior... from prosthetics to bathing suits... from American Idol to The Amazing Race...and on and on. Feel free to bring your lunch and BCCR will provide delectable desserts.

This is a non-traditional support group, which is exactly what many of us have been looking for. Brown Bag is a drop-in program. There is no need to call ahead.

For more information regarding our programs offered for those living with advanced breast cancer, please see page 9.

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

Peer Advocates Lending Support: P.A.L.S. SM
Peer advocacy is at the core of the philosophy behind the Breast Cancer Coalition of Rochester. In that spirit, we have developed the PALS Program. The concept of this program is simple: individual breast cancer survivors reach out to those who are new to the disease, providing a foundation of caring through one-to-one contact, helping them to connect to resources in the community, and working hard to instill confidence in the face of a difficult situation. Please call to learn how you can become involved as a mentor, or if you would like to be enrolled in the program after your own diagnosis to receive some much needed support and a pack of goodies.

Book Club
What if a traditional support group isn’t for you, but you still like the idea of participating in a supportive community following a breast cancer diagnosis? Join our Book Club! The Book Club meets on the 4th Thursday of the month, from 6:00-8:00 p.m. Participation is limited and sign-up is required. To reserve your seat, learn the next book selection, or to suggest a book, call Jean at 473-8177.

Voices & Vision: A Writing Workshop for People with Breast Cancer
This program gives people with breast cancer an opportunity to explore and express their feelings through writing. The warm and supportive group is led by a professional instructor. Not only has writing proven to be very therapeutic for breast cancer survivors, but this program is much loved by participants. Workshops run in five week cycles on Tuesday evenings and advanced registration is required. This workshop is limited to 12 participants.

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. Yoga sessions began in Spring 2005 and have been in high demand ever since. Sessions run in six week cycles and the class is limited to 14 breast cancer survivors. Advanced registration is required.

Young Survivor Soiree
What if a traditional support group isn’t for you, but you still like the idea of participating in a supportive community following a breast cancer diagnosis? Join our Book Club! The Book Club meets on the 4th Thursday of the month, from 6:00-8:00 p.m. Participation is limited and sign-up is required. To reserve your seat, learn the next book selection, or to suggest a book, call Jean at 473-8177.

Please see page 30 for information on new programs RISE I & II and The Healing Arts Initiative.
A new year dawns, we take this opportunity to reflect on and appreciate the many amazing volunteers who gave of their time, energy and talents in so many ways throughout the past year.

An excellent example is the impressive number of volunteers who helped to make the eleventh annual ARTrageous Affair on October 6 another great success. The gala committee members start working on this event early in the year to secure sponsors and donors, stuff invitation envelopes, process artwork donations and display them at the Artist Reception, then pack it all up and set up again at the Rochester Plaza Hotel the morning of the gala. In addition to the hard-working committee members, more than fifty volunteers worked the night of the gala — many behind the scenes — to register and welcome guests, sell the popular pink balloons, monitor silent auction items, process the winning bids and help at the checkout table to send our guests home with their purchases.

We truly appreciate the efforts of everyone who helped make this event such a lovely, enjoyable evening for our guests and a wonderful success for our organization. We especially wish to thank a few individuals who stepped into new roles this year for-going above and beyond: Lisa Pietrangeli, who took over as Artist Committee chair, sharing her abundant energy and innovative ideas; Rose Gilbert, new Silent Auction Committee chair, who along with Hillary Teremy, worked tirelessly to secure donations; and Cathy Ockunzzi, a new volunteer who spent many hours processing artwork, helping out before and after the Artist Reception, and working on registration and checkout the night of the gala.

Of course, October is a busy month for us, and many events take place in addition to the ARTrageous Affair. We extend a warm “thank you” to the volunteers who represent us at numerous community fundraising events held to continue on page 20

Enjoy the Breast Cancer Coalition Library

To learn more about our support programs and the information available at BCCR, please call Jean at 585-473-8177.

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!

continued on page 20

Volunteer Spotlight

By Pat Battaglia

Jessica Nightingale

The registration and checkout process for our annual gala, the ARTrageous Affair, is a complex undertaking and requires its own Check-out & Registration committee. Overseeing the registration of hundreds of guests, and ensuring that they are able to leave with their purchases smiling at the end of the evening, requires strategy, foresight, and intensive work. A group of Paychex employees have formed the core of this important committee. In 2009, as the date for the gala was fast approaching, we found ourselves in the position of searching for a Check-out & Registration Chair. This was particularly challenging because the group was in the second year of making sweeping changes to the process. Jessica and one of her co-workers stepped in to fill the void, and there were rave reviews from guests that year about how easy and quick their checkout experience was.

In 2011, Jessica flew solo, leading this committee through another successful event. In 2012, she poured side by side with Patti Cataldi as co-chair of the entire ARTrageous Affair. While she was doing this, she was also planning her wedding, which took place four weeks prior to this year’s gala.

Jessica and her new husband, Rob, returned from their honeymoon in time to attend the Artist Reception two weeks prior to the big event. The newlyweds then returned the following day to help pack up the artwork in preparation for moving it to the Gala site.

Patti Cataldi, our Board Chair in addition to being Jessica’s Co-Chair for the ARTrageous Affair, shares that “Jessica is reliable, efficient, a natural leader and always willing to go the extra mile when necessary. She relates well to the committee members as well as all the volunteers who work the night of the event. I have enjoyed working with her and value her contributions, not only to the ARTrageous Affair, but to the Coalition as well.”

We at the Coalition are pleased and grateful that Jessica shares her strengths and leadership abilities with us. We look forward to the ARTrageous Affair in 2011 confident that it is in caring, experienced hands.

Thank you, Mrs. Nightingale!
Fresh and Frugal

Eating fresh food can not only minimize exposures to some chemical contaminants, it takes advantage of foods at their peak flavor and nutritional value. When the cost per serving is taken into account, fresh foods are almost always less expensive than their highly processed counterparts. Processing can remove nutrients from food, giving them less nutritional bang for the buck. Additionally, processed foods often contain unwanted chemicals in the forms of additives and residues from packaging. Any way you look at it, fresh food is a good deal.

HERE ARE SOME ADDITIONAL MONEY-SAVING TIPS GLEANED FROM SEVERAL SOURCES. LINKS TO THE ORIGINAL SOURCES ARE PROVIDED AT THE END OF THIS ARTICLE.

a Have a plan before hitting your local farmers market or grocery store. As you contemplate a week’s worth of meals, be mindful of the guideline to fill half your plate with fruit and vegetables. Take into account the food you already have on hand, then make a shopping list. Avoid impulse purchases unless you come across something that fits into both your budget and your meal plan.

b Seasonal produce is most often at its peak freshness and flavor, and at its lowest price. When fresh choices are not available, frozen vegetables and fruit are less processed and usually more economical than canned.

c Buy in bulk whenever possible. Take advantage of quantity pricing on items that have a long shelf life, such as dried beans, whole grains, pasta, and frozen items.

d When cooking, make double or triple batches and freeze the extra for those days when there’s no time to cook. Store food properly to reduce waste. Food thrown away is money thrown away.

e Organically grown produce is the safest to buy in terms of reducing chemical exposures. But when the cost is prohibitive, shop selectively. The Environmental Working Group publishes a list of produce items that carry the heaviest contamination, called the “Dirty Dozen.” Organic versions of these particular things should be chosen whenever possible. Conversely, the “Clean Fifteen” lists conventionally grown produce items that have been tested and carry little, if any, pesticide residues. Both lists can be downloaded at www.ewg.org/foodnews.

Sources:
http://static.ewg.org/reports/2012/goodfood/pdf
goodfoodonatightbudget.pdf
http://www.nofany.org/?q=csafair. The USDA also maintains a list of databases on CSAs that can be searched by state.

A Journey to Better Health: One Woman’s Story

Eat Well Live Well is a program sponsored by both the Rochester Business Alliance and Wegmans. With the goal of increasing activity levels and healthy eating habits, groups from companies throughout the area join this effort. Participants wear pedometers to count their steps, aiming for a total of 10,000 steps per day; they are encouraged to consume five servings of fruits and vegetables daily, adjusting their calorie intake as necessary to accommodate the additional amount of fresh food; and they take full advantage of joining a group to provide encouragement and inspiration to them in their efforts. The Coalition sponsors a group which runs in eight week sessions several times a year. Debra Gaffney joined us in our Fall Eat Well Live Well Challenge, and was an inspiration to us all.

Debra, when were you diagnosed with breast cancer?
In January, 2002. I had two lumpectomies, and doctors were not able to get clear margins, which led to a mastectomy with TRAM flap reconstruction in May, 2002.

How did you come to realize that you needed to make some changes in your lifestyle?
After breast cancer, I was diagnosed with lupus in 2003. This was a real wake-up call for me. Learning that lupus is not curable but is manageable, I was terrified. I started seeing my rheumatologist for medication and health monitoring. During this time I realized that I had gained a lot of weight. The weight gain was attributed to tamoxifen (taken for the full 5 years), stress eating, and lack of exercise.

What changes did you make, and how did those changes work for you?
I started walking periodically but nothing consistent, so the weight was like a merry go round. I would lose some weight, then gain it back plus some pounds. I had accepted the arthritis pain I experience every day in my spine and knees, until this year. I started walking more, drinking more water, and eating better. I managed to lose thirty-four pounds before the Eat Well Live Well Program.

What did Eat Well Live Well do for you?
This program gave me additional avenues for monitoring my food intake and increasing my exercise. This, added to what I was already doing, continued on page 20
On Saturday, October 6, 2012, the Breast Cancer Coalition celebrated the 11th Annual ARTrageous Affair at the Rochester Plaza Hotel. Almost 450 attendees and over 50 volunteers mingled among the pink balloons, extraordinary artwork, themed gift baskets and pink bubbly to support our efforts to “Redefine Pink”. The ballroom was transformed into a sea of pink with tables topped by “Hot Lady” pink rose centerpieces from Kittelberger Florist, and chairs adorned with bright pink pashminas courtesy of Parkleigh.

From our loyal sponsors, to our dedicated ARTrageous Affair Committee, to the many artists, vendors, businesses and individuals who gave their time, talent, goods and energy, we are honored to say thank you for helping us raise over $99,000 for the Breast Cancer Coalition. We wish to extend our gratitude to all who sponsored this event, including our Premier Sponsor, Excellus BlueCross BlueShield and our Gold Ribbon ARTrageous Affair 2012 sponsors.

Our Volunteers

SILVER RIBBON SPONSORS
- Senator James Alesi
- Elizabeth Wende Breast Care, LLC
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- Vega Aesthetic & Reconstructive Surgery; Stephen J. Vega, M.D.
- The Comprehensive Breast Care Center; Wilmot Cancer Center

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- Pluta Family Foundation
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- University of Rochester Medical Center, Health Services
- Washington, DC, Buffalo Bills Backers

Our Volunteers continued on page 29

Our Volunteers continued on page 29

White Ribbon Sponsors
- Party World Plus

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- John Betlem Heating & Cooling, Inc.
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- Pluta Family Foundation
- R.E. Ginna Nuclear Power Plant
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- Washington, DC, Buffalo Bills Backers

Holly Anderson (far left) and Pati Cataldi (far right) with award winners, Alex Solty, MD & Katrina Konrady, MD
The bidding in full swing!

Even more wear pink poundin' heart!

Pink balloons, a special surprise in each one Pampers, a special surprise in each one

OUR ARTISTS

Karen Diefendorf
Diane Dowling
Suzanne El Rayes
Carol Engle
Kathleen Farrell
Mark Farrell
Jan Fergy-Allen
Dick Fisherry
Lesley Jane Franco
Andrea Fuller
Barbara Gammonico
Juan Antonio Garcia & Lisa Pecchione
Kathryn Gaspar Going
Gary Getz
Andrea Getz
Eileen S. Goldman
Z. E. Zozic
John Greco
Marbie Hammell
Richard Harvey
Peggi Haussenberger
Judy Henry
Dorotha Hills
John G. Hoenig
Maggie Holland,
Adam & Sarah Specter
April Stein
Mrs. Nancy Stoker
Susan Sweet
Debbie Thomas
Patricia Thomas
Nancy Topoliski
Anne Townsend
Mary Ann Vokornak
Myung Uso
Ronald Weisman
Donnely deWise
Vi White
Randi L. Winterman
Sandy Wood
Diana Yolles

AE Spa
Senior James Alesi
Holly Anderson
Arche Murray Dance Studio
Ashley Madison Salon
Awakun Qiqong
& French Salon
Baked Reads
Bernard’s Grove
Bistro 113
Melisande Bianchi
Nancy Bianchi
Blackfriars Theatre
Lila Bluesome
Branch Acupuncture Center
Breast Cancer Coalition of Rochester
Breath Yoga
Bristol Mountain
Brown Dot
Buckingham Properties, LLC
Buffalo Bills
Buffalo Sabres
Mary Carolos
Café Cabon
Carpe Diem Restaurant Century Liquor
Charlotte Tavern
Charlottesville Hair Designers
Chez Eddy’s & Le Chat de Vigne, LLC
Ci Bon
Kathy Macbride Club
Clancy Cookie & Deli
Clean Your Carpets Cole’s Cafe
Clothing Museum Of Glass
CrossFit Rochester
Crosseye Rochester
Darren Lake
Deba Sonic
Donna Brante
Downstairs Cabaret
Downshore Leaque
Eagle Vale Golf Club
East Avenue Inn & Suites
Edward Harris House Inn
John Engel
Esperanza Mansion
Europa Custom
F. Olivers
Flour City Pasta
Fox Run Vineyards
Garth Fagan Dance
George Eastman House
Nancy Germond
John Gilbert
Glen Mousse Jewels
Gray Ghost Gourmet
Grinnell’s
Guatamadina Bakery
Hair We Love
Stacey Hardembled & Jennifer Townsend
Harris & Company
Hedgins Nine Mile Point Restaurant
Hogedalin
Hunt Hollow Ski Club
Indigo Toones
Jaqueinette Frestas
Jay Stereet, Storyteller
Joe Bean
Joy’s Pasta House
Joyo Rochester Bistro & Wine Bar
Kelly James Salon
Label 7
Leavenworth Salon
Lisa J. Roberts
Maggie’s Deli & Delicato
Marchese & Delicato
Marlina’s Deli & Delicato
Marga & Johnson’s Deli & Delicato
Margie Le Tourette
Morton’s Steakhouse
McKendry’s Restaurant
Mickey Fynn’s
Midtown Athletic Club
Midvale Country Club
Mr. Domenico’s at the Lake
National Baseball Hall

New York Knicks
Michael Nolan
NY Jets
NY Knicks
NYE Roberts
NYE Organic
Otto Tomatino’s Painting with a Twist
Palmer’s Food Services
Parkleigh
Passa Villa
Pelican’s Nest
Penfield Transportation
Perrillo’s Bakery
PF Chang’s (Lisa Petrangeli)
Pharaoh’s Haircut
Pink Taffeta & Floral
Possibilities
Powells
Fran Pullano
Q the Med Spa
Pullman Hotel
Red “Freddo’s Brook House Restaurant
Restaurant a Vine
Roberto Agnello
Rochester Athletic Club
Rochester City Ballers
Rochester Museum & Science Center
Rochester Rivertwighs
Rochester Philharmonic Orchestra
Rochester Plaza Hotel
Rochester Racer Shacks
Rochester Red Wings
Rochester Rhinos
Rochester Woman Magazine
Rockealize
Rock Paper Scissors
Salon
Rocky Geez Salon
Salon Bella Vita
Salon Divine
Salon Express
San Souci Jewellers
Paula Scalise
Scrub and Soaks
Scrubs & Smiles
SeaBurners
Senior Salucions
Senator James Alesi
Sensational Zoo
Serious Sin
Sew Creative
Simply Dresses
Simply Hair
St John’s Boutique
Stefan Ozen Fine Art
Jewelers
Stricklin’s
Stoke Fumas
Studio 14
Stretch of the Imagination
Success Q Courant/Jam and Jem Studio
Syracuse Opera
Tamale Photography
Tavern 18
The Caring Music Group
The Gate House Café
The Great Food Cuts
The Red Lip
The Rose
Thirry Turtle
Thomas Auzum Rollery-Trend Winery
TJ’s Bistro
Trilliant Jewellers
Vision K of Fairport
Vitti’s
Ade Wambach
Webster Golf Club
Western Regional
Xerox Rochester
Woodcliff Hotel
Woodcliff Lake
Xerox Rochester International Jazz Festival

OUR GENEROUS DONORS

Artrageous Affair 2012
Committee Members

Event Co-Chairs:
Pamela R. Anderson
Patricia Cataldi
Jessica Nightingale

Event Co-Chairs:
Holly Anderson
Donna Beane
Pam Bernstein
Melisande Bianchi
Pat Bradford
Kylie Candelaria
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Cindy Dykes
Meg Fuller
Nancy Germond
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Rosalia Pagliaro
Lisa Pietrangeli
Hillery Teremy
Nancy Weinmann
Judy Wood
Jackie Wright
Connie Zeller
Dennise Zobel

Pink balloons, a special surprise in each one
A Journey to Better Health continued

helped me to lose an additional twenty-four pounds for a total weight loss of fifty-eight pounds. This program helped me to work my way up from 4,700 steps on day one to twenty-eight straight days of 10,000 steps. The virtual badges were an incentive to do the best that I could for me, and I achieved a final total of 70 badges.

How do you feel now?
I never thought I would be able to walk 10,000 steps due to my lupus. I feel more energized and I no longer have food cravings. I eat everything in moderation and I now use portion control. I had an excellent support system both through the Eat Well Live Well team and my friends. When I was skeptical of reaching 10,000 steps, my friends told me to do my best and don’t think about the steps, just take one day at a time. I feel great and I can now wear clothes that I haven’t worn in over 10 years.

If you could offer a few words of encouragement to someone just starting out on a journey similar to yours, what would you say?
We all need some type of support system, whether it’s family, friends, or some type of health program. No matter what you choose to do, it all starts within yourself. No support system or program will work until you are willing to make a commitment to yourself and your health.

Congratulations, Debra, way to be proactive! You have every right to be proud of yourself. ♪

Program Coordinator’s Update continued

support group.
One cruel reality that has surprised me the most since I began as Program Coordinator is the number of young women in our community who are diagnosed with breast cancer. Contrary to popular belief, this is not a disease that only strikes older women. While relatively uncommon, young women are indeed at risk for developing breast cancer. Our Young Survivor Soiree, held four times a year, provide an opportunity for young women to network in a casual, social atmosphere. Topics associated with the impact of breast cancer on families, children and careers are often discussed while women enjoy a fun, relaxing evening. Our newest support group, RISE (Relationships, Intimacy, Sexuality, Empowerment), is geared toward fostering discussions related to companionship, sexual experience, body image and the task of explaining one’s breast cancer history. Our monthly evening seminars are a forum for providing community education by hosting speakers, many who are medical professionals in the Rochester area. Topics for 2013 will include Integrative Medicine and Long-term Effects of Chemotherapy after Breast Cancer, among others. The Saturday Healing Arts classes offer breast cancer survivors an introduction to complementary practices such as Qi Gong and Fluid Motion.

As we ring in the New Year, remember that you and your loved ones are not alone on this so-called breast cancer “journey”. Don’t let old man winter force you into seclusion. There is a community of support for you right here at the Coalition. May 2013 bring peace and happiness to you and those you love! ♪

Friends Remembered...

Jean Batz
Mary Ellen Harkness
Linda Malinch
Fran Mann
David McGregor

Tributes Welcomed
Would you like to write about someone you have lost to breast cancer? We welcome submissions from friends and family members and are particularly interested in hearing stories about how they have touched and changed your lives. Please send your submission (300-500 words) with a digital photograph to Susan Mervanda, BCCR Voices of the Ribbon Newsletter Editor, at susan@bccr.org.
We would be happy to honor your loved ones.
1. Thou shalt give thyself time to think. When you’re diagnosed, you may feel like you have to do something right now. You don’t. Take a deep breath. Give the spinning in your head time to slow down before you make any decisions.

2. Thou shalt not judge thy neighbor’s treatment or reconstruction choices or attitude toward their diagnosis. I know, I have been there. You don’t have to agree with people in the breast cancer community, judge each other’s treatment or reconstruction choices, or take online or offline. The real armchair quarterbacks are the people who have never been through it. They need to be mindful of who’s actually in the playing field. Attitude gets a little trickier. No one has the right to tell you how you should feel. Some people would have you think you should do to overcome your struggle with cancer by being all shiny and happy. I’ve had friends and family try to be great for some of them, but that’s not what you are supposed to do. You may not have a good experience. We can learn so much from each other’s honest recounting of our experiences, but that doesn’t make us medical experts. Celebrities and politicians have a special responsibility here.

3. Thou shalt honor thy own feelings, whether the shiny and happy or tired or angry or scared. And don’t be afraid to ask, “What is the risk if I do A or B?” or “What does that word mean?” or “Could you repeat that?” Good doctors welcome your questions and concerns. Not so good ones need to be reminded there is a person attached to the breast. Thou shalt seize the day. There’s no doubt cancer is about cells run amok in your body. It will do its best to claim your identity as well. You may be a woman with cancer. But you are also a wife, mom, sister, daughter, employee, person, and friend. Let the extent to which cancer becomes part of your identity be your choice, not its choice.

4. Thou shalt love thyself as thy neighbor. Women are so darn hard on ourselves. Give yourself the same break you would to a loved one, giving through a big diagnosis.

5. Thou shalt not bear false witness against science. You may or may not decide on a certain course of treatment. (See Commandment 2.) You may or may not have a good experience. We can learn so much from each other’s honest recounting of our experiences, but that doesn’t make us medical experts. Celebrities and politicians have a special responsibility here.

6. Thou shalt allow others to help you. This is a tough one for many of us. But your family and friends want to be able to do something for you, let them.

7. Thou shalt not beat yourself up. You don’t have breast cancer because you ate the wrong things or didn’t breast-feed your kids or exercise enough or the way you. You have breast cancer, because...
**Fight Like a Knight**

The Canandaigua Knights Girls Hockey Team played an exhibition game on November 16th at the Blue Cross Arena. A portion of the ticket sales were donated to the Coalition with a total of $1,016.

Thank you to the gallant Knights!

**Dog Gone It, Xerox Has Done It Again!**

Blades For Life

...during their September 8th homecoming High School raised $118 for the Coalition amounting to $100.

50% of sales from the month of October. 50% of sales from the designed merchandise were donated to the Coalition. A number of local businesses donated raffle items. A fun-filled day was had by all, raising $940. Gail McIntosh, mother-in-law of Heidi, the event organizer, donated $800. Left to right - Brittany Riggs, Heidi McIntosh, Tammy McIntosh, Kari Gonzalez, Andrea Bonacorsa,

Thank you to all who participated.

**Zumbathon at Studio 413**

Left to right - Elaine Lanni, Mike Holleran, Beth Noble & Steve DiNatale

53 people came out to groove to the beat at Studio 413 in Williamson. at a Zumbathon held on October 25th to benefit the Coalition. A number of local businesses donated raffle items. A fun-filled day was had by all, raising $940. Gail McIntosh, mother-in-law of Heidi, the event organizer, donated $800. Left to right - Brittany Riggs, Heidi McIntosh, Tammy McIntosh, Kari Gonzalez, Andrea Bonacorsa,

Thank you to all who participated.

**Blades For Life**

The Blades For Life store in Greece raised $429.09. The donations raised were then matched by the Bull Dogs Hockey Team of Notre Dame High School in Elmira wore pink socks and hockey skate shoelaces. This was part of a project for an entrepreneur class in which students used $10.00 as the starting capital. Tyler Spencer, a graduate student of the School of the Deaf, held a special yard sale in which they gave away items in return for a voluntary donation. Gift baskets, raffles and refreshments added to the rainy day festivities. Together, this great group of people raised $287.

**IDIBucks Coffee Cafe**

Cindy Dykes with Key Club members

During a week long series of fundraising events that included raffles, a silent auction, and putting contests, Blue Heron Hills Golf Club raised funds in the fight against breast and prostate cancers. The Coalition received $1,016 from their efforts.

A big thank you to all who participated!

**IDI Billing Solutions Halloween Coffee Hour**

Celebrating the spirit of Halloween, IDI Billing Solutions created IDIBUCKS Coffee Cafe, serving such gothic concoctions as Hog’s Breath Coffee. Their eerie efforts raised $200 in donations for the Coalition.

Thank you to all who participated for this unexpected treat!

**Livonia Junior Bull Dogs Football**

Livonia Junior Bull Dogs football teams and their cheerleaders held a special pink day of football games on October 14th. 90/50 raffles, donation buckets and helmet collections raised $429.09. The donations raised were then matched by the Bull Dogs Organization for a total of $858.18 for the Coalition. Thanks for all your support!

**Heartfelt Homecoming & Carnival**

The senior class of Greece Arcadia High School raised $118 for the Coalition during their September 8th homecoming & carnival game. Truly a class act!

**Windjammers “Strikes” Again**

The annual Big Oak Golf Tournament, held on September 23rd raised $3,400 for the Coalition. All participants enjoyed a cool but beautiful day of golfing and raffle prizes.

Thank you once again to Big Oak for your generosity!

**Ordinary Laces, Extraordinary Donation**

The staff at the Greece Public Library raised $1,40 during a dress down denim day on October 15th. They celebrated with pink themed treats throughout the day. What a comfortable and delicious way to begin the week and give back to the community. Thank you!

**School of the Deaf**

The School of the Deaf held their annual dress down denim day in October. Enjoying a day of comfort for a great cause, they raised $310. Thanks to all who participated.

**Notre Dame Boys Varsity Soccer Goes Pink**

Notre Dame Boys Varsity SoccerTeam of Notre Dame High School in Elmira wore pink soccer balls and played with pink soccer balls during the month of October. In addition, for all home games, the team collected donations at the gate. Team member Likongwa Mologzin’s parents rounded up the amount helping the team raise $200 for the Coalition. GOAL!

**SOTA Girls Volleyball Team “Sets” a Good Example**

The School of the Arts girls varsity and jv volleyball teams, sporting pink volleyball, raised $783 for the Coalition. Mary Gross accepted the donation on behalf of the Coalition and also “bumped” the amount to $800! The game winning pink volleyball went to Tianna Leggette for highest fundraising. Thanks to all of you for your spirit and generosity!

**Windjammers Bar & Grill**

Melissa Scheuer, Angelina Demyda and Doug Phelps

Windjammers Bar & Grill held their second annual bowling event at Pleasure Lanes in Hilton on October 13th. Thanks to the continued leadership of Doug Phelps, and the generosity of all the participants, the event raised $1,500 for the Coalition.

**Hillside Golf Tournament**

The annual Big Oak Golf Tournament, held on September 23rd raised $3,400 for the Coalition. All participants enjoyed a cool but beautiful day of golfing and raffle prizes.

Thank you once again to Big Oak for your generosity!

**Greece Public Library**

The staff at the Greece Public Library raised $1,40 during a dress down denim day on October 15th. They celebrated with pink themed treats throughout the day. What a comfortable and delicious way to begin the week and give back to the community. Thank you!

**School of the Deaf**

The School of the Deaf held their annual dress down denim day in October. Enjoying a day of comfort for a great cause, they raised $310. Thanks to all who participated.

**Notre Dame Boys Varsity Soccer Goes Pink**

In support of breast cancer awareness, the boys varsity soccer team of Notre Dame High School in Elmira went pink socks and played with pink soccer balls during the month of October. In addition, for all home games, the team collected donations at the gate. Team member Likongwa Mologzin’s parents rounded up the amount helping the team raise $200 for the Coalition. GOAL!

**Ordinary Laces, Extraordinary Donation**

Tyler Spencer, a graduate student at RIT, fashioned pink bracelets out of hockey skate shoelaces. This was part of a project for an entrepreneur class in which students used $10.00 to start a small business. Tyler sold the bracelets for a total of $540 in profits. Going above and beyond, Tyler then donated his profits to the Coalition in honor of a friend’s mother. Thank you for your creative generosity!

**This Little Pig Delivers BIG**

Christina Looi, a breast cancer survivor, hosted her first annual Pig Roast in support of the Coalition. The festivities took place at My Apartment Bar & Grill. A day filled with food, music and raffles raised $1,048 for the Coalition.
Donations ending September 30, 2012

The name of the individual honored or remembered is shown in bold type. The Breast Cancer Coalition thanks donors for these gifts made since our last listing. (Donations made after September 30th will be included in the spring newsletter.) We apologize for any errors and omissions on our donor pages.

**In Honor of:**
- Holly Anderson
- Dorothy Pecoraro
- Sylvia Cappellino
- Ann Mazzarella
- Diana Mazzarella
- Ann Mazzarella
- Judy Rohrer
- Ann Mazzarella
- St. John Fisher College Basketball School
- Kimberly Hinshaw
- Tracey Malloy
- Sharon Trobia

**In Memory of:**
- Mary Agnello
- Ann Mazzarella
- Nick Agnello
- Ann Mazzarella
- Thomas Crown
- Judith & James Ball
- Geraldine Doherty
- Mary & Dick Kraay
- Stanley Pogroszewski
- Jeney Doyle
- Valentine C. Ancalone
- Mary Reilly Franchina
- Kathy & Rip Reilly
- Rose Giambone
- Mary Lou & Jim Arrow
- Marie Kenyon Ensowth
- Nancy Farrell
- Beverly & Joseph Grippo
- Gloria Romano
- Ann Marie Spato
- John Hitter
- Judy & Harry Wood
- Atlehe Jones
- Board of Directors - Brockport FCU
- Maureen Lowry
- Dana Brooks & Family
- Mary Lowry French
- Jenny B. Kidambah & family
- Ruth Ann Lowry Brooks
- Mary Jane Szuga
- Jean & Bill Schlager
- Alfred Moorman
- Judy & Harry Wood
- Joseph Napoli
- Angela Canclini
- Cecilia Palleroni
- Rosetta & Roberto Damico
- Ann Fox
- Eileen Powderly
- Linda Ruggles
- John Santill
- Elaine & Frank Vergari
- Laura Racobatich
- Mendon Pediatrics, PLLC
- Karen Sanders
- Susan & Richard Chase
- Elizabeth Jeanette
- Julie Kabelas
- Bryan KimCannon
- Lucent & Mike Murphy
- Juliete & James Spina
- Ann Schaefer
- Jocelyn Helm
- Suzanne Spencer
- Duke Terry
- Stacey & James Holahan

**Founder’s Circle $50,000 +**
- Estate of Ruth Emma Wurster
- The Duke Company - 2012 Duke Tuck Memorial Golf Tournament
- University of Rochester Division of Plastic Surgery - ARTrageous Affair Gold Sponsorship
- University of Rochester Radiation Oncology - ARTrageous Affair Gold Sponsorship

**Visionary Circle $1,000,000+**
- Senator James Alesi - ARTrageous Affair Silver Sponsorship
- Blue Heron Hills Golf Club - Rally for the Cure
- Borg & Ide Imaging, P.C. - ARTrageous Affair Bronze Sponsorship
- Fight Like a Girl Pig Roast - Christiana Livi

**Genese Surgical Associates - ARTrageous Affair Bronze Sponsorship**
- David L. Gaudagnino & Steven Szauchikowski - ARTrageous Affair Bronze Sponsorship
- The William and Sheila Konan Foundation
- ARTrageous Affair Bronze Sponsorship
- Dr. Avice O’Connell
- The Overtime Grill - Pink Solo Cup
- Breast Cancer Awareness
- Dr. Alexander Solky
- Vega Aesthetic & Reconstructive Surgery - ARTrageous Affair Silver Sponsorship

**Advocate’s Circle**
- Arioso Development, Inc. - ARTrageous Affair Pink Sponsorship
- Melisande & Richard Bianchi - ARTrageous Affair Pink Sponsorship
- Sylvia & James Cappellino - ARTrageous Affair Pink Sponsorship
- Stefano La Sala Foundation

**Pink Ribbon Circle $100-$499**
- Molly Branch
- Roberta Bartino
- Mary Conley
- Colly, Marks, Tannenbaum, & Pezzullo, LLP
- Dufy Chiropractic
- Linda DiCesare
- DeJoy Chiropractic
- Culley, Marks, Tanenbaum, & Pezzulo, LLP
- Mary Conley
- Molly Branch
- Roberta Bartino
- Mary Conley
- Colly, Marks, Tannenbaum, & Pezzullo, LLP
- Dufy Chiropractic
- Linda DiCesare
- DeJoy Chiropractic
- Culley, Marks, Tanenbaum, & Pezzulo, LLP
- Mary Conley
- Molly Branch
- Roberta Bartino
- Mary Conley

**Our Fundraising Friends**

**Sparkling Donation**

**Thank you to Pam Kindig, a dear friend of the Coalition, for holding a jewelry show and donating part of the proceeds to such a great cause! Pam raised $210**

**Zumba Class fundraiser**

**Thank you to Megan Mendola for holding a Zumba class and raising $515 for the Coalition in October. Thank you to the Rochester Fitness Center for the use of the space.**

** Warriors In Pink**

**Webster Schroeder High School Warriors Varsity Football team dedicated one game to breast cancer awareness. Wearing socks and collecting donations, the boys raised $67 for the Coalition. Thank you for helping us tackle breast cancer!**

**The Latin American Deaf Club**

**A donation of $88.42 is the result of a community service project fundraiser held by the Latin American Deaf Club at the National Technical Institute for the Deaf at RIT.**

**Gifts in Kind**

- Patricia Catudali
- Montha Chang
- Dee Miller
- Jean Radai
- Marlene Casselli
- Mary Cunningham
- Alison Currie
- Tracey Dello-Stirrito
- Mallory Dixon
- Genese Office Interiors, Inc.
- Girl Scouts of Western NY - Alden
- Stafford Trum 6614-2-Cadette
- Girl Scouts of Western NY - Genesee Ruhlend Trum 661270-Ambassador
- Jess Graen
- Joe Graen
- Linda Hall
- Sandy Koch
- Tonja McNaiz
- Diane Nelson
- Pittsford Ward Relief Society
- Lori Kemp-Schneider
- Anne Schwartz
- Ria Tafani
- The Church of Jesus Christ of Latter Day Saints
- Lisa Tydings
- Genevieve Vasyer

**Gifts in Kind**

- Kristen Morse, a high school junior from Togo, Pennsylvania, got a head start on her senior project last summer. Kristen spent 40 hours making heartshaped pillows for those undergoing treatment for breast cancer to create greater awareness within school and community. Breast cancer is a cause close to Kristens’s heart, with several close family members who have been diagnosed. Happily, all are doing well. Thank you to Kristen and her mom for making the journey to Rochester and spreading generosity and good will!
Afterwards, she did some soul searching and came back to her original thought that the most crucial thing was to remove the cancer. Knowing reconstruction would always be an option for her further down the road, she called the plastic surgeon's office and cancelled the procedure. Her bilateral mastectomy, now simplified and easier to schedule because there would be no reconstruction at the same time, was scheduled for November 2nd. In the interval before surgery, Montha experienced some strange sensations in her left breast, “like electric sparking wires,” as she describes it. Reassured by the nurse at her surgeon’s office that it couldn’t be anything serious, she continued to wait despite the discomfort that occasionally caused her to stop what she was doing and hold the area until the pain subsided.

Surgery day came, and everything went smoothly. Montha was home and healing when some surprising results came back from the pathology on her tumor; it had grown from the approximately 3 centimeters it was estimated to be at the time of her diagnosis to 12.5 centimeters. Montha had listened to her body well. The odd feelings she had experienced were her indication of an unusually fast-growing tumor.

Given the tumor’s size and the fact that several lymph nodes were found to be cancerous, things began to move quickly. As soon as the last surgical drain was removed, chemotherapy was begun. Each person who undergoes chemotherapy reacts differently, and Montha began. Each person who undergoes chemotherapy has their own reaction, and Montha found herself feeling angry. Sharing the journey with others who understood what she was going through was a powerful experience for her. “I feel like I can talk about it and everybody understands,” she says of her time at the Brown Bag table. “You feel safe to come over here . . . (the women) give me some advice. And then you kind of filter it and adjust it to yourself. That is really, really helpful for me.”

Feeling a deep desire to pay forward the level of support she has received, Montha has become a mentor in our PALS Program. “Being that for others who are new to this journey is important to her.” “That’s what I really want to do,” she says. “I feel that if one thing comes out good about this, I can be a mentor or be a voice for somebody. I can be helpful for people.”

When a newly diagnosed woman who was the only Mandarin Chinese turned to the Coalition recently, we called Montha. We learned that she speaks three Asian languages, including Mandarin Chinese, and she was glad to extend a helping hand to this woman, offering not only strength and support, but a friendly, familiar voice in a strange land.

Our Lives Touched, Lives Celebrated event last October was a time of unexpected healing for Montha. The words of one of the speakers that evening resonated deeply with her: words about forgiveness. While Montha is at peace with her diagnosis and the multiple turns of events that followed, she came to realize how important forgiveness is to her. It can be forgiveness of self, or forgiveness of a universe where something like cancer can exist; whatever form it takes, it has been a significant step for Montha in healing and moving forward. “Forgive yourself, forgive whatever, and count your blessings,” is her advice.

“So it’s one day at a time,” she continues. “Through this experience you see who your true friend is. Your friend is really there beside you. It doesn’t matter if you fall, or you’re happy, or you’re having a good day or not - they are there.”

Montha is there. As she looks forward to mentoring others and helping us at the Coalition in any way she can, her compassionate, thoughtful presence and smiling face have brightened the day for many. It is good to know that Montha is one of the true friends that we at the Coalition can count on, no matter what. ▶

“*For more information on PALS and our other programs, please see pages 10-11.*

Valued Volunteers continued

support us: Thank you to Kathy Cook and Diane Almire for going to this year’s Child ’n Dog fundraiser at Xerox, and to Patti Cataldi for her help at the “Bookwallet.” Thanks to Rebecca Solomon for once again attending “Songs for a Cure,” to Mary Gross for attending a fundraiser for us at a girls volleyball game at the School of the Arts, and to Lori Mjukry for her help at “Shop for Hope.” We also wish to thank Kathy Cook and Nancy Weinmann who helped Angie Demyda oversee our table at the Ultimate Rochester Women’s Expo, and Nancy for attending “Kick for the Cure” at K105.

We deeply appreciate the support we receive from our volunteers during the busy month of October and throughout the year. ▶

AWARDS

Sponsors – Marino Flynn PLLC; Parkleigh; Schiano Law Office, PC; University of Rochester Medical Center, Division of Plastic Surgery; and University of Rochester Medical Center, Radiation Oncology.

Mistress of Ceremonies, Ginny Ryan, and Auctioneer Carol Ritter-Wright, encouraged the crowd to bid high as they enjoyed pink champagne, compliments of Markaview Liquor and Elimta Distributing Company. Later in the evening, guests heard stories from those touched in some way by a breast cancer diagnosis, including honorary co-chairs Sylvia Cappellino and Katherine Macbeth Clark, who each shared their reflections from the beginnings of the Breast Cancer Coalition, now its fifteenth year. This year’s award recipients - Katrina Smith Korfmacthe, Ph.D, who was presented with the Advocate’s Spirit Award, and Alexander J. Solody, MD, recipient of the Laurie Pink Heart & Hands Award – also addressed the group in turn. Our signature prize-filled pink balloons were a hot item that evening, with sales that set an ARTrageous new record. Thank you once again to Glen Moscoe Jewelers for providing the Pink Balloon Grand Prize, and congratulations to the winner of the exquisite 18k gold pink quartz and diamond necklace. We also wish to thank the winner of last year’s Pink Balloon Grand Prize for generously donating the pink sapphire and diamond ring back to us to be raffled off to another lucky winner at this year’s gala.

Carol Ritter-Wright whipped the crowd into a bidding frenzy for pieces of original art by Virginia Braun, Cordell Cordero, John Gricco, Chris Manos, Kathleen Rovinua-Oullette, Ramon Santiago, and April Stein. Other live auction items included exciting travel and entertainment packages at Greek Peak Mountain Resort’s Hope Lake Lodge and Indoor Waterpark, the Narnacket Inn, New York City, a Xerox Rochester International Jazz Festival Package and a Buffalo Bills package with suite tickets plus jerseys and footballs signed by Jim Kelly and Thurman Thomas, valued at more than $4,000.

Lives Touched, Lives Celebrated continued

1. With words of hope, healing, and celebration, Marty Casper of WFKL (Fickle radio) and Jody Dietz read reflective poems to the group. Cards that had been written by attendees in honor, gratitude, or remembrance of those who face breast cancer and those who care for them were read by Donna Metelisky, Betty Miller, and Linda Gaylord.

Letters were written throughout the evening were strains of inspiring music performed by Jim Drew, who ended on a high note with a rousing, hand-clapping number called “This Road Don’t Run in Circles” that left participants in good spirits as they gradually departed and made their separate ways home.

Until we are free from the destructive swath breast cancer has cut through our world, it is our hope that those whose lives have been forever changed by the illness will find a renewed sense of wholeness and meaning. We are honored that so many have chosen to share the journey with us at the Coalition. This annual evening of hope, healing, and remembrance is offered to celebrate the inner strength and warrior spirit present in each and every one of us, and to remind us that there are places breast cancer can never touch. ▶
Upcoming Events & Programs at the Coalition

Wednesday, February 27, 2013
Dawn Riedy, M.D.
The Pathologist’s Role in Caring for Patients with Breast Cancer
7:00 - 9:00pm

Friday, March 8, 2013
Young Survivor Soiree
6:00 - 8:00pm

Friday, March 22, 2013
Advanced Breast Cancer Seminar: Tools for the Journey
at the Memorial Art Gallery
1:00pm

Wednesday, March 27, 2013
Ruth Hetland, M.D.
Updates & Trends in the Surgical Management of Breast Cancer
7:00 - 9:00pm

Wednesday, April 24, 2013
Kate Mendenhall
Executive Director, Northeast Organic Farming Association of New York
&
Chris Hartman
Director, Good Food Collective
7:00 - 9:00pm

Wednesday, May 29, 2013
Marcia Krebs, M.D.
Longterm Effects of Chemotherapy
After Breast Cancer
7:00 - 9:00pm

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

Volunteer Information form

Name ____________________________
Address ____________________________
Phone ____________________________
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)
☐ Annual Advanced Breast Cancer Seminar

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

Other:
☐ I am bilingual in
☐ I am a deaf interpreter
☐ I am able to deliver newsletters (Quarterly)
☐ I am available: ☐ Days ☐ 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

☐ $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 ____________________________
In Memory of ____________________________

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

Payment Choice
☐ Check, Money Order ☐ Visa/MasterCard/AmEx
Amount Enclosed $$

Credit Card No. ____________________________
Expiration ____________________________
Signature ____________________________
Name on Card ____________________________

Breast Cancer Coalition of Rochester
840 University Avenue Rochester, New York 14607
585-473-8177 • 585-473-7689 fax
info@bccr.org • www.bccr.org

RISE I is for survivors under age 50. This group meets the first Friday of each month at 6pm
RISE II is designed for survivors 50 years of age or older. This group meets the first Friday of each month at 2pm

BOTH groups are open to ALL women regardless of marital/partner status or sexual orientation.

RISE I & II
Relationship: Intimacy
Sexuality
Empowerment

Gifts of $100 + receive a complimentary Comfort Heart.

New Groups

RISE I & II
Relationship: Intimacy
Sexuality
Empowerment

RISE I is for survivors under age 50. This group meets the first Friday of each month at 6 pm.
RISE II is designed for survivors 50 years of age or older. This group meets the first Friday of each month at 2 pm.

Both groups are open to all women regardless of marital/partner status or sexual orientation.
Save the Dates for 2013...

Mother’s Day Sunday, May 12, 2013
Pink Ribbon Run & Family Fitness Walk

Monday, July 29, 2013 BrookLea Country Club
Tee’d Off at Breast Cancer Golf Tournament

Saturday, September 28, 2013
Artrageous Affair