



Creating Hope Through Science

# Celebrate Survival

Spring 2010



## Notes from the Executive Director

Spring is  
definitely  
in the air at

AMC, with lots of activity and promise. Our Board of Directors has been expanded, there will be a new Director of the Cancer Center in July and excitement is growing over our new events coming up over the next few months. We are on target to meet or exceed our revenue goals for the year while keeping a tight rein on expenses.

The AMC Board of Trustees is blossoming. The University is represented by the Chancellor, Dean of the Medical School, Director of the Cancer Center and Vice President of Development of the CU Foundation. Invaluable members of our Board, Dick Robinson and Jim Basey have agreed to become Emeritus Trustees, for which we are extremely grateful. New members were elected at our January and April board meetings. These include our new Chairman, Gary Kortz, who has already provided tremendous energy, guidance and wisdom and whose father and uncle were very involved with AMC. Ellen Robinson, daughter

of Dick Robinson, and Angela DellaSalle, daughter of Jim Basey, bring familial loyalty and support as well as their own skills and capacities to the Board. Becky Roser, a prominent Boulder leader, will serve as liaison to the UCCC Advisory Board, while Denver businessman and philanthropist Steven Toltz returns as a board member.

AMC met with the new Director of the Cancer Center, Dr. Daniel Theodorescu, during his visit in March. He has an exciting vision for the Cancer Center which includes making it one of the top in the nation and ensuring excellence in cancer care delivery. He acknowledged to us the vital importance of the dollars raised by AMC in achieving the center's strategic objectives.

As with past events, the upcoming events promise to raise awareness of, as well as funds for, the Cancer Center. The Gift of Life and Breath, highlighted the need for early detection of lung cancer attracting over 800 participants and raising more than \$80,000. Our Women's Event – Women, Wine and Wisdom, in June will feature Dr. Virginia Borges' groundbreaking work on breast cancer. The Dinner in White this August will attract young professionals in the area with a fun and very unusual event.

We send all of you our best regards and wishes for a great spring and summer.

*Alice Norton*

Executive Director, AMC Cancer Fund

### 2010 Campaigns and Events

to benefit the University of Colorado Cancer Center

Wednesday, June 9 - 1st Annual Women's Event, "Jonna's Body, Please Hold," DU Newman Center  
Thurs. - Sun., June 10-13 - Jamba Juice year-long campaign continues! Mention AMC this weekend and a portion is donated to AMC from 17 Colorado area Jamba Juice locations.

July 1 - October 31 - Answer to Cancer Golf Campaign...One shot at a time!

Saturday, July 10 - SLP Wine Tasting 4 pm to 7 pm, at 1920 Market St. in Denver

Saturday, August 7 - The Dinner In White, only those "in the know" can attend!

Thursday, October 14 - Eat! Drink! Cure! Restaurant Night

Monday, November 15 - 37th Annual Men's Event

For more information on these events visit our website at:

[www.amc.org](http://www.amc.org) or call Frieda Sands 303-239-3317

## AMC Cancer Fund

3401 Quebec St., Suite 3200  
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## AMC Board of Trustees

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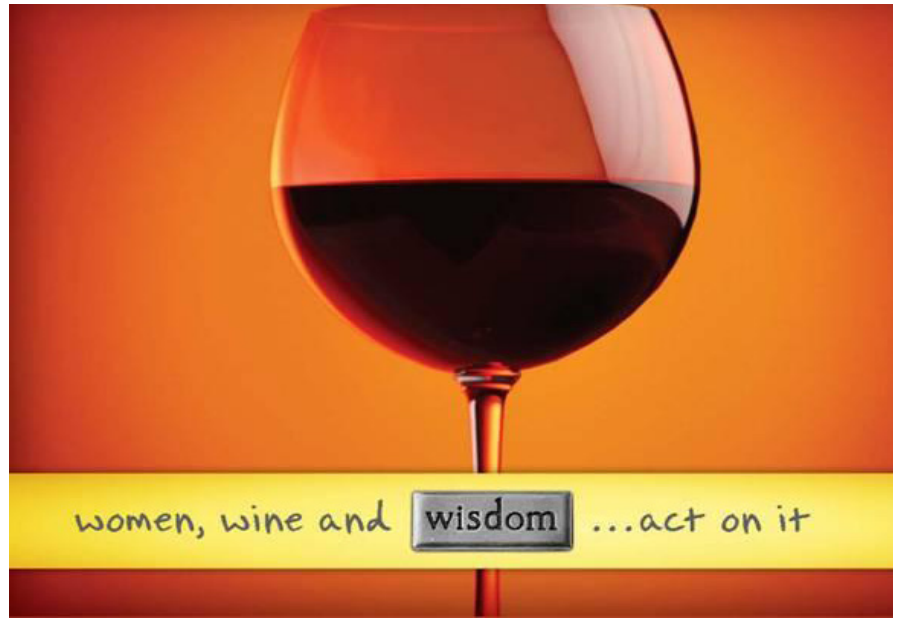
Dr. Richard Krugman

Becky Roser

Ellen Robinson Schwartz

Dr. Andrew Thorburn

Steven Toltz



## Jonna's Body, Please Hold!

A riotously entertaining, profoundly moving show that has audiences on their feet! An award winning one-woman-show starring actress

Jonna Tamases.

**When:** Wednesday, June 9, 2010

5:00 "Girl Talk" w/Dr. Virginia F. Borges, MD, MSc

5:30 p.m. - Cocktails, Hors d'oeuvres and Shopping

7:30 p.m. - Curtain

8:30 p.m. - Dessert Reception † More girl talk to follow

**Where:** Newman Center for the Performing Arts, U. of Denver

2344 E. Zliff Ave., Denver, CO

Purchase online at [www.amc.org](http://www.amc.org) or call 303-239-3317, \$100 per person.

Contact Frieda Sands for sponsorship information

303-239-3317 or [sandsf@amc.org](mailto:sandsf@amc.org)



SATURDAY, AUGUST 7, 2010

7:00 P.M. - 11:00 P.M.

Visit us on Facebook at "Dinner in White"  
or contact [stewartn@amc.org](mailto:stewartn@amc.org)

# UCCC Updates

## The Importance of Philanthropy

by Andrew Thorburn, Ph.D.  
Interim Director

The vast majority of the University of Colorado Cancer Center's (UCCC) current research funding (our members' NIH grants and the like) is devoted to particular projects that already exist. There really isn't much money available from existing grants for trying out new ideas. Therefore, pilot project funding is key—it's money that allows people to start to develop the initial tests of their ideas or put together the

reagents, resources and technical expertise that they need to move forward.

To really pursue a new idea, UCCC needs to obtain significant funding to carry out the longer scale work and hire people to actually do it. Usually this money comes from NIH or similar agencies, and, ideally for the UCCC bottom line, from the National Cancer Institute.

However, it's rare for a grant application to be funded the first time it goes in. Oftentimes a grant will need to be significantly revised, with considerably more work done in order to get a fundable score. That's why UCCC's whole host of community supporters play such an important role in its success. These are the people who provide the bulk of the funds used to make the various steps described above happen.

In FY 2008-2009, UCCC received \$7.8 million from the philanthropic efforts of the community. Of

this, AMC Cancer Fund raises nearly \$2 million a year through donations from workplace giving, strategic corporate and foundation partners, individual donors and events, supporting everything from research in Dr. Pepper Schedin's lab to the Cancer Information and Counseling Line. In addition, special fundraising events like the May 15 Gift of Life and Breath 5K run, benefit Dr. Mike Weyant's early lung cancer detection research.

Because philanthropy is so important to our success, we thank our donors for their continued support and look to the community for others that share our vision of a world without cancer.



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# NVO Updates

## Our NVO family has lost two longtime leaders,

**Bess Kaplan** from the Bess and Harry Kaplan AMC Chapter in Dallas and **Dorothy Schechter** of the AMC Hi-Liters Chapter, in Los Angeles. Their contributions and dedication made a lasting impact on the NVO and AMC. They will be missed. Al Marcus, AMC's Program Director, who worked with Dorothy for 25 years

wrote these beautiful words about her...

I was very saddened to hear the news of Dorothy Schechter. I knew for some time that she was not in good health, but I was still stunned by the news, believing that she would still be with us for many more years. I am heartbroken. I never had a chance to say goodbye. I have so many fond memories of Dorothy. She engaged life like few others that I have known. Her energy was boundless... Her smile would light up a room. She was always honest and candid, with an unlimited capacity to give of herself and extend her love to others. She was a tireless crusader on behalf of AMC. She was a true inspiration. She enriched my life beyond measure. I

wish I could have told her this one more time during the living years. We have lost a warrior and a true friend and colleague. May her memory and her incredible life and journey be with us always.

**We're making our way into the internet!** The AMC Harford County Chapter has set up it's own website! When you get a minute please visit the site at [www.amchcc.weebly.com](http://www.amchcc.weebly.com) or you can check it out through the AMC website. The site was easy to set up and free! For more information about how your chapter might set up its own site you can contact Mozelle Brown or Debra Leadore.

**Fundraising Ideas** - Do you drink wine or know someone who does? Matt Lebarre from the New

England chapter has partnered with Benefit Wines "Americas Benefit Wine Shop" in developing the AMC Cancer Fund wines. Easy to purchase on-line and proceeds benefiting AMC Cancer Fund. Visit this charming wine shop at [www.benefitwines.com](http://www.benefitwines.com), then click on the Charity Partners and you'll find AMC close to the top! Fondly,

*Gail Glaser*  
NVO National President





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*Creating Hope Through Science*



AMC Cancer Fund was the proud host of the 4th Annual Gift of Life and Breath 5k Run/Walk at Anschutz Medical Campus on Saturday, May 15, 2010. Over 900 people registered and joined in on a beautiful

spring morning to raise over \$83,000 to support research into the early detection of lung cancer taking place at the University of Colorado Cancer Center. This amount is enough to fund a full year's research. We also thank the Steering Committee, led by the event founder Thelissa Zollinger, for all their work in ensuring the event was a success. Thanks to our corporate sponsors:

AndersonMasonDale Architects, Cator, Ruma & Associates, Co., Kundinger, Corder & Engle, P.C

Collegiate Peaks Banks, HOK Architects, RMH Group, Inc.



## Living Well by Faith

by Gaye Woods

The 'Living Well By Faith' program, implemented in 2009 as a pilot program, had impressive results. Working in collaboration with a faith-based, community organization that serves the African American community, a two group randomized trial was developed and delivered at five participating churches. During the eight-week intervention program, participants met two times per week for group sessions involving diet, nutrition and cancer screening education, as well as low impact physical activity.

The program launched with 106 participants represented across five church sites. The program involved a comparison of a minimal, single-session control group intervention against a 2-month, 2 times per week program that was delivered by a nutritionist and exercise trainers. At two months follow-up, significant effects were found for weight loss, percent body fat, blood pressure and physical fitness (via Step Test), indicating that the intervention group showed significantly greater health improvement than the control group. Given that these outcomes are relevant to both cancer prevention (especially weight loss and obesity control) as well as other chronic diseases, the long range goal is to implement an expanded version of this program in both the African American and Latino communities.