

OUTREACH

VOL X ISSUE I FEBRUARY 2010



Betsy Hilfiger (left) and Dana Delany honored along with the Stand Up To Cancer Executive Leadership Council at the 2009 Evening With the Stars gala (See page 12.)

CHAIR'S MESSAGE

LOOKING AHEAD WITH OPTIMISM



Dear Pancreatic Cancer Action Network Friends:

For me, a new year always brings a renewed sense of hope and opportunity. Currently, the momentum in the pancreatic cancer scientific community is growing and researchers we speak to believe that we are at a tipping point. This optimism always motivates us to work harder and smarter to help accelerate breakthroughs.

Since 1999, the research landscape for pancreatic cancer has transformed and continues to evolve. The Pancreatic Cancer Action Network has played a significant role in helping to bring about this evolution. The number of investigators studying the disease continues to grow, and the field of pancreatic cancer research is attracting more brilliant minds than ever before.

Ten years ago, the story was much different. Public and private funding for such research was severely lacking and little collaboration took place in the field. Since that time, our efforts have led to significant increases in both federal and private research funding. Additional patient resources, more patient advocates and increased access to new treatment options also have brightened the outlook for the pancreatic cancer community.

Contributions from many individuals, corporations and foundations have made this advancement possible. Our Community Outreach events continue to grow exponentially in communities from coast to coast. And our first national cause-marketing campaign with bedding industry leader Tempur-Pedic®, which began late last year, was a tremendous success, generating \$500,000. I am happy to report that the company will embark on a second fundraising campaign with us this fall.

Despite this progress, much remains to be done, so I hope you will encourage your friends and family members to become involved with us. Opportunities are available throughout the year nationwide. Register to join us at the 2010 Pancreatic Cancer Advocacy Day in Washington, D.C., on June 21st and 22nd. Attend one of our 2010 spring symposia: in Dallas on March 26th, Seattle on April 30th, or Pittsburgh on May 22nd. Or participate in one of our many Community Outreach events around the country. (To learn more, go to www.pancan.org.)

By bolstering our ranks even more, I know we can continue to advance progress and bring hope to all of those touched by this leading cancer killer.

With wishes for a joyous 2010,

Jason Kuhn
Board Chair

OUR MISSION

The Pancreatic Cancer Action Network is a nationwide network of people dedicated to working together to advance research, support patients and create hope for those affected by pancreatic cancer.

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Cover image: Angela Johnson

CONSENSUS REPORT OFFERS RECOMMENDATIONS



In 2007, the National Cancer Institute convened the Clinical Trials Planning Meeting on Pancreas Cancer Treatment. At the gathering, clinical, translational, and basic science investigators studying pancreas cancer met with representatives from the patient advocacy community, the pharmaceutical industry and various government agencies to

discuss ways to integrate current scientific knowledge into better clinical trial designs.

In October 2009, lead author Philip Philip, MD, PhD, of Detroit's Barbara Ann Karmanos Cancer Institute and his colleagues published a follow-up consensus report online in the Journal of Clinical Oncology outlining specific recommendations regarding the disease in the areas of drug targets, preclinical (laboratory) models to study pancreatic cancer, future clinical trials, biorepositories (tumor banks), and biomarkers. Following is a summary of this report.*

TARGETS: Mutations in the K-ras gene occur in more than 90 percent of pancreatic cancers, making it a popular target for potential therapies. However, the K-ras gene controls a complex series of cell signals and is difficult to effectively block. Despite these complexities, targeting K-ras remains a high priority. Furthermore, numerous other tumor cell signaling targets were identified and suggested as priorities for further research, including: Raf, MEK, PI3-K, EGFR, IGF-1R, VEGF/VEGFR, HIF-1alpha, TGF-beta, and c-Met. Hedgehog, CXCR4, BMi-1, and Notch were also identified as targets for signaling-related cancer stem cells, which are thought to be responsible for the initiation and progression of tumors.

The final category of targets cited relates to the tumor microenvironment: the cells, molecules and blood vessels that surround and feed a tumor cell. Though important, interactions between tumors and surrounding cells are not well understood, so more research is needed.

PRE-CLINICAL (LABORATORY) MODELS: The development and standardization of preclinical models, including genetically engineered mouse models, primary tumor xenografts (implanting human tumors in mice), and cell-based studies are also needed. These steps are required to create reliable pre-clinical models that closely imitate human pancreatic cancer. The more strictly the pre-clinical models replicate human pancreatic cancer, the more likely studies using these models will accurately predict how effective treatments, imaging techniques, or early detection methods will be in humans.

FUTURE CLINICAL TRIALS: Patients with locally advanced unresectable (inoperable) disease should be studied separately from those with metastatic disease, and patients with unfavorable performance status should be studied separately from those with good performance status (a measure of the patient's ability to perform daily activities). Furthermore, uniform eligibility criteria across phase II trials will aid in future comparisons of studies. By closely studying these groups of patients separately, true differences in response to treatment can be observed.

For phase II and phase III clinical trials, overall survival should remain the primary measurement used to assess treatments. Additionally, researchers should consider clinical trials designed with multitargeted approaches based on scientific rationale, as well as trials with non-gemcitabine-based treatment combinations.

TUMOR BANKS (BIOREPOSITORIES): One of the biggest barriers to conducting translational research in pancreatic ductal adenocarcinoma is a lack of appropriately collected, clinically and molecularly annotated, and properly stored biological material. Therefore, all randomized and selected single-arm clinical trials should consider the inclusion of a biorepository, and infrastructure should be established to allow easy and shared use of this material.

BIOMARKERS: Currently, no biomarkers for early detection or drug efficacy exist for pancreatic cancer. Biomarkers should be tested in preclinical animal models and further evaluation should be part of future clinical trials.

CONCLUSION: Research progress has been made in understanding the molecular and genetic basis of pancreatic cancer, identifying potential therapeutic targets, and developing laboratory models of pancreatic cancer. Thorough investigation of the identified targets and molecular pathways, as well as standardization of pre-clinical models, are needed. As these steps are successfully undertaken, researchers will gain greater understanding of the disease and the ability to design and test therapies with higher chances of benefitting patients. Future clinical trials should be based on this knowledge.

The Pancreatic Cancer Action Network will utilize the recommendations of this consensus report to guide new initiatives within the scientific and medical communities.

*Philip PA, Mooney M, Jaffe D, et al. Consensus Report of the National Cancer Institute Clinical Trials Planning Meeting on Pancreas Cancer Treatment. *J Clin Oncol.* 2009; 27: 5660-5669. ✨

MEET A GRANTEE

Kimberly A. Kelly, PhD: Working to Advance Early Detection and Diagnosis

Kelly received the 2007 Laurie and Paul MacCaskill – Pancreatic Cancer Action Network – AACR Career Development Award. She earned her doctorate in Oncological Sciences from the University of Utah and completed her postdoctoral training at the Center for Molecular Imaging Research at Massachusetts General Hospital, where she rose to the rank of assistant professor. In 2008, Kelly joined the Department of Biomedical Engineering at University of Virginia, Charlottesville, as an assistant professor.



With her award, Kelly is developing novel imaging agents for the early detection of pancreatic cancer. Imaging agents are chemicals that are designed to help clinicians determine whether a tumor is benign (not cancerous) or malignant (cancerous), and to locate where the disease may have spread in the body. The agents are first examined in animal models. If they are successful in aiding detection, they can then qualify for use in early-phase human clinical studies.

In the funded project, Kelly applied a technique called phage display (visit www.pancan.org/phage) to animal cell models to identify several early biomarkers of pancreatic cancer, which could become the targets of an imaging agent. One particular biomarker, plectin-1, was found to exist on 100 percent of the pancreatic cancer specimens examined and also on precancerous lesions in the pancreas. Plectin-1 is found on the cell surface of pancreatic cancer cells, whereas in normal cells, it is typically found in the inside of the cell.

A nanoparticle or peptide (small protein)-based agent can be created to deliver the imaging agent to the original

location of the cancer within the body. The imaging agent can then bond on the surface of the cancerous cells and may be viewed using imaging techniques such as magnetic resonance imaging (MRI) or positron emission tomography (PET).

“Unfortunately, the majority of cases of pancreatic cancer are diagnosed at the advanced stages and are unresectable by that time,” Kelly said. “If we could develop an imaging agent that can be used to identify early stage and even pre-cancerous lesions, the lesion could be removed or treated before it develops into a cancer. Early detection and treatment of pancreatic cancer would improve patient survival.”

Launched in 2003, the research grants program is designed to speed scientific and medical breakthroughs in pancreatic cancer, stimulate research collaborations, and facilitate follow-up funding from the federal government.

Through her work, Dr. Kelly has successfully embodied the intent of the program. Her research benefited from collaborations she established with other researchers, including Nabeel Bardeesy, PhD, an assistant professor and principal investigator at Massachusetts General Hospital, who received a Pilot Grant from the Pancreatic Cancer Action Network in 2008. Moreover, Kelly has been successful in leveraging her Career Development Award. In 2009, she received a \$1.2 million grant from the National Cancer Institute to pursue next steps in her research. ✨



“As a four-year survivor of pancreatic cancer and a member of the Board of Directors of the Pancreatic Cancer Action Network, I fully understand the urgency of funding research on the disease. My husband, Paul, and I are proud to have funded Dr. Kelly’s research and applaud her for her innovative investigations to help develop an early detection strategy.”

– Laurie MacCaskill

ADVOCACY DAY 2010: A CRITICAL YEAR FOR VOLUNTEER ATTENDANCE



Supporters gather on Capitol Hill for Advocacy Day 2009.

Maybe you have heard that Pancreatic Cancer Advocacy Day in Washington, D.C., is an empowering two-day experience where hundreds of volunteers converge on Capitol Hill to share their stories with Congress and advocate for the passage of important pancreatic cancer legislation. Perhaps you are thinking, “I wonder if that’s something I should attend?”

The answer is a resounding YES! Our goal is to ensure that at least one pancreatic cancer advocate attends Advocacy Day from every congressional district. Even if you do plan to attend, please reach out to your family and friends in other cities and states and ask them to participate.

WHY IS THIS YEAR SO IMPORTANT?

Passing federal legislation requires persistence and hard work. We have spent the last year and a half building support for the *Pancreatic Cancer Research & Education Act*. By June, we will reach a critical juncture in the process and will need your help to bring the bill to the forefront of the minds of our nation’s policymakers.

HOW DO I NEED TO PARTICIPATE FOR THIS TO HAPPEN?


The most effective way that we can build support for this legislation is for U.S. Senators and Representatives to hear how this disease impacts those in their districts – face to face from their own constituents. It’s also important that they see pancreatic cancer advocates from their districts or states year after year. Familiar faces are even better: If you’ve come to Advocacy Day before, we hope you will join us again this year!

“Thanks to the Advocacy Day training, we were well-prepared and quite successful,” said Kandi Wood of Detroit, about her own experience at the third annual event on March 31st, 2009. “By the end of last year’s Advocacy Day, 78 U.S. Representatives had agreed to co-sponsor the bill. By the end of 2009, thanks to volunteers like me from across the country, we had convinced a total of 173 members of Congress to co-sponsor it.

“Every communication we had – starting with Advocacy Day – helped build our relationships with our elected officials and brought us closer to our goal,” she added.

WHERE DO I REGISTER OR GET MORE INFORMATION?

Register online and learn more at www.pancan.org/AdvocacyDay. You can also call the Government Affairs Office at 202-742-6699 or e-mail us at advocacy@pancan.org.

Early registration is strongly encouraged, since space for the event is limited. Please note that registration will close on **May 21st, 2010**, or when the space fills up, whichever happens first. 



REGISTER TODAY FOR THE FOURTH ANNUAL PANCREATIC CANCER ADVOCACY DAY
JUNE 21ST AND 22ND, 2010, IN WASHINGTON, D.C.

GO TO WWW.PANCAN.ORG/ADVOCACYDAY

Join us for an empowering two-day advocacy experience with supporters from across the country. Together, we can help ensure pancreatic cancer legislation passes!

PAIN AND SIDE EFFECT MANAGEMENT



Pancreatic cancer and the treatments for it can produce unpleasant side effects. The doctor and patient must work together to strike a balance between possible side effects and potential benefits of treatment. Many side effects of treatment can be managed in a variety of ways.

Following is a list of common side effects pancreatic cancer patients may experience and options for managing them. Please consult with your doctor before utilizing any of these suggestions.

PAIN

If the tumor blocks the digestive tract or if it involves or invades nerves or organs that lie near the pancreas, a patient may feel pain in the upper abdomen or the middle of his or her back. To manage pancreatic cancer pain, a doctor may prescribe pain medications. However, many pain medications lead to constipation that can make the pain worse. Depending on the location of the tumor, procedures such as a nerve block may help to relieve pain caused by the tumor pressing on nerves in the back of the abdomen or against the spine.

BOWEL CHANGES

A doctor can prescribe medications to avoid constipation caused by pain medications. In addition, the patient can eat

foods that are high in fiber, avoid fatty and fried foods and drink plenty of non-caffeinated fluids every day. Moderate exercise can also improve bowel functioning.

Increased intestinal secretions, decreased fluid absorption, excessive intestinal motility or a combination of these conditions may cause diarrhea and abdominal cramps. Lactose intolerance can also cause diarrhea. If this is the case, use dairy products that contain the enzyme lactase. Additionally, diarrhea may result if the pancreas produces insufficient amounts of digestive enzymes. In this circumstance, ask the doctor or dietitian about possibly taking pancreatic enzyme replacement medications with meals.

If a patient experiences diarrhea from any cause, he or she should avoid foods that are high in fat, grease, sugar or insoluble fiber and avoid gas-forming foods such as cabbage, onion, dried beans, corn and popcorn. Over-the-counter or prescription medications can both help control diarrhea and abdominal cramping. Talk to the doctor before starting on any new medications.

LOSS OF APPETITE AND TASTE CHANGES

Sometimes surgery, prescription drugs or the cancer itself can cause a decrease in the patient's appetite or change the way food tastes. Prescription medications can help stimulate the appetite and reduce nausea.

To reduce nausea and vomiting, eat small, frequent meals of easily digestible food such as crackers or toast and drink peppermint or ginger tea. Restrict fluids with meals and slowly sip cold, clear, carbonated beverages or ginger ale. Many people find that wearing loose clothing also helps. Stimulate the appetite by getting plenty of rest, engaging in light exercise before meals, staying well-hydrated and selecting appealing foods at meals and snacks.

ABOUT PATIENT AND LIAISON SERVICES (PALS)



PALS offers comprehensive, high-quality information and resources to patients and families facing pancreatic cancer, including information about the disease, treatments, clinical trials, side effect and symptom management, diet and nutrition, and support resources. To learn more or to order a complimentary education packet, contact a PALS Associate.

El programa de PALS esta disponible en español.

Patient and Liaison Services (PALS)

Monday - Friday, 7am - 5pm Pacific Time | Toll-free: 877-272-6226 | E-mail: pals@pancan.org



Changes to an individual's sense of taste and smell can also present an issue. The patient, caregiver and dietitian should work together to find foods that taste pleasant and are also rich in nutrients. Contact a PALS Associate for dietary tips to reduce the effects of taste changes.

LOWERED BLOOD CELL COUNTS

Lowered blood cell counts are a common side effect of some chemotherapy treatments. Medications prescribed by a doctor and/or changes in the dose of chemotherapy can increase red blood cell, white blood cell and platelet counts. A blood transfusion may also be required to raise red blood cell and platelet counts.

SKIN AND NAIL CHANGES

Erlotinib (Tarceva®) and other medications can produce skin changes, including an acne-like skin rash. Changes in the therapy dose and personal care methods, such as warm water washes with mild soap and using lotions without alcohol, perfumes or other irritants, may help soothe the skin. Avoid direct sunlight. Contact the doctor before using over-the-counter treatments.



Chemotherapy and biologic therapy drugs can cause hand/foot syndrome. Symptoms include pain, swelling, numbness, tingling or redness of the hands or feet. To manage these

changes, soak hands in cool water for 10 minutes and then apply a mild moisturizer or petroleum jelly. Protect hands and feet by wearing cotton socks or gloves and avoid tight-fitting shoes. Cool the skin with ice packs to help relieve pain and tenderness. Ask the doctor if an oral supplement of vitamin B6 is appropriate.

Nail changes may also occur during treatment. Avoid biting nails, pushing back cuticles, using fake nails or wraps, or having a manicure or a pedicure. Wear gloves during household chores and moisturize hands and feet frequently. If the nail area becomes inflamed, ask the doctor about treatment with antibacterial/antifungal ointments to avoid infection.

NEUROPATHY

Some chemotherapy drugs can cause peripheral neuropathy, a nerve problem that causes pain, numbness, tingling, swelling or muscle weakness that usually begins in the hands or feet and gets worse over time. To protect hands and feet, wear cotton socks or gloves and avoid tight-fitting shoes. Ask the doctor if pain medications, antidepressants, anti-seizure or other treatments are appropriate.

FATIGUE

Both pancreatic cancer and its treatments can cause an extreme lack of energy called fatigue. Fatigue can be treated with medications prescribed by a doctor to boost red blood cells. A dietitian can also recommend dietary changes. In addition, taking short walks and short rests through the day can help maintain energy.

HAIR LOSS

Chemotherapy attacks cells in the body that divide rapidly, including hair follicles. Therefore, chemotherapy commonly results in hair loss. To manage hair loss, avoid frequent hair washing and use a gentle shampoo. Gently pat hair dry. Use a wide-tooth comb instead of a brush. Avoid barrettes, rubber bands, hair products and hair dryers. Wear head coverings when outdoors.

For additional tips on managing side effects of treatment for pancreatic cancer, contact a PALS Associate at 877-272-6226 or e-mail pals@pancan.org. ✨

EDUCATIONAL EVENTS

Hear the latest news about the disease from pancreatic cancer specialists and network with other pancreatic cancer patients/survivors and family members at our upcoming Pancreatic Cancer Symposia.

DALLAS

Grand Hyatt DFW
March 26th, 2010

SEATTLE

Marriott Waterfront
April 30th, 2010

PITTSBURGH

Omni William Penn
May 22nd, 2010

For more information, visit www.pancan.org.

A STORY OF HOPE AND INSPIRATION

By Scott N., Woodbury, MN



Scott N. with his grandchildren (from left) Olivea, Dustin and Kai

When I turned 50 in 2004, I decided it was time to start doing a better job of monitoring my health. Up until that point, I had rarely seen a doctor and had never been in a hospital. Among other things, I started working with my doctor to find the right prescription medication to reduce my cholesterol. This included quarterly blood tests.

In between two of my quarterly tests, I felt slightly sick to my stomach for an extended period of time. I moved up my next test and went in to see my doctor. He saw an unusual blood test result and sent me for an ultrasound test to see what might be causing it. I'll never forget that ultrasound test. The technician did the ultrasound, looked up at me and ran out of the room. He was going to find the doctor to tell him that he had found a tumor on my pancreas.

What followed was a dizzying array of tests and consultations. The bottom line was that my tumor was cancer, and, given the size and location, surgery was not an option. The doctors recommended that I enter a clinical trial in an attempt to reduce the size of the tumor so that I could have surgery to remove it.

The clinical trial consisted of three different types of chemotherapy treatments as well as radiation. The idea was to blast the tumor in order to reduce it. After eight weeks of treatment and eight more weeks of waiting, the tests came back indicating that the clinical trial had been successful.

I had a Whipple procedure in late 2004, followed by six more weeks of chemotherapy treatments – just because having chemo was so much fun! It was actually to ensure that the cancer wouldn't come back; it's now five years later, and it hasn't returned.

I'm convinced that the reasons that I was able to beat this disease included great support from family and friends, an optimistic and competitive attitude, and finding great doctors and nurses. My family and friends were with me every step of the way. I've always been a competitive person and I wasn't going to let this thing beat me. My optimism was there because it had to be.

The information I gathered when I was first diagnosed was so overwhelmingly negative that the only way to deal with it was to believe that there had to be exceptions to the norm, and that I was going to be one of them. Early on, I did some research, found the best pancreas doctors in my area, and they saved my life.

I do volunteer work with the Pancreatic Cancer Action Network, as well as with two pancreatic cancer research facilities in an attempt to give something back to the people who helped me and to do what I can to ensure that no one else has to be lost to this disease. I will spend the rest of my life working to help in this cause.

I feel extremely blessed and I enjoy life every day. I have three grandchildren that I wouldn't have been able to enjoy if I hadn't made it through this ordeal. Life doesn't get any better! ✨

FIND HOPE THROUGH THE SURVIVOR AND CAREGIVER NETWORK



There is nothing quite like talking to someone who has been through a similar situation. Share information, ask questions and gain support and inspiration by talking to others facing pancreatic cancer through the Pancreatic Cancer Action Network's Survivor and Caregiver Network.

To connect with a Survivor and Caregiver Network Volunteer, call a PALS Associate toll-free at 877-272-6226 or e-mail pals@pancan.org.

This one-on-one connection can serve as a reassuring source of hope and inspiration.

PANCREATIC CANCER. *KNOW IT. FIGHT IT. END IT.* CAMPAIGN EXCEEDS EXPECTATIONS

Thanks to the efforts of supporters and volunteers from coast to coast, the Pancreatic Cancer Action Network's **Know It. Fight It. End It.** campaign was tremendously successful, helping to draw significant attention to one of the nation's most difficult cancers.

"In recognition of National Pancreatic Cancer Awareness Month last fall, we sought to raise awareness more than ever before by engaging thousands of new supporters in addition to those who are already a part of our community," said Julie Fleshman, President and CEO. "Through the campaign, which ran from September 22nd through November 30th, we pursued a number of important, far-reaching goals, and I am pleased to report that we accomplished more than we even imagined.

"We reached tens of thousands of people, including many for the first time, and made them aware of the difficult reality of what it takes to fight the disease," she added. "We are deeply grateful to everyone who participated in the campaign for helping us educate so many across the country with relevant facts and information about pancreatic cancer. We are especially proud of the *Tempur-Pedic® Hugs Back Teddy Bear* cause-marketing campaign, which generated \$500,000 for pancreatic cancer research funding and considerable awareness countrywide."

More than 37,000 people visited the **Know It. Fight It. End It.** site during the campaign period to learn about pancreatic cancer, how to build awareness, read inspiring survivor stories and more. (Of that total, 32,000 were first-time visitors.)

In addition, an e-mail challenge that was an integral part of the campaign was forwarded by supporters more than 27,000 times. At the start of the e-mail challenge, the goal was to enlist one person to stand up for each of the 8,120 people estimated to have been diagnosed with pancreatic cancer during the run of the campaign. By the end of November, nearly 11,000 new supporters had joined our ranks to fight the disease.

Advocacy efforts proliferated as well. Hundreds of volunteers nationwide

worked with elected officials in their communities to secure proclamations recognizing November as Pancreatic Cancer Awareness Month. (Proclamations are effective tools in encouraging awareness and fostering relationships with local officials.)

Through their diligence, volunteers obtained 410 proclamations in 2009, exceeding the number made in 2008 by 266 percent. "In total, there were 298 more proclamations issued in 2009 when compared to the prior year," said Megan Gordon Don, Director of Government Affairs. "We are thrilled by these results."

To see a map illustrating all of the locations where proclamations were issued in 2009, go to www.pancan.org/proclamations.

During this period, supporters also sent 2,725 letters to members of Congress nationwide and wrote 671 letters to the editors of various media outlets, heightening awareness with elected officials and other opinion leaders.

"The level of support demonstrated through the Pancreatic Cancer. **Know It. Fight It. End It.** campaign was truly unprecedented," Fleshman added. "Best of all, we are well-positioned to make even more progress in 2010." ✨

The screenshot shows the website's navigation menu at the top: HOME, LEARN THE FACTS, RAISE AWARENESS & TAKE ACTION, RAISE THE CURE, and STORIES OF HOPE. The main content area features a game titled "Know it. Fight it. End it." with the subtitle "HOW MUCH DO YOU KNOW ABOUT PANCREATIC CANCER?". The game instructions are: "Test your knowledge and memory. Pick two cards. Try and make a match." A "Play Game" button is visible. Below the instructions is a 2x6 grid of cards, each featuring a star icon. To the right of the game is a form to "RAISE MORE AWARENESS ABOUT PANCREATIC CANCER AND FORWARD THIS SITE TO A FRIEND" with fields for "Your Name", "Your Email", and "Friend's Email", and a "SUBMIT" button. Below this is a section titled "LEARN ABOUT NATIONAL PANCREATIC CANCER AWARENESS MONTH!" with a large "58" and the text "DAYS UNTIL NOVEMBER!". At the bottom right is a "DONATE" button. At the bottom of the page is a "STAY CONNECTED. JOIN OUR E-MAIL LIST TODAY." section with fields for "First Name", "Last Name", "Your Email", and "Zip", and a "SUBMIT" button.

MAKE A DIFFERENCE THROUGH VOLUNTEERING



“My favorite thing about volunteering with the Pancreatic Cancer Action Network is the dynamic of the group that we have formed. Our group in Austin works and plays together as a family, working toward the mission of the network. The energy that we have created fuels our actions every day!”

- Greg Petrosewicz, Affiliate Coordinator, Austin



“I want to educate others about pancreatic cancer. I want ‘my’ cancer to get some press. I want to see purple everywhere. The reason I continue to volunteer is because of the patients and family members I’ve met along the way. We share our stories, we form a bond, and we go through this journey together. We are making a difference, one moment at a time.”

- Tammy Andries, Event Coordinator, Madison, WI



“I volunteer because I lost my father to pancreatic cancer in 2005. At the time, there was not an active affiliate in my area, so I volunteered to re-start it and have since raised more than \$430,000 through fundraising events, created much-needed awareness in our local community, and advocated in Washington, D.C. twice. Get involved; you too can make a difference!”

- Michelle Monhart, Affiliate Coordinator, San Francisco

EVENTS SUMMARY OCTOBER – DECEMBER 2009

ARIZONA

Macy's Shop for a Cause, Phoenix, 10/17/2009
Fun-Raiser at Sweet Tomatoes, Scottsdale, 11/11/2009

CALIFORNIA

Night with the San Jose Sharks, 11/12/2009
Night of Hope Benefit & Silent Auction, Sacramento,
11/13/2009
PurpleLight San Diego 2009, 11/14/2009
PurpleStride Orange County 2009, Irvine, 11/14/2009
Spice for Life 2009, Ocean Beach, 11/15/2009

COLORADO

Macy's Shop for a Cause, Denver, 10/17/2009
PurpleLight Colorado Springs 2009, 11/14/2009
PurpleLight Denver 2009, Littleton, 11/14/2009
PurpleStride Longmont 2009, 11/28/2009

CONNECTICUT

PurpleStride Danbury 2009, 11/1/2009

FLORIDA

3rd Annual Auction for Action, Tampa, 11/5/2009
3rd Annual All In For a Cure, Orlando, 11/6/2009
PurpleStride Orlando 2009, 11/14/2009
California Pizza Kitchen Fundraiser, 11/17/2009

GEORGIA

PurpleStride Atlanta 2009, 11/7/2009
PurpleStride Tybee 2009, Savannah, 11/14/2009

IDAHO

Breakfast at Applebee's 2009, Coeur d'Alene, 11/21/2009

ILLINOIS

Acoustic Intervention, Chicago, 11/5/2009
Chili's Restaurant Fundraiser 2009, 11/6/2009
Celebrate Life for Hope, Homewood, 11/7/2009
Wine Tasting for Pancreatic Cancer Action Network,
Woodridge, 11/13/2009
Cocktails for the Pancreatic Cancer Action Network,
Chicago, 11/19/2009

INDIANA

4th Annual Pancake Breakfast, Ft. Wayne, 11/7/2009
 Dining Out Against Pancreatic Cancer, Ft. Wayne, 11/9/2009

KANSAS

RADA Cutlery Sales, Olathe, 11/1/2009
 PurpleStride Wichita 2009, 11/7/2009

LOUISIANA

PurpleStride Baton Rouge 2009, 10/17/2009
 Macy's Shop for a Cause, New Orleans, 10/17/2009
 PurpleStride Lake Area 2009, Lake Charles, 12/5/2009

MARYLAND

PurpleStride Maryland 2009, Cockeysville, 10/11/2009
 Macy's Shop For a Cause, Maryland, 10/17/2009

MISSOURI

PurpleStride St. Louis 2009, 10/18/2009
 Fundraising with Kort Harshman, Springfield, 11/1/2009
 Ritz it Up for Pancreatic Cancer, St. Louis, 11/10/2009

NEW JERSEY

Awareness Day with NJ Devils, Newark, 10/17/2009
 Dining Out Against Pancreatic Cancer, Clark, 10/20/2009

NEW YORK

Macy's Shop for a Cause, Manhattan, 10/17/2009
 PurpleStride Manhattan 2009, 11/8/2009

NORTH CAROLINA

Mimi's Cafe Fundraiser, Cary, 11/9/2009
 Scout and Molly's Fundraiser, Chapel Hill, 11/14/2009

OREGON

Bellagios for Pancreatic Cancer Action Network, 12/31/2009

PENNSYLVANIA

Flyers Night, 10/23/2009

Macy's Shop for a Cause, Pittsburgh, 10/17/2009
 Pizzas by Pappas, 11/1/2009
 TGI Fridays Fundraiser, 11/1/2009
 Cheeburger Fundraiser, 11/3/2009
 PurpleStride Philadelphia 2009, Richboro, 11/7/2009
 Texas Roadhouse Fundraiser, 11/17/2009
 Applebee's Restaurant Fundraiser, 11/21/2009
 Awareness Night with the Scranton/W-B Penguins,
 Wilkes-Barre, 11/28/2009

TENNESSEE

PurpleStride Chattanooga 2009, 10/10/2009

TEXAS

Dallas Stars Fights Cancer, 10/14/2009
 Macy's Shop for a Cause, Austin, 10/17/2009
 PurpleStride San Antonio 2009, 11/7/2009
 PurpleStride DFW 2009, Grapevine, 11/15/2009
 Austin Thanksgiving Potluck, 11/20/2009
 Houston Bowling Night, 11/20/2009
 Master Pancake Theater Fundraiser, Austin, 12/2/2009

VIRGINIA

PurpleBowl Virginia Beach 2009, 11/14/2009


WASHINGTON

Macy's Shop for a Cause, Puget Sound, 10/17/2009
 Pancreatic Cancer Awareness Walk 2009, Bellevue,
 11/1/2009
 Fidalgo's Shop Night, Seattle, 11/5/2009

WEST VIRGINIA

Paws for the Cause, Philippi, 10/31/2009

WISCONSIN

Macy's Shop for a Cause, Milwaukee, 10/17/2009
 Jazzed for Hope 2009, Madison, 11/7/2009
 Uno's Donation Days, Madison, Fall 2009 



ENGAGING SUPPORTERS THROUGH SOCIAL MEDIA

Do you enjoy socializing on the Web? So do we! You can now find the Pancreatic Cancer Action Network fully active on Facebook, Twitter and YouTube.

Social networking channels present a number of interactive opportunities for our supporters. By connecting with others who have been affected by pancreatic cancer online, they can engage in dialogue through a virtual support system. In addition, information about our comprehensive approach to fighting pancreatic cancer is accessible there, as well as organizational updates and news from our network of more than 70 affiliates.

“Social networking has received an overwhelmingly positive response from our supporters,” said Allison Nassour, Manager of Online Fundraising and Social Networking. “We are excited about engaging our friends through these channels.”

Many supporters who join us in social networking now share our message on their own Facebook pages and Twitter accounts. During a recent two-month period, for example, our Twitter account (@pancan) had reached more than 520,000 new Twitter readers. This scope of outreach would not have been possible without the support of our friends using Twitter. This channel helps us further many of our goals, including advocacy. In fact, you can follow our progress on

Capitol Hill at @advocate4pancan.

And the number of supporters engaging in such interaction is growing. Our fan base on Facebook has increased by more than 100 percent since September 1st, 2009: In fact, more than 16,000 people are now fans of our organization. Our YouTube channel received more than 13,000 views in November and December as well.

“We are well on our way to becoming a major presence in the virtual world,” Nassour said. “As with so many other facets of our organization, the success in this area depends upon the support of our volunteer network and other friends; many have wholeheartedly embraced the challenge of spreading our message virtually.”

Join the conversations on Facebook, Twitter and/or our YouTube channel today! ✨



Facebook:
facebook.com/JointheFight



Twitter:
twitter.com/pancan



YouTube:
youtube.com/user/StopPancreaticCancer

WELCOME TO OUR NEW AFFILIATE COORDINATORS

Pancreatic Cancer Action Network Affiliates raise community awareness about the disease and generate local support for our mission. Please join us in welcoming these new Affiliate Coordinators who began in their roles from September to December of 2009.

Kara Friedrich
Denver Affiliate

Lindsay Seal
Boston Affiliate

Leslie Fee
Cincinnati Affiliate

Renita Van Dusen
Twin Cities Affiliate (Minnesota)

Kate Edick
Indianapolis Affiliate

Jacque Harvey Comeaux
Shreveport/Bossier City Affiliate
(Louisiana)

Jamie Bishop
Nashville Affiliate



FOLLOW ROAD 2 A CURE

Riding 42,000 miles to build pancreatic cancer awareness.

www.road2acure.org

JOIN THE CAUSE! BECOME A VOLUNTEER:

- Visit www.pancan.org and select Get Involved.
- Contact us at volunteer@pancan.org.
- Call us toll free at 877-272-6226.

A DEVOTED CAREGIVER BECOMES AN ARDENT SUPPORTER



Joan and David Burge

On September 26th, 2007, Pancreatic Cancer Action Network supporter Joan Burge learned that David, her spouse of more than three decades, had been diagnosed with pancreatic cancer. Immediately, she felt she had been dropped deep inside of a dark hole.

During David's treatment, his caregivers at UCLA's Ted Mann Family Resource Center referred her to the Pancreatic Cancer Action Network, which provided useful resources for her to learn about the new world in which the couple found themselves. Soon, rays of light appeared.

"From my first phone call, I felt someone really cared and that there were people who could give me answers or at least lead me to resources to help me understand," Joan said. "We live in Las Vegas, so it was comforting to know that all I needed to do was pick up the telephone to get the support that my husband and I needed."

Now, the picture is even more luminous. "Dave's recent PET scan showed all major organs as being normal and nothing unusual in his pancreas," she said. "I used to hear people say

that they learned and grew through experiences like this and I thought, 'How can you say you are a better person or have grown through this journey? It's horrible!' Now, I realize this is true. It just takes time and having hope."

As Joan began to learn more about the comprehensive mission of the Pancreatic Cancer Action Network, she knew she wanted to become involved and give back. "I was able to grow from being desperate for help to someone who wanted to help others in pain and need," she added.

Today, in addition to volunteering with the Survivor and Caregiver Network, she supports the organization through her company, Office Dynamics, where she serves as founder and CEO.

"Through my business, I advance the administrative profession through training, consulting, and authoring books," Joan said. "During Dave's intense battle with cancer, I wrote a book for executive and administrative assistants called *Underneath It All*. After completing it, I immediately knew that I wanted to donate some of the proceeds from its sales to the Pancreatic Cancer Action Network.

"The road never really ends when one has been diagnosed with cancer — even after successful treatments or surgeries," she added. "While no one would 'choose' cancer in their life, we can choose how we want to live the days we have and how we approach the journey. The Pancreatic Cancer Action Network makes traveling the road much brighter and easier."

The Pancreatic Cancer Action Network thanks Office Dynamics for its inspirational support of our mission. To learn more, go to www.officedynamics.com. ✨



KEEP THE MEMORY ALIVE

This program represents a wonderful way to pay ongoing tribute to your loved one while raising awareness and funding for the fight

against pancreatic cancer.

www.firstgiving.com/keepthememoryalive



COMMEMORATE A SPECIAL DAY

Celebrate a special occasion or milestone in your life while paying tribute to your loved one and raising much-needed funds for the fight against pancreatic

cancer. Request donations to support our cause in lieu of occasion gifts.

www.firstgiving.com/aspecialday

HUNDREDS GATHER TO FIGHT PANCREATIC CANCER AT THE 12TH ANNUAL AN EVENING WITH THE STARS GALA

Nearly 500 guests convened at the beautiful Beverly Wilshire Four Seasons Hotel in Beverly Hills, Calif., on October 17th, 2009 to further efforts to defeat pancreatic cancer at the 12th Annual Evening with the Stars gala. Drawing luminaries from the entertainment and fashion industries, the memorable event raised nearly \$600,000 to support the RAISE THE CURE pancreatic cancer research initiative.

Eleven exceptional women were recognized during the evening for their own unique contributions to the fight against pancreatic cancer through research and other support efforts.

STAND UP TO CANCER EXECUTIVE LEADERSHIP COUNCIL THE SPIRIT OF HOPE AWARD

In recognition of their visionary approach to fighting cancer, the nine members of the Stand Up To Cancer (SU2C) Executive Leadership Council (Katie Couric, Noreen Fraser, Sherry Lansing, Kathleen Lobb, Lisa Paulsen, Rusty Robertson, Sue Schwartz, Ellen Ziffren and Laura Ziskin) were honored with the Spirit of Hope Award. SU2C, a charitable initiative of the Entertainment Industry Foundation, was formed to support groundbreaking research aimed at delivering new cancer treatments to patients in an accelerated timeframe. In 2009, SU2C provided an \$18 million research grant to fund investi-

gations by a Pancreatic Cancer Dream Team, which will lead a three-year investigation into new approaches for treating the disease.

Upon accepting their awards on behalf of the entire SU2C council, Lobb and Paulsen presented them to Lisa Niemi, widow of actor Patrick Swayze, who lost his own battle with the disease in September of 2009. Niemi, during a surprise appearance at the gala, spoke passionately about her late husband's struggle with the disease and the need for both heightened awareness and more research dollars for pancreatic cancer research.

BETSY HILFIGER THE EMILY COURIC PUBLIC SERVICE AWARD

Renowned New York-area philanthropist Betsy Hilfiger, who serves as Director of Community Affairs for Tommy Hilfiger USA, was presented with the Emily Couric Public Service Award by her brother, fashion magnate Tommy Hilfiger, and Jeffrey Wadlow, the son of Emily Couric. (The sister of Katie Couric, Emily Couric succumbed to pancreatic cancer in 2001.) The award was especially meaningful to Betsy Hilfiger, since her entire pancreas was recently removed after doctors detected non-malignant tumors in the organ.



From left, Ally Hilfiger, Ginny Hilfiger, Emily Couric Public Service Award honoree Betsy Hilfiger, Dee Hilfiger, Tommy Hilfiger, Dee Dee Treihart, Jaimie Hilfiger and Mike Fredo



Spirit of Hope Award honorees Lisa Paulsen (left) and Kathleen Lobb



CREATE A LEGACY GIFT

A legacy gift ensures that your estate will benefit countless lives affected by pancreatic cancer after your passing. A planned gift to the Pancreatic Cancer Action Network is a meaningful way to help us fulfill our important mission. To learn more about creating a bequest, or similar giving options, please contact Pamela Acosta Marquardt at pmarquardt@pancan.org or at 877-272-6226.



A strong advocate for furthering both diabetes and pancreatic cancer research, Betsy Hilfiger is currently involved with the Junior Diabetes Research Foundation (JDRF), STAND (Start Taking Action Now for Diabetes), TCOYD (Taking Care of Your Diabetes) and the Naomi Berrie Diabetes Center in New York City, as well as other charitable endeavors.

DANA DELANY THE SHINING STAR AWARD

Emmy Award-winning actress Dana Delany, known most recently for her role as Katherine Mayfair on ABC's hit show *Desperate Housewives*, was presented with the Shining Star Award. Delany, who lost her father, Jack Delany, to pancreatic cancer in 1981, supports several charities furthering causes that have touched her life.

Besides serving as a Celebrity Ambassador with Stand Up To Cancer, she is currently Co-President of the Creative Coalition and has served on the board of the Scleroderma Research Foundation since the mid-1990s.

TEMPUR-PEDIC® CORPORATE CAUSE CHAMPION AWARD

During another evening highlight, the inaugural Corporate Cause Champion award was presented by long-time donor and advocate Roger Magowitz to Tempur-Pedic, one of the nation's most recognized brands for innovative sleeping systems and a leader in the bedding industry. The award acknowledged the company's highly successful *Tempur-Pedic Hugs Back Teddy Bear* campaign. Conducted in the last quarter of 2009, the campaign raised considerable awareness of the disease nationwide and generated \$500,000 to

support the fight against pancreatic cancer.

Lending an air of levity to the occasion, Philadelphia Affiliate co-coordinator Kevin J. Kelly served as event host for the evening. Kelly, an educator who lost his wife, Patty, to the disease in 2004, remains a committed supporter of the organization.



Kevin Kelly

"I want to express my sincere thanks to everyone who attended and supported our signature event in 2009," said Julie Fleshman, President and CEO. "We felt privileged to recognize the efforts of all of our honorees who have done so much to advance the fight against this leading cancer killer." ✨



From left, Board of Directors member Peter Kovler; Barbara Parker, MD; pancreatic cancer survivor Stu Rickerson; Board of Directors member Stevan Holmberg, DBA; and Scientific Advisory Board member Geoffrey Wahl, PhD



From left, Tony Franco, survivor Michael Franco, Patsy Hilbert and Darren Grant



Pancreatic cancer survivor Roberta Luna (left) and her husband, Vic

SAVE THE DATE

AN EVENING WITH THE STARS 13TH ANNUAL GALA

CENTURY CITY, CA | OCTOBER 30TH, 2010

To learn more, e-mail ewts@pancan.org



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CALENDAR OF EVENTS

DATE	EVENT NAME	CITY, STATE	CONTACT
2/7/2010	Kaiser Permanente SF Half Marathon & 5K 2010	San Francisco, CA	Michelle Monhart at mmonhart@pancanvolunteer.org
2/13/2010	PurpleStride South Bay 2010	El Segundo, CA	Lindsay Segenreich at lsegereich@pancanvolunteer.org
2/19/2010	Reception at Glassybaby Studio	Seattle, WA	Chelsea Orvella at corvella@pancanvolunteer.org
3/14/2010	Celebrity PurplePingPong	Dallas, TX	Mary Jo Jennings at mjennings@pancanvolunteer.org
3/31/2010	Dallas Stars Fight Pancreatic Cancer	Dallas, TX	Mary Jo Jennings at mjennings@pancanvolunteer.org
4/10/2010	8th Annual Ol' Country's Boot Scootin'	Fort Worth, TX	Emily Lilly at elilly@pancanvolunteer.org
5/1/2010	4th Annual Celebration of Hope	Seattle, WA	Mariellen Gunn at mgunn@pancanvolunteer.org
5/1/2010	PurpleStride Chicago 2010	Chicago, IL	Maureen Feck at mfeck@pancanvolunteer.org
5/10/2010	Links for a Cure St. Louis 2010	St. Louis, MO	Megan Tillery at mtillery@pancanvolunteer.org
5/22/2010	PurpleStride Tampa	Tampa, FL	Tracy Connolly at t_connolly@yahoo.com
5/22/2010	Night of Hope Fundraising Dinner	West Warwick, RI	Shena Hamel at shamel@pancanvolunteer.org
5/24/2010	Cookin' Up at Cure 2010	New York City, NY	Angela Vaccaro at avaccaro@pancanvolunteer.org
6/5/2010	Hospital Hill Run	Kansas City, MO	Pearl Hogan at phogan@pancanvolunteer.org
6/12/2010	PurpleStride Cleveland 2010	Bay Village, OH	Teresa Young at tyoung@pancanvolunteer.org
6/12/2010	8th Annual Walk Through the Vineyards	St. Helena, CA	Michelle Monhart at mmonhart@pancanvolunteer.org
6/19/2010	PurpleStride Washington DC 2010	Washington, DC	Susan Okula at sokula@pancanvolunteer.org
6/27/2010	Kona Marathon	Kona, HI	Michelle Van Oppen at mvoppen@pancan.org