Bears on a Mission
Tempur-Pedic® joins the fight against pancreatic cancer
(See page 13.)
Dear Pancreatic Cancer Action Network Friends:

With the help of both long-term and new supporters, the reach of our organization continues to grow substantially throughout the U.S. Recently, three new members have joined our National Board of Directors: Peter Kovler, Laurie MacCaskill and Jai Pausch. Their rich life experiences and diverse backgrounds will contribute significantly to helping us reach our goals, and I am pleased to welcome them. To learn more about these new leaders, turn to page 11.

Due to the generosity of thousands of donors and volunteers, our 2008/09 fiscal year was remarkably successful, even with our nation’s current turbulent economy. Several accomplishments are especially noteworthy:

• Nine promising researchers from institutions around the country received $1.2 million in research grants.
• Through our advocacy efforts, The Pancreatic Cancer Research & Education Act (H.R. 745), the first federal substantive legislation dedicated to advancing pancreatic cancer research, was introduced in the U.S. House of Representatives.
• We secured a nearly 20 percent increase in funding dedicated to pancreatic cancer research through the National Cancer Institute. Funding increased from $73 million in 2007 to $87 million in 2008.
• Our Patient and Liaison Services (PALS) program provided nearly 9,000 patients and families with important information and resources, bringing the total number of people served since the program's inception to about 38,000.
• Working through our Community Outreach program, thousands of volunteers in communities nationwide raised a net annual total of approximately $4 million, representing a 35 percent increase over the prior fiscal year.

The future looks even more promising. Nearly $2.3 million in funding – a record amount – will be awarded through our 2010 Research Grants Program, enabling us to support even more investigators. Find out more on page 1.

Consciousness of the disease will again increase during Pancreatic Cancer Awareness Month in November. See what you can do to help raise visibility by turning to page 4. Look for more information on our new website at pancan.org.

Thank you again for your ongoing support and generosity. Your contributions allow us to continue to provide much-needed and high-quality services and programs to the pancreatic cancer community.

With warmest regards,

Jason Kuhn
Board Chair
NEARLY $2.3 MILLION AVAILABLE IN RESEARCH GRANT FUNDING FOR 2010

The 2010 Pancreatic Cancer Action Network grants program offers scientists new and expanded funding opportunities for pancreatic cancer research. Nine grants totaling a record high of nearly $2.3 million will be awarded this time. The increased funding represents the largest annual award disbursement since the organization introduced the program in 2003, and reflects a nearly 90 percent increase in funding since last year.

The goals of the grants program emphasize the urgent need to build a cadre of researchers dedicated to pancreatic cancer research, encourage collaborations and innovation, and expedite scientific and medical breakthroughs that benefit patients. Donors may sponsor grants and have their names or the names of other honorees included in grant award titles.

“We are extremely excited about our 2010 research grants program. Under the advisement of the esteemed members of our Scientific Advisory Board, we continue to grow our research portfolio strategically and to respond to scientific needs and emerging developments in the pancreatic cancer community,” said Julie Fleshman, President and CEO. “Our comprehensive view of the pancreatic cancer landscape brings a level of coordination and management to the scientific process, so that donors can feel confident about their money being put to the best use possible for the pancreatic cancer community.”

Several important enhancements have been made to the research grants program this year, including increased funding levels for the Career Development Awards and a new funding mechanism known as the Pathway to Leadership Grant. The new grant is designed to cultivate future leaders in the pancreatic cancer research community.

In addition to the financial support for research, the Pancreatic Cancer Action Network offers a mentoring program for grant recipients to help leverage their funding and enhance their career development. Grantees are also provided with ongoing educational resources, as well as opportunities to strengthen their professional networks and actively engage with pancreatic cancer survivors and caregivers.

This year’s grants program will again be administered through the American Association for Cancer Research (AACR) to ensure a rigorous peer-review system. The selection process emphasizes originality and scientific credibility. Grant recipients are required to submit progress reports that demonstrate that project aims and milestones are met.

Since the launch of the Grants Program in 2003, the Pancreatic Cancer Action Network has awarded 47 grants, totaling approximately $5 million, to scientists nationwide.

Grant applications must be submitted online through proposalCENTRAL (https://proposalcentral.altum.com). The grant terms start July 1, 2010. For additional information, visit http://www.pancan.org/grants or contact Rhonda Aizenberg, PhD, at raizenberg@pancan.org. To sponsor a grant, please contact Pamela Acosta Marquardt at pmarquardt@pancan.org.

2010 GRANTS PROGRAM FUNDING OPPORTUNITIES

Pathway to Leadership Grant
Up to five years of support totaling $600,000 for highly promising early career scientists beginning in their postdoctoral positions and continuing through their transition to independence.

Eligibility: Applicants must be in the first five years of their postdoctoral or clinical research fellowships (i.e., started a fellowship on or after July 2, 2005) at the beginning of the grant term.

Application Deadline: October 28, 2009, Noon ET

Fellowship Award
A one-year grant totaling $45,000 for early career scientists to support their mentored research.

Eligibility: Applicants must be in the first three years of their postdoctoral or clinical research fellowships (i.e., started fellowship on or after July 2, 2007) at the beginning of the grant term.

Application Deadline: October 28, 2009, Noon ET

Career Development Award
A two-year grant totaling $200,000 for newly independent investigators to develop or strengthen their research program in pancreatic cancer.

Eligibility: Applicants must be in the first four years of a faculty appointment (i.e., completed postdoctoral/clinical fellowship on or after July 2, 2006) at the beginning of the grant term.

Application Deadline: October 28, 2009, Noon ET

Innovative Grant (formerly Pilot Grant)
A two-year grant totaling $200,000 intended to further the development of new and innovative ideas and approaches, including those successful in other areas of cancer that show promise for pancreatic cancer.

Eligibility: Independent junior and senior investigators (not including postdoctoral/clinical fellows)

Application Deadline: Closed
MEET A GRANTEE

Joseph Michael Herman, MD: Helping Advance Research and Clinical Practice

Dr. Herman received the 2008 Blum-Kovler – Pancreatic Cancer Action Network – AACR Career Development Award. He works as a radiation oncologist at Johns Hopkins University School of Medicine, where he founded and directs the school’s Multidisciplinary Pancreatic Cancer Clinic.

ADVANCING BASIC RESEARCH

Dr. Herman received a Career Development Award to build on previous work to develop a novel vaccine to treat pancreatic cancer. The vaccine is composed of dead pancreatic cancer cells that are genetically modified to secrete a molecule called GM-CSF (granulocyte-macrophage colony-stimulating factor) that activates the immune system. The purpose of this type of vaccine is to help the body recognize the cancer cells as foreign and attack them. In Phase I/II clinical trials with patients whose tumors were surgically removed, this vaccine showed encouraging results when combined with chemotherapy and radiation.

Dr. Herman is concentrating on optimizing the impact of the vaccine to treat tumors that are unresectable or have metastasized (spread), situations that are common in people with pancreatic cancer. Because pancreatic cancer tumors are by their nature bulky and hard to penetrate, vaccine therapy is unlikely to be effective when administered alone. Therefore, Dr. Herman is also using focused radiation to determine whether concentrated beams of radiation that target the tumor make it more responsive to the vaccine.

Preliminary results are promising. When pancreatic cancer cells are placed in the hind leg of a lab mouse, the combined therapy diminished the tumor size and improved the survival rate. Additional tests are underway. Findings are expected to provide the data needed to design clinical trials for humans.

ADVANCING CLINICAL PRACTICE

Guided by a vision of how to provide rapid and coordinated care for pancreatic cancer patients, Dr. Herman also founded the Multidisciplinary Pancreatic Cancer Clinic at Johns Hopkins in 2006. In a single day at one site, patients complete lab tests, imaging studies, physical exams, and receive a diagnosis, as well as personalized consensus treatment plans. As many as 50 providers may participate in a multidisciplinary conference to review each patient’s case.

The conference allows for cross talk between specialties, consideration of different views, and the exchange of the most current knowledge and advice regarding the disease. In one day, each patient has an opportunity to meet with specialists in medical, radiation, surgical and nursing oncology; gastroenterology; pathology; nutrition; genetics counseling; pain management; and social work.

Dr. Herman recently published the results of a study* he conducted with Timothy Pawlik, MD, MPH, Associate Professor of Surgery and Oncology at Johns Hopkins Hospital. The study showed that reviews by the multidisciplinary team improved treatment plans for a significant number of patients. In fact, the treatment plans recommended by another institution were changed for about one in four patients. Evaluations indicated some patients did not have a true pancreatic mass; several had metastases that were previously undetected; others who were previously offered surgery were found to have unresectable disease; and still others who had been advised that their tumors were unresectable were found to be acceptable surgical candidates.

“At our clinic, as with other high-volume pancreatic cancer centers, we have the experience and know how to perform resection and reconstruction in cases that might not otherwise be considered by centers that treat a small number of patients with the disease,” says Herman. (See the related sidebar online to learn more about the underuse of surgical options to treat pancreatic cancer.)

This new paradigm of multidisciplinary care provides important checks and balances and is now the standard in oncology. The Multidisciplinary Pancreatic Cancer Clinic takes this model to the next step by providing one-stop access. To learn more about Dr. Herman’s clinic or his funded research project, contact him at jherma15@jhmi.edu.


STUDY DOCUMENTS SIGNIFICANT UNDERUSE OF SURGICAL RESECTIONS

Learn more online! Go to www.pancan.org/resection
Volunteers' Stories Make Congress Take Notice

As advocacy efforts for the Pancreatic Cancer Research & Education Act (H.R. 745) continue at our Government Affairs office in Washington, D.C., our volunteers across the country have stepped up quickly to garner support for this important legislation.

Since the bill was introduced in January of 2009, more than 5,000 Pancreatic Cancer Action Network volunteers and supporters have sent online messages to Congressional members, urging their Representatives to co-sponsor (i.e., formally support) this critical bill.

To date, 162 members of Congress, including lead sponsors Representatives Anna Eshoo (D-CA) and Ginny Brown-Waite (R-FL), have signed onto this groundbreaking legislation. You may wonder, “Do members of Congress really decide to support H.R. 745 because I contact them?” The answer might surprise you.

Representative Jackie Speier (CA-12), for one, says that she knew pancreatic cancer was a horrible disease; she lost a dear friend to it just a few years ago. However, after several of her constituents shared their own pancreatic cancer stories with her and brought the legislation to her attention, she realized there was something she could do to help change the situation.

“This disease is devastating,” Rep. Speiers said. “I've witnessed its effects on more than one friend. But with the incredible number of bills that are introduced every day in Congress, it was easy to miss one. That's why I am especially grateful that constituents came in to meet with me, tell their personal stories and alert me to H.R. 745. I am proud to co-sponsor this important piece of legislation.”

There are many ways you can become involved during November National Pancreatic Cancer Awareness Month, but Representative Speier’s story reinforces the importance of taking a moment to send a message to your Representative asking them to co-sponsor the bill if they have not already signed on to it.

To join our nationwide effort to share the life-changing stories of the pancreatic cancer community with Congress, go to http://pancan.org/takeaction and send a message to your Representative. As you now know, your efforts really do make a difference!

Rep. Jackie Speier of California’s 12th district is one of the newest co-sponsors of H.R. 745.

Supporting the Pancreatic Cancer Research & Education Act

While we have been making great progress on the Pancreatic Cancer Research & Education Act, advocacy efforts must continue. First, we need to recruit co-sponsors for the House bill, H.R. 745. (Co-sponsors are formal supporters of the bill that serve in the chamber where the bill was introduced; in this case, it is the U.S. House of Representatives). There are now 435 U.S. Representatives serving in Congress, and we need as many of them on board as possible. Once we get the Senate bill introduced, we will begin working on building co-sponsorship for that bill.

At press time, the number of co-sponsors was 165. If your Representative is among those who have not yet agreed to co-sponsor H.R. 745, make contact today and encourage him or her to sign on. To lean more, go to www.pancan.org/takeaction.

Visit Our Newly Redesigned Web Site Today – It's Easier to Use Than Ever Before!
Go to www.pancan.org
To commemorate National Pancreatic Cancer Awareness Month in November, the Pancreatic Cancer Action Network is issuing a challenge: increase the number of people who know about pancreatic cancer, so that we can all fight it, and end it.

To make that happen, we have launched the “Pancreatic Cancer: Know It. Fight It. End It.” campaign to reach out to new and existing supporters through an interactive online medium. With your help, we will substantially increase the number of our community volunteers and advocates.

In September, we began sending a series of e-mails to advocates, volunteers and supporters like you. In these messages, we introduced a specific challenge that relates to the number of Americans that the National Cancer Institute estimates will be diagnosed with pancreatic cancer from the time the campaign began on September 22nd until November 30th, and listed ways supporters can join in the fight against the disease. We will continue these outreach efforts until the end of November. We will also send updates on our progress.

This year, we also devised a creative new way to build awareness. We’ve developed an exciting and interactive game to challenge players to match pancreatic cancer facts and learn about this difficult disease. We believe the more someone knows about pancreatic cancer, the more they will want to join the fight. To view the game, go to www.knowitfightitendit.org.

For new visitors to the Know It. Fight It End It. website, the goal of the game is to educate them about specifics regarding the disease, and suggest simple steps they can take to make a difference. For our current supporters, the game tests their knowledge about pancreatic cancer and gives them an easy way to build awareness. We hope new and existing supporters will get as many of their family and friends involved as possible by forwarding the game to them. Our aim is to make this campaign completely viral so it reaches thousands of people.

**HERE ARE OTHER IMPORTANT WAYS TO MAKE A DIFFERENCE:**

1. **Raise awareness in a fun way** — Keep forwarding the game to all of your online contacts throughout the campaign. Go to www.knowitfightitendit.org.

2. **Get involved with your community affiliate** — Go to www.pancan.org to find one near you.

3. **Reach out to your local media** — Pancreatic cancer is the least understood of all the major cancer killers. Let reporters know why, then tell your own story.

4. **Contact your Member of Congress** — Find out more on page 3.

5. **Share our new public service announcement** — View our new 60-second PSA at www.pancan.org then forward the link to everyone you know.

6. **Create your own online fundraising page** — This is a great way to share why building awareness of pancreatic cancer is so important to you. Find out how at pancan.kintera.org/nov09campaign.

To learn even more, go to www.pancan.org.

Working together this year, we can heighten awareness of the disease more than ever before. Pancreatic cancer: Know It. Fight It. and End It.
WHY I LOVE VOLUNTEERING

“My husband Mike and I enjoy the gratifying feeling of trying to ‘paint the town purple’ with awareness every chance we get and being out there trying to make a difference in this disease that is so horribly underfunded. People need to understand the severity of this disease and its lack of progress throughout the decades. Every cancer is bad and needs an advocate and this one is ours because a great deal of the patients (including my parents and my husband’s relatives) do not live long enough or are healthy enough post-diagnosis to get out there and speak out about it. We are trying our best to do that for all of them.”

Audrey Montalto volunteers countless hours as an Event Coordinator for the Bolingbrook, Ill., Affiliate. In August of 2009, she played an instrumental role in planning the Time for Hope Benefit Concert.

“I got involved when my good friend Pat Fudge was diagnosed with pancreatic cancer. We met through our local running club and Pat’s husband Ben was our running coach. Therefore, it was a no-brainer to approach the Pancreatic Cancer Action Network about creating a race to raise money and awareness. All of the dedicated hours and hard work were worth it on the day of the event. To be surrounded by so many people who have been affected by pancreatic cancer and the strength and sense of power the crowd gave off was awe-inspiring. It truly was an amazing day! I consider myself lucky to have the opportunity to help, even in a small way.”

Tracy Connolly is a dedicated volunteer who helped create PurpleStride Tampa Bay. In 2009, the event raised more than $46,000 and attracted more than 300 supporters.

WELCOME TO OUR NEW AFFILIATE COORDINATORS

Pancreatic Cancer Action Network affiliates educate their communities and raise awareness about the disease. Affiliates are 100 percent volunteer-run and host activities and events to help fulfill our mission. Please join us in welcoming these new affiliate coordinators (who began in their roles from March to August 2009).

- Janet Bowman
  North Carolina — Winston/Salem/Greensboro
- Annamarie Calkins
  Washington — Puget Sound
- John Cravero
  Illinois — Chicago
- Julie Driscoll
  Washington — Puget Sound
- Cyndi Fleming
  Colorado — Western Slope
- Debbie Herrera
  New Jersey
- Mieca Kinsbruner
  Florida — Miami
- Carol Mangen
  Arizona — Phoenix
- Teresa Martinez
  California — Orange County
- Jennifer Moffett
  Texas — Houston
- Sheryl Taylor
  Virginia — Richmond
- Nicole Trelfa
  New Jersey
- Cate White
  New York — Buffalo
- Randy Williams
  Kentucky — Louisville

JOIN THE FIGHT: GET INVOLVED!

Volunteer with your local Pancreatic Cancer Action Network affiliate and help:

- Organize fundraising events
- Raise awareness in your community and with healthcare professionals
- Generate media coverage of local events and efforts
- Advocate for increased federal research funding

More than 70 affiliates around the country offer volunteer opportunities ranging from a couple of hours to year-round involvement. Get involved and make a difference!

Contact us at volunteer@pancan.org or call toll-free at 877-272-6626.
How You Can Help

The Pancreatic Cancer Action Network relies upon year-round events to raise awareness and generate financial support for research, patient services, community outreach and advocacy work. Every dollar raised is critical to our efforts and we are fortunate to have hundreds of dedicated volunteers who organize more than 350 fun runs, bike rides, golf tournaments and other events every year to support our mission. These efforts yield tremendous results: in fiscal year 2008/09, volunteers raised more than $4.2 million!

Join the excitement! Talk with the affiliate in your area about how you can volunteer for local events. Many of these listings are annual events and new events are added all year-round!

Our volunteers take on many responsibilities, such as:

- Event planning and logistical coordination
- Recruiting participants
- Identifying and securing event sponsors
- Distributing promotional material
- Assisting with registration
- Generating media attention
- Securing food and beverages
- Providing entertainment
- Setting up and cleaning up
- And much more!

Find out today what event volunteer role is best suited to your interests and schedule. Contact us at volunteer@pancan.org or call us toll-free at 877-272-6626.

Events Summary

April – September 2009

California
Simpson Stride for a Cure, Malibu, 4/19/09
Cups of Hope Tea Celebration, San Diego, 5/2/09
Day at Chili’s, Rancho Cordova, 5/12/09
7th Annual Walk Through the Vineyards, Rutherford, 6/13/09
Strike Out Pancreatic Cancer, Long Beach, 6/13/09
Night at Strings Pizzeria, Sacramento, 7/31/09
Night at Petco Park, San Diego, 7/31/09
Awareness Night with the Giants, San Francisco, 8/7/09
Fishing for a Cure, 8/15/09
Bridge’s Memorial Pancake Breakfast, Anaheim, 8/22/09
Awareness Day with the Sacramento River Cats, 8/23/09
Cruisin’ for a Cure, 8/23/09
Awareness Day at the Angels Game, Anaheim, 9/12/09

Colorado
Texas Roadhouse Night, Colorado Springs, 5/20/09
Golden Gallop Race, Golden, 9/12/09

Connecticut
Abelon Memorial Walk, East Hartford, 5/16/09

Florida
PurpleStride Ormond Beach, 5/9/09
Golf, Tennis, and Gala, Palm City, 5/30/09
PurpleStride Tampa Bay, 5/30/09
PurpleStride Jacksonville, 9/12/09

Hawaii
Kona Marathon and Half Marathon 2009, Kailua-Kona, 6/28/09

Illinois
Kane County Cougars Game, 4/16/09
PurpleStride Chicago, 5/2/09
Cocktails for Pancreatic Cancer, 6/10/09
Awareness Night With the Chicago Cubs, Chicago, 8/25/09
5th Annual ‘Time for Hope’ Benefit, Orland Park, 8/29/09
Cocktails for the Pancreatic Cancer, 9/9/09

Indiana
Picnic for Pancreatic Cancer, Indianapolis, 8/22/09
Yard Sale for Pancreatic Cancer, Indianapolis, 9/19/09

Iowa
PurpleStride Iowa, West Des Moines, 9/26/09
PurpleStride Iowa, Webster City, 9/26/09

Kansas
Hospital Hill Run, Overland Park, 6/6/09

Louisiana
Live Oak Concours d’Elegance, Baton Rouge, 5/9/09

Maryland
Bud Beatty Memorial Swim, Baltimore, 8/9/09
Action for a Cure, Gambrills, 9/26/09
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<th>State</th>
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<td>MIchigan</td>
<td>Links for a Cure, Detroit, 6/1/09</td>
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<td>PurpleStride Detroit, 9/27/09</td>
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<td>Minnesota</td>
<td>Brent Lemcke Memorial Golf Tournament, Lakeville, 6/13/09</td>
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<td>Take Me Out to the Ballgame, Minneapolis, 7/11/09</td>
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<td>PurpleRide Twin Cities, 9/13/09</td>
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<td>Missouri</td>
<td>Ritz It Up for Pancreatic Cancer, St. Louis, 4/09, 7/09 &amp; 9/09</td>
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<td>Awareness Day at the Cardinals Game, St Louis, 5/16/2009</td>
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<td>Links for a Cure St. Louis, 8/24/09</td>
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<td>New Jersey</td>
<td>Nazareno Regalbuto Memorial Walk, Sewell, 5/3/09</td>
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<td>Awareness Day at the Newark Bears Game, Newark, 8/30/09</td>
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<td>New York</td>
<td>Tulip Festival, Albany, 5/9/09</td>
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<td>Cookin' Up a Cure, New York City, 5/19/09</td>
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<td>PurpleStride Long Island, Holtsville, 9/20/09</td>
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<td>North Carolina</td>
<td>PurpleBowl Raleigh-Durham, 8/8/09</td>
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<td>Fundraising Dinner, Columbus, 4/7/09</td>
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<td>PurpleBowl Warren, 4/26/09</td>
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<td>PurpleStride Cleveland, 6/27/09</td>
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<td>Diaz/Copeland Memorial Tennis Tournament, Columbus, 7/17/09</td>
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<td>Pancreatic Cancer Garage Sale, Worthington, 7/18/09</td>
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<td>Raise a Glass for a Cure, Columbus, 8/13/09</td>
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<td>PurpleStride Central Ohio, Clifton, 9/12/09</td>
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<td>Oregon</td>
<td>Awareness Night With the Portland Beavers, 6/13/09</td>
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<td>Relay for Life Portland, 7/18/09</td>
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<td>Bellagios for Pancreatic Cancer Action Network, 8/3/09</td>
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<td>PurpleStride Portland, 9/13/09</td>
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<td>Pennsylvania</td>
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<td>Camp Curious, Landenbergh, 8/10/09</td>
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<td>Pick Up the Pace, Pittsburg, 8/16/09</td>
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<td>PurpleRide for a Cure, Lemont Furnace, 8/22/09</td>
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<td>Awareness Day With the Pirates, Pittsburgh, 8/23/09</td>
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<td>York Revolution Baseball Game, York, 9/5/09</td>
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<td>Rhode Island</td>
<td>Dinner Cruise for a Cure, Warren, 5/30/09</td>
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<td>South Dakota</td>
<td>Links for a Cure Brandon, 8/22/09</td>
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<td>Texas</td>
<td>PurpleStride Austin, April 26, 2009</td>
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<td>3rd Annual Paws for Pancreatic Cancer, Houston, 5/9/09</td>
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<td>American Airlines Dress Down Day, Dallas, 5/22/09</td>
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<td>Alamo Drafthouse Fundraiser, Austin, 6/21/09 and 6/28/09</td>
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<td>Virginia</td>
<td>Dirty Dancing Movie Screening, Virginia Beach, 8/2/09</td>
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<td>Washington</td>
<td>Celebration of Hope Dinner &amp; Auction, Seattle, 5/2/09</td>
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<td>Awareness Day With the Mariners, Seattle, 6/6/09</td>
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<td>Buck’s Ride for the Cure, Seattle, 8/22/09</td>
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<td>Wisconsin</td>
<td>Uno’s Donation Days, Madison, Summer 2009</td>
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<td>Waunakee Garage Sales Event, Waunakee, 5/7-8/09</td>
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A parent who is diagnosed with cancer often faces strong feelings of fear and uncertainty. Parents’ worries may intensify when they think about how their children will cope with a cancer diagnosis in the family. Although it may be difficult, it is important for parents to talk honestly with their children about the diagnosis. Below are several tips on how to talk to children about cancer.

- All children should know the name of the cancer, the part of the body where the cancer is located, how it will be treated, side effects of the treatment and how their own lives will be affected by the diagnosis. Age is an important factor. For children under the age of eight, you will not need to share detailed information. Older children and teenagers need and deserve to know more.

- When a parent gets sick, it is common for children to feel that they are to blame. Often, younger children believe that something they did or did not do caused the parent to get cancer. Reassure your children that nothing they, or anyone else, did caused the disease.

- Let children know right away that cancer is not contagious.

- It is acceptable to let children know that you are sad. Also tell them that it is all right for them to feel sad and scared and that they can cry.

- Reassure children that they will be loved and cared for, no matter what happens.

- Be honest and concise. Children may ask difficult questions. Anticipate these questions and rehearse your responses in your head or with someone else. The most important thing to communicate is your willingness to be honest.

- Maintain daily routines and activities as much as possible. This continuity will promote feelings of security and normalcy during a difficult time and will facilitate communication.

- Talk about the range of feelings that both you and your children may experience. Acknowledge that everyone has good days and bad days.

Every child will deal with a family member’s cancer diagnosis in a unique way. The above suggestions are general tips that may be appropriate for your family.

For more information and additional resources for children, please contact a PALS Associate toll-free at 877-272-6226 or email pals@pancan.org.
A biopsy is the removal of a small piece of tissue from the body for diagnostic testing. The only way to confirm a diagnosis of pancreatic cancer with 100 percent accuracy is to examine a portion of the suspicious tissue under a microscope. A pathologist studies tissue samples under a microscope to see if cancer cells are present and to determine the exact type of pancreatic cancer. Both biopsy and pathology analysis can present challenges when diagnosing pancreatic cancer.

The pancreas lies in the back of the abdomen surrounded by other organs. This makes it difficult to access for a biopsy. Obtaining a tissue sample during surgery is preferred if the patient is scheduled for surgery to remove the tumor. However, less invasive methods, including fine-needle aspiration (FNA), brush biopsy and forceps biopsy, are also used.

Two methods are used for performing FNA, the most common biopsy procedure for suspected pancreatic cancer: the percutaneous approach and the endoscopic ultrasound (EUS) guided approach. During a percutaneous FNA, the doctor inserts a thin needle through the abdominal wall. A computed tomography (CT) scan or ultrasound helps the doctor direct the needle into the pancreas to remove cells from the tumor.

The EUS-guided FNA method involves passing a needle down the throat through a special endoscope during an EUS imaging procedure. The doctor guides the needle through the stomach or intestinal wall immediately next to the pancreas to remove cells from the tumor. Patients experience no pain with the EUS-guided approach. EUS-FNA of the pancreas is a technically challenging procedure. It is important that a specially trained and experienced gastroenterologist perform this procedure. When done properly, the EUS-FNA biopsy generally provides the most accurate results with minimal risk for complications.

A brush biopsy may be performed during an endoscopic retrograde cholangiopancreatography (ERCP). A small brush inserted through the endoscope rubs off cells from the bile duct or pancreatic duct. The chance of getting a diagnosis of pancreatic cancer with ERCP brushings is generally low when compared to other methods.

In a forceps biopsy, the doctor passes a grasping tool through the endoscope to remove a small piece of tissue.

**ADVANTAGES AND DISADVANTAGES OF NONSURGICAL BIOPSIES**

Unlike surgery, FNA, brush biopsy and forceps biopsy only require mild sedation with pain medication. The patient usually goes home the same day. Serious side effects of biopsies are very rare.

Sometimes, the needle or brush used in the biopsy procedure may miss its target. This can lead to a noncancerous diagnosis even when cancer cells are indeed present in the pancreas.

**ANALYZING THE SAMPLE**

After a biopsy is taken, a pathologist analyzes the sample under a microscope to look for cancer cells. Pancreatic cancer cells are not always easy to identify by even the most experienced pathologists. Sometimes, even if the pathologist thinks the sample is cancerous, it may not be possible to rule out an unusual non-cancerous growth.

**WHAT SHOULD I DO IF MY BIOPSY IS INCONCLUSIVE?**

If the pathology report is inconclusive or does not match previous test results or a patient's symptoms, a patient may want to seek a second opinion. Diagnosis with a rare tumor type, such as a pancreatic endocrine tumor, may also prompt a second opinion.

Treatment options for pancreatic cancer depend on the specific type and stage of pancreatic cancer. In some cases, further tests can make a huge difference in what treatment options are available. In other cases, more tests can mean spending more time and money before starting treatment. To obtain treatment as part of a clinical trial, a pathologically confirmed diagnosis is usually necessary.

For more information about biopsies, treatment or pancreatic cancer, contact a PALS Associate toll-free at 877-272-6226 or email pals@pancan.org.
In 1991, I was diagnosed with renal failure. I have since gone through dialysis and two kidney transplants, the second of which was extremely successful. I was enjoying a charmed life, but in January of 2007, at the age of 59, that world came crashing down.

After experiencing some stomach discomfort I went to my doctor. He ordered tests which yielded a diagnosis of adenocarcinoma with the tumor near the head of my pancreas. I was totally blindsided. As I researched information, my worst fears were confirmed – I felt I had received a death sentence.

After seeking a second opinion, the surgeon felt I would be an excellent candidate for a Whipple operation. I knew that this operation provided higher survival chances. As I underwent this extensive procedure, my surgeon saw what was not visible in previous scans and tests: there was vascular involvement and removal of the tumor was not possible. I had always been an upbeat, positive thinker. I had been through some tough times, but always persevered. Although this news was devastating, I never abandoned hope.

As I began to recover from the unsuccessful operation, I thought about all of the extraordinary blessings I had in my life…

- my incredibly wonderful daughters, Michele and Pamela, and their equally incredible husbands
- my two beautiful and precious grandchildren
- my sister and in-laws
- my supportive and loving friends

I underwent a regimen of chemotherapy and radiation from some of the finest physicians in New York and New Jersey. There were definitely some tough days and I experienced some side effects. Overall, I fared quite well, continuing to work each day either before or after my treatments.

My pragmatic side completely understood the statistics of this disease. However, I also felt that statistics were for losers and I was no loser. My daughter sent me an article she had read for her statistics class. Whether it be the mean, median or mode, there are people across the statistical spectrum of survival from pancreatic cancer. Why shouldn’t I be the one at the end of the “good” side? "I’m a statistic of one." Those five simple words have summed up my attitude for the past two-and-a-half years. I make a conscious choice to live each day to the fullest. I won’t waste today worrying about tomorrow. This outlook has given me two-and-a-half of the best years of my life.

Every day I survive, I know I am a day closer to a possible cure. Research is advancing and the medical community is making amazing discoveries. The Pancreatic Cancer Action Network was an invaluable source of support and information for me when I was diagnosed. They have sponsored several symposia in our area that have been extremely informative and interesting. We traveled to Washington, D.C., last March to participate in Advocacy Day and I have become a volunteer in the Survivor and Caregiver Network.

I find that by reaching out to help others, I also help myself stay focused and strong. I once read these words by Aristotle: Hope is a waking dream. I believe in the hope of finding a cure for this disease. And I know that by working together we can make that dream of hope a reality! 🌟
In July, three new members were named to the National Board of Directors of the Pancreatic Cancer Action Network: Peter Kovler, a noted philanthropist and a former journalist who is the producer of several award-winning documentaries; Laurie MacCaskill, a pancreatic cancer survivor, accomplished entrepreneur and committed health care and child welfare advocate; and Jai Pausch, an ardent pancreatic cancer research proponent.

The trio joins Board Chair Jason Kuhn, President and CEO Julie Fleshman, Stephanie Davis, Tim Ennis, Dr. Stevan Holmberg, and Founding Chair Cynthia Stroum.

“These three individuals bring a wealth of experience and knowledge to the Pancreatic Cancer Action Network’s board of directors,” said Kuhn. “I look forward to their diverse contributions as we continue to move the organization forward.”

Peter serves as the Director of the Marjorie Kovler Philanthropic Fund and as Chairman of the Board of the Blum-Kovler Foundation. He also serves as the Chairman of the Board of the Center for National Policy and is the founder of Chicago’s Kovler Center for Victims of Torture. With an impressive background in government affairs, Peter previously worked as an award-winning documentary producer, as well as an acclaimed editor, speech writer and reporter.

In 1970, he lost his mother to pancreatic cancer, and now serves as a committed advocate to advancing research into the disease. He lives in Washington, D.C., with his wife, Judy.

Since she was diagnosed with pancreatic cancer in 2006, Laurie has served as a tireless volunteer and advocate for the Pancreatic Cancer Action Network. She and her husband, Paul, divide their time between Los Angeles and Aspen, Colo. Passionate about furthering preventative health, wellness and nutrition causes, MacCaskill was one of the founding board members of the Aspen Center for Integral Health, volunteers with The Colleagues in Los Angeles, and serves as Chairman of the National Committee for the Performing Arts with the Kennedy Center in Washington, D.C.

Laurie has an extensive background in the field of advertising, working with major publications including Time, Newsweek, Sports Illustrated and U.S. News and World Report as well as the J. Walter Thompson advertising agency. She also has co-owned a commercial design firm, was employed as a residential real estate agent, worked in a fine art gallery specializing in modern and contemporary masters, and trained Fortune 500 company executives on honing their communication skills.

Jai became an impassioned advocate promoting pancreatic cancer research following the death of her husband, Randy Pausch, PhD, the acclaimed Carnegie Mellon University professor and author of the internationally best-selling book, The Last Lecture, who passed from the disease in 2008.

Previously, Jai led the Carnegie Mellon School of Computer Science Web team as the Director of Electronic Publications. She also served as Outreach Coordinator for the University of North Carolina at Chapel Hill Department of Computer Science. She holds a B.A. in French Language and Literature from North Carolina State University, and an M.A. and doctorate degree in Comparative Literature from the University of North Carolina at Chapel Hill.

At present, Jai researches do-it-yourself instructional videos for home repairs and remodeling and raises her children, Dylan, Logan and Chloe, in Hampton Roads, Va.
A DEDICATED SUPPORTER CONTINUES HIS OUTSTANDING COMMITMENT

Compassionate, inspirational, dedicated and driven are all words that have been used to describe accomplished business owner and longtime Pancreatic Cancer Action Network supporter Roger Magowitz. In addition to contributing to his business success, these qualities helped him to turn a personal tragedy into a quest to help others facing similar circumstances.

After the devastating loss of his mother, Seena, to pancreatic cancer in 2001, Roger sprung into action and made a lifelong commitment to fight the disease. His efforts have met with remarkable success.

In tribute to his mother, Roger created the Seena Magowitz Celebrity Golf Classic in 2003 as a fundraiser for members of the home furnishings industry. As a mattress retailer, Roger knew that many of his business associates would be willing to support such a worthy cause.

Due to his hard work, the event has grown by leaps and bounds: Since its inception, the popular golf classic has grossed more than $1.3 million in donations.

Each December, home furnishings industry executives from around the country gather in Scottsdale, Arizona, to participate in the weekend of golf, camaraderie and charity with others who would normally be their competitors.

In another effort to advance research into the disease, Roger also funds the Seena Magowitz Pancreatic Cancer Action Network AACR research grant in his mother’s memory each year. These grants have enabled several researchers to further their investigations into the disease.

“Roger has been an incredible advocate, supporter and mentor to others as he creates a contagious energy and momentum in the quest to find early detection methods, effective treatments and ultimately a cure for pancreatic cancer,” said Pamela Acosta Marquardt, Director of Donor and Corporate Relations. “In fact, this year he brought a number of corporate partners to us including Tempur-Pedic®, Wesley Allen Beds, Mattress Firm and Protect a Bed, who will all be participating in campaigns this November in recognition of National Pancreatic Cancer Awareness Month.”

To learn more about the 2009 Seena Magowitz Celebrity Golf Classic, scheduled to be held on December 5th, 2009, in Scottsdale, Arizona, visit www.seenamagowitzcelebritygolfclassic.com or contact Roger by email at roger@bedbiz.com.

LOOKING FOR AN EASY WAY TO GIVE?

Workplace giving: A great way to support the Pancreatic Cancer Action Network. Choose the option that works best for you:

Community Health Charities (CHC) – If your company partners with CHC, please check the Pancreatic Cancer Action Network on your workplace giving ballot.

Combined Federal Campaign (CFC) – State and federal workers can support us through this year’s CFC. We are listed under Community Health Charities. The Pancreatic Cancer Action Network CFC designation code is #10607.

Your Own Employer’s Workplace Giving Plan – Look for the Pancreatic Cancer Action Network on your employer’s workplace giving ballot. If it is not there, please ask your employer about adding our name to the ballot. You can also contact us to find out how your company can partner with CHC for your workplace giving program.

Matching Gifts – Many employers will match your personal donation to us. Check with your company for more information about their matching gifts program. The Pancreatic Cancer Action Network is a 501(c)3, nonprofit, Federal ID #33-0841281.

To find out more, call our Donor Relations Department toll free at 877-272-6226 or email us at development@pancan.org
The Pancreatic Cancer Action Network has launched a national Corporate Partnership Program. The program is designed to reach out to the corporate community and forge meaningful, long-term partnerships to help our organization create awareness and fundraising opportunities through cause-related marketing campaigns and national sponsorship alliances.

Our Corporate Partnership program reached its first major milestone recently by signing a national cause-marketing agreement with Tempur-Pedic®, one of the most recognized brands for innovative sleeping systems and a leader in the bedding industry.

Tempur-Pedic's support of our cause began in 2003 when bedding industry giant and long-time Pancreatic Cancer Action Network supporter Roger Magowitz created a golf event in Phoenix, Arizona, to raise money for research. Roger started the tournament to honor his mother, Seena Magowitz, who passed away from the disease in 2001.

Now in its seventh year, the Seena Magowitz Celebrity Golf Classic has become one of the largest pancreatic cancer fundraising events in the country, raising more than $1.3 million since its inception. Through the years, Tempur-Pedic has remained a committed supporter and sponsor of the event.

In an effort to expand and deepen their extraordinary commitment to our cause and organization, Tempur-Pedic has launched a national promotional campaign to raise awareness and funds in support of our mission.

TEMPUR-PEDIC® HUGS BACK TEDDY BEAR CAMPAIGN LAUNCHES NATIONWIDE

The Tempur-Pedic Hugs Back Teddy Bear campaign will run nationwide from October 15th through December 27th, 2009. All proceeds from sales of the bears will be donated to the Pancreatic Cancer Action Network.

The bears will be sold through bedding industry retailers, on Tempur-Pedic’s website (www.tempurpedic.com/teddy_bear) and through its direct sales group. Todd Miller, Tempur-Pedic’s Vice President of Retail Sales, has also taken an active role in personally promoting the campaign among industry retailers.

“We are very grateful for Tempur-Pedic’s commitment and support of our cause and mission,” said Pamela Acosta Marquardt, Director of Donor and Corporate Relations. “We are especially thankful to Todd Miller and (Tempur-Pedic Retail Marketing Manager) Kaci Prunty for their extraordinary support and effort in planning and launching this program.”

“In March, Kaci and I had the privilege of attending the Pancreatic Cancer Action Network’s Advocacy Days event in Washington, D.C.,” Todd said. “The incredible passion and dedication of the volunteers and the strength of the organization was evident everywhere we went. We are truly proud to support such a worthwhile mission.”

SUPPORT THE DEVELOPMENT OF OUR CORPORATE PARTNERSHIP PROGRAM

The growth of our Corporate Partnership program is primarily driven by developing relationships with key supporters within companies around the country. Volunteers, donors and advocates who support our cause can further these efforts by helping us to forge relationships within their own companies. Introductions to key business contacts are much appreciated, and help us enormously as we work to build significant corporate relationships.

Please contact Brian Doremus in our Corporate Relations department at 877-272-6226 to discuss how you can help us to create even more corporate partnership opportunities.
**GET YOUR PURPLE ON!**

November is National Pancreatic Cancer Awareness Month. Raise awareness and hope – shop for purple apparel, accessories, beautiful jewelry and more in our online store.  

**WWW.PANCAN.ORG/STORE**

**TO CONTACT US**

If your address is incorrect, or you are receiving duplicate copies of this publication, you may submit changes in one of three ways: email change@pancan.org; update the label and mail it to Outreach/PanCAN, 2141 Rosecrans Ave., Suite 7000, El Segundo, CA 90245; or call 877-272-6226. By giving the code number that appears above your name, your request can be processed quickly. Thank you for helping us to manage our expenses.

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### CALENDAR OF EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT NAME</th>
<th>CITY, STATE</th>
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<tr>
<td>10/10/2009</td>
<td>PurpleStride Chattanooga 2009</td>
<td>Chattanooga, Tenn.</td>
<td>Nancy Woods at <a href="mailto:nwoods@pancanvolunteer.org">nwoods@pancanvolunteer.org</a></td>
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<td>10/11/2009</td>
<td>PurpleStride Maryland 2009</td>
<td>Cockeysville, Md.</td>
<td>Ken W. Cunzeman at <a href="mailto:kcu2109@pancanvolunteer.org">kcu2109@pancanvolunteer.org</a></td>
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<td>10/11/2009</td>
<td>Bank of America Chicago Marathon</td>
<td>Chicago, Ill.</td>
<td>Setal Patel at <a href="mailto:spatel@pancan.org">spatel@pancan.org</a></td>
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<td>10/17/2009</td>
<td>PurpleStride Baton Rouge 2009</td>
<td>Baton Rouge, La.</td>
<td>Melissa Corkern at <a href="mailto:mckurn@pancanvolunteer.org">mckurn@pancanvolunteer.org</a></td>
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<td>10/18/2009</td>
<td>PurpleStride St. Louis 2009</td>
<td>St. Louis, Mo.</td>
<td>Stephanie Pisarski at <a href="mailto:spisarski@pancanvolunteer.org">spisarski@pancanvolunteer.org</a></td>
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<td>11/1/2009</td>
<td>PurpleStride Danbury 2009</td>
<td>Danbury, Conn.</td>
<td>Kristen Angell at <a href="mailto:angell25@sbcglobal.net">angell25@sbcglobal.net</a></td>
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<td>11/5/2009</td>
<td>3rd Annual Auction for Action</td>
<td>Tampa, Fla.</td>
<td>Brad Jackson at <a href="mailto:bjackson@pancanvolunteer.org">bjackson@pancanvolunteer.org</a></td>
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<td>11/6/2009</td>
<td>3rd Annual All In For a Cure</td>
<td>Orlando, Fla.</td>
<td>Neil Belliveau at <a href="mailto:neil@allinforacurecharity.com">neil@allinforacurecharity.com</a></td>
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<td>11/7/2009</td>
<td>PurpleStride San Antonio 2009</td>
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<td>Jenny Finkbiner at <a href="mailto:jfinkbiner@pancanvolunteer.org">jfinkbiner@pancanvolunteer.org</a></td>
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<td>Jazzed for Hope 2009</td>
<td>Madison, Wis.</td>
<td>Tammy Andries at <a href="mailto:tandries@pancanvolunteer.org">tandries@pancanvolunteer.org</a></td>
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<td>PurpleStride Atlanta 2009</td>
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<td>Brittany Black at <a href="mailto:bblack@pancanvolunteer.org">bblack@pancanvolunteer.org</a></td>
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<td>11/7/2009</td>
<td>PurpleStride Wichita 2009</td>
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<td>Michelle McWhorter at <a href="mailto:mmcwhorter@pancanvolunteer.org">mmcwhorter@pancanvolunteer.org</a></td>
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<td>PurpleStride Philadelphia 2009</td>
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<td>Donna Deoria at <a href="mailto:ddeaoria@pancanvolunteer.org">ddeaoria@pancanvolunteer.org</a></td>
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<td>11/13/2009</td>
<td>Night of Hope Benefit &amp; Silent Auction</td>
<td>Sacramento, Calif.</td>
<td>Angie Schoonmaker at <a href="mailto:aschoonmaker@pancanvolunteer.org">aschoonmaker@pancanvolunteer.org</a></td>
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<td>PurpleBowl Virginia Beach</td>
<td>Virginia Beach, Va.</td>
<td>Luis Colon at <a href="mailto:lacolon@pancanvolunteer.org">lacolon@pancanvolunteer.org</a></td>
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<td>Diane Germ at <a href="mailto:dgerm@pancanvolunteer.org">dgerm@pancanvolunteer.org</a></td>
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<td>11/14/2009</td>
<td>PurpleStride Orange County 2009</td>
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<td>Roberta Luna at <a href="mailto:rluna@pancanvolunteer.org">rluna@pancanvolunteer.org</a></td>
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<td>11/15/2009</td>
<td>PurpleStride DFW 2009</td>
<td>Grapevine, Texas</td>
<td>Mary Jo Jennings at <a href="mailto:mjennings@pancanvolunteer.org">mjennings@pancanvolunteer.org</a></td>
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<td>11/28/2009</td>
<td>PurpleStride Longmont 2009</td>
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<td>Shawna Busby-Hirman at <a href="mailto:sbusbyhirman@pancanvolunteer.org">sbusbyhirman@pancanvolunteer.org</a></td>
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<td>12/5/2009</td>
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<td>Lake Charles, La.</td>
<td>Kristl Remy at <a href="mailto:kremy@pancanvolunteer.org">kremy@pancanvolunteer.org</a></td>
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