



## WBCC Establishes the Annual Beyond the Pink Ribbon™ Award

At the 2006 WBCC Annual Membership meeting the Board of Directors voted to create an annual award named after our organizational tag line, Beyond the Pink Ribbon™. This award was established to honor and thank an individual who worked to support the mission of the Wisconsin Breast Cancer Coalition and who through their efforts and commitment, went “beyond the pink ribbon” to help promote and fund our efforts toward breast cancer education, collaboration, and legislation in Wisconsin. Our first recipient of the award was also chosen, and was actually a *group* of individuals at a Wisconsin-based bank: BLC Community Bank and Employees, in Little Chute, Wisconsin.



*BLC Community Bank Employees  
Little Chute, Wisconsin*

BLC Community Bank dedicated the entire month of October this year to raising awareness and funds for WBCC. “The Board of Directors voted BLC Community Bank and its employees as this year’s recipient of the Beyond the Pink Ribbon Award because they showed such commitment and effort and did such an amazing job raising money for WBCC,” said Ellen Vander Heyden, WBCC President. “They notified us earlier in the year

about their plans, and it was exciting to hear about the events and progress throughout the month of October! They really deserve this award.” The bank and its employees had a great time organizing mini events and talking to the bank’s customers about WBCC and breast cancer awareness.

WBCC President Ellen Vander Heyden presented BLC Community Bank President, Gary Vanden Heuvel with a plaque commemorating this year’s award on November 24<sup>th</sup>. “I credit the success of this effort to our employees, they put their hearts into it,” said Gary. “As a bank we are proud to be supporting programs that aim to

end breast cancer through increased research into the cause and cure of this disease. Being a local independent bank, it’s important to us that our donations stay here in Wisconsin and benefit our customers and our community. Donating the funds we raised to the Wisconsin Breast Cancer Coalition was a perfect choice for us.”

Congratulations to BLC Community Bank and its employees on receiving the Wisconsin Breast Cancer Coalition’s 2006 Beyond the Pink Ribbon™ Award!

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### IT’S ALMOST TAX TIME!

Which means you have **TWO** opportunities to make donations to help fight breast cancer:

Support the WBCC by making a tax deductible, year end donation  
*AND*

Make sure you use the check off box on your WI state tax form to make a donation to the Wisconsin Breast Cancer Research Fund. Proceeds go to the Medical College of Wisconsin and the UW Comprehensive Cancer Center for new breast cancer research grants.

## president

Ellen Vander Heyden

## vice president

Rhonda Deneka

## treasurer

Bridget Fassett

## secretary/past president

Karen Maynard

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Bonnie Anderson  
Debra Rand Feldman  
Gerry Parenteau  
Galina Tash

## program coordinator

Dawn Anderson

## founding members

Linda Kohlenberg Irwin  
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Moving? Please send your address changes to:

Wisconsin Breast Cancer Coalition  
P.O. Box 170031  
Milwaukee, WI 53217

or email: [wbcc@standupandspeakout.org](mailto:wbcc@standupandspeakout.org)

# President's Letter

Each year during the holidays, as many of you do, I get together with family and friends. We spend time laughing and talking about the good times, remembering all of the great things we've experienced together over the year. This year, as I think back on the times I have spent with my friends and family in the Wisconsin Breast Cancer Coalition, I can't help but think about all of the great things we have accomplished this year.

Starting with the Personal Stories, Public Action Campaign we hosted this past spring, we emphasized a message of survivorship and how important it is for breast cancer survivors to not only share their personal stories but to be advocates for all women.

The stories we collected at Personal Stories, Public Action have been included among the thousands of stories collected across the country to help establish best practices in treatment and help ensure that all breast cancer patients get the treatment they deserve.

In May nearly 20 breast cancer survivors from all over Wisconsin joined us in attending the National Breast Cancer Coalition Fund's Annual Advocacy Training Conference and Lobby Day. We were thrilled to have such a large group and statewide representation there to learn about recent advances in breast cancer, clinical trials and drug approval processes, and advocacy in state government, as well as many other topics.

In September, we celebrated survivorship again along with our Rare Chair Affair "Survivor Artists" and their wonderful, creative chairs.

Our efforts in policy and legislation were active this year; both in Washington, DC and in Madison, WI. Along with the National Breast Cancer Coalition (NBCC) we worked very hard to get the Breast Cancer and the Environmental Research Act passed. Unfortunately we were once again disappointed in our efforts, but we are gaining ground. We will continue to work to see its passage, because we understand that we won't find cures for breast cancers until we know what causes them.

Here in Wisconsin we continue to be involved in the Wisconsin Cancer Council (WCC) and are active in both the implementation and strategy of the Wisconsin Comprehensive Cancer Control Plan and on WCC's Public Policy Committee.

We activated our WBCC Alert Network at the state level to see passage of the Cancer Patient Protection Act. WBCC was part of a statewide coalition in seeking passage of this legislation. We participated in press conferences, testified in front of our legislators in Madison, and we were present when Governor Doyle signed it into law in April.

We have begun planning for a Wisconsin Breast Cancer Coalition Advocacy Day in Madison. Working with not only other breast cancer organizations, but researchers, physicians and legislators, we will develop a policy platform that will seek to address outstanding issues affecting good breast cancer research, diagnosis and treatment in Wisconsin. The outcome will be our planned Advocacy Day on March 6, 2007.

We put tremendous value in our focus on education. We believe that advocates must be educated in all aspects of breast cancer; the areas of genetics, biology, epidemiology, clinical trials, law, and the environment are just a few areas where we seek knowledge. We believe that in order to make a difference – to have a seat at the tables where decisions are made – we must be able to speak intelligently to whomever necessary to achieve our goals. To that end, we have attended educational seminars and national research conferences, hosted speakers, read books, and sought information everywhere we went.

The following are just a few events we attended in 2006 on behalf of the people of Wisconsin:

- X Project LEAD Clinical Trials Training**
- X Sharing the Knowledge**
- X Donors Forum**
- X Wisconsin Comprehensive Cancer Control Summit**
- X Support Groups**
- X NBCC Annual Advocacy Training Conference**
- X Governor's eHealth Initiative**
- X WCC Regional Partnerships meetings**
- X San Antonio Breast Cancer Symposium**
- X Project LEAD Quality Care Training**
- X AstraZeneca Media Training**
- X AstraZeneca Advocacy Training**

Our efforts in building awareness have been at events across the state - in the Fox Valley, Green Bay, Madison, and at our annual meeting where we heard Dr. James H. Woods talk about one of the latest research trials he is participating in.

I'm proud to say we've once again accomplished much this year. The survivors and advocates I work with on a daily basis agree - we won't stop until we have found a cause and a cure for breast cancer. Until then, I wish you Happy Holidays and a Healthy New Year.

*Ellen Vander Heyden*

WBCC President

## WBCC to host First Annual Wisconsin Advocacy Day

On March 6, 2007, the WBCC is taking our message to Madison – and we want you to join us! For many years, we have focused primarily on federal policy as it relates to breast cancer issues. Recently we have had success in our own state, working with other groups on some legislation, and working on our own with Representative Dave Cullen to establish the income tax check off box for breast cancer research. Realizing that we have issues that can be addressed here at home, we are organizing our first ever advocacy day in Madison and invite participation from all over the state. We know that advocacy works best when a constituent has direct contact with her or his legislator – so we need representation from all districts to make this a success. Our morning session will feature speakers and be informative in nature. We will outline and review our priorities, conduct a training on lobbying techniques and go over the logistics for the day. Legislators will be invited to attend the morning session. After lunch, we will break into groups and meet with our legislators at the Capitol.

If you, or your group, are interested in participating in this exciting new WBCC program, please contact us at [wbcc@standupandspeakout.org](mailto:wbcc@standupandspeakout.org), or 414-963-2103.

## Sherry Kohlenberg Scholarship Program and Annual Advocacy Conference

*Be at the cutting edge of breast cancer advocacy!*



Board Members  
Gerry Parenteau and  
Karen Maynard

On April 28, 2007, a contingent of Wisconsin women will join hundreds of advocates from across the country in Washington, DC for the National Breast Cancer Coalition's Annual Advocacy Conference. This 4-day conference is sponsored by one of the top 20 most influential groups in national health policy in the country and culminates in Lobby Day on Capitol Hill with over 500 advocates visiting their legislators in one day. It makes a huge impact!

Each year, members of the WBCC Board of Directors attend this conference and we take with us recipients of our Sherry Kohlenberg Scholarship. This scholarship helps with expenses and provides an opportunity for breast cancer advocates to become better informed and to learn the skills necessary to influence policy decisions related to breast cancer. We are still accepting applications for 2007, however the deadline is January 15.



WBCC Delegation to Washington DC, April 2006

***If you would like to apply for a scholarship, contact the WBCC office at 414-963-2103 or 800-295-2622. Don't miss this opportunity!***

***If you are ready to step up your involvement in breast cancer advocacy, we need to hear from you. It will be an experience you will never forget.***

### National Breast Cancer Coalition 2007 Annual Advocacy Conference

April 28 – May 1, 2007  
Hyatt Crystal City  
Arlington, VA

Go to [www.stopbreastcancer.org](http://www.stopbreastcancer.org) or call the WBCC at 414-963-2103 for more information

**SIGN UP EARLY!**

Financial assistance may be available

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## WBCC Holds its 2006 Annual Membership Meeting



The 2006 WBCC Annual Membership Meeting was held at the Hilton-Milwaukee River on November 16th. The meeting opened with an introduction of the Board of Directors and was followed by Secretary, Karen Maynard, counting the returned ballots, which were mailed in early October. The WBCC membership voted to re-elect the following individuals to the Board of Directors:

- X Galina Tash
- X Rhonda Deneka
- X Debra Rand-Feldman

The Board also recognized retiring Director, Mildred Leigh-Gold for her years of dedicated service to the organization. Mildred had been on the WBCC Board for three terms and helped lead the Legislative Committee. Mildred is the Program Manager for the Breast and Cervical Cancer Awareness Project (MBCAAP) for the City of Milwaukee Health Department. She is also a Board Director and mentor for After Breast Cancer Diagnosis, Inc. (ABCD), co-founder of “Women and Men Supporting Each Other”, formerly “Women Supporting Women” – the first support group of its kind in Wisconsin for women of color, has served as a reviewer 5 times on the Department of Defense Breast Cancer Research Program and has received a very long list of community awards for her service! We will miss Mildred at our Board meetings, but Mildred promises to stay active in the organization.



Next the 2006 Volunteer Recognition Award was announced, recognizing volunteer Jeffrey Schrab for his service to the organization (read more about Jeffrey and this award below).

Committee reports were read including the highlights from the Legislative Committee, Health-Based Initiatives Committee, Development Committee, Communications Committee, and Administrative Committee.

After the Annual Membership meeting was adjourned, the Board of Directors held a meeting to elect the 2006/2007 slate of officers. Four WBCC Board Directors were elected to the following officer positions:

- |                              |                                  |
|------------------------------|----------------------------------|
| X Bridget Fassett, Treasurer | X Rhonda Deneka, Vice President  |
| X Karen Maynard, Secretary   | X Ellen Vander Heyden, President |

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## 2006 WBCC Volunteer Recognition Award Recipient Announced

The Wisconsin Breast Cancer Coalition's Annual Volunteer Recognition Award Recipient, Jeffrey Schrab, was announced at this year's Annual Membership meeting. Jeffrey was chosen as the recipient of this year's award because of his outstanding service to the Wisconsin Breast Cancer Coalition above and beyond the call of duty. Jeffrey has worked with WBCC for several years as a member of the Communications committee, helping to build our organizational website ([www.standupandspeakout.org](http://www.standupandspeakout.org)) and the website for the Rare Chair Affair ([www.rarechairaffair.org](http://www.rarechairaffair.org)), acting as technical advisor to the organization, and this year he put in a lot of time on the Rare Chair Affair Committee. He is currently working on an update of our website to incorporate our new logo and more interactive functions.

We selected Jeffrey Schrab this year because he volunteered so much of his time and helped us in so many ways. “Jeffrey has been there for us when we needed his help and he really deserves to be named recipient of our volunteer award,” said Ellen Vander Heyden, when presenting the award to Mr. Schrab at this year's Annual Membership meeting. We thank Jeffrey for his continued service and congratulate him on receiving this award.

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## Annual Meeting Keynote Speaker: James H. Woods, MD

Following the Annual Meeting and the election of WBCC Board officers, President Ellen Vander Heyden announced the keynote speaker, James H. Woods, M.D. Dr. Woods spoke about breast cancer risk factors and two of the models that are currently used to determine risk – the Gail Risk Model and the Claus Model – and the advantages and disadvantages of each. Dr. Woods is participating in a ductal lavage research study (SEDE) using the FirstCyte® Breast Test. He described the process and the goals of the test.

In this study, the FirstCyte Breast Test is being used as a risk assessment tool for women who are at high risk for breast cancer. Cells collected through ductal lavage are used to detect atypical changes in cells lining the milk ducts. It is estimated that up to 95 percent of all breast cancers originate in the milk ducts. By identifying high risk women who have abnormal cells (atypia) in their milk ducts and who are apparently at highest risk for developing breast cancer, the test can be used to assist these high risk women in their decision making process with regard to appropriate risk reduction measures.

Dr. Woods pointed out that women who are found to have atypia have a 4 to 5 fold increase in risk. However, if those women also have a first-degree relative who has had breast cancer, their risk increases to 11 to 22 fold. “This is unacceptable,” Dr. Woods stated. “This is a patient who needs more than standard screening by mammography. We need to be better at identifying and taking care of these patients in order to prevent death from breast cancer.”

According to Cytoc Corporation, the makers of the test, the Gail Risk Model and Claus Model use general statistics from a large population of women to approximate an individual woman’s risk. In contrast, the FirstCyte Breast Test uses individualized cellular information from a woman’s breast to indicate abnormal changes. Knowing whether abnormal cells are present will help the patient and physician make decisions on ways to reduce a woman’s risk.

The Wisconsin Breast Cancer Coalition believes that we will not find a cause or cure for breast cancer without clinical trials, and we are strong advocates for well-designed trials. We were also proud to hear Dr. Woods mention that there are 66 women participating in the trial in Wisconsin. The SEDE study is a 5 year, fully randomized national trial that is operating at 16 institutions with over 1100 currently enrolled women.

Dr. Woods’ presentation was followed by a question and answer session where he complimented WBCC on the fact that we place such a high importance on educating the people of Wisconsin about breast cancer. He was also happy to answer questions about the test, risk factors, and the goals of the study itself.

We thank Dr. Woods for his generosity in giving us his time and helping us to continue our efforts to educate our membership about this clinical trial and current breast cancer research.

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### SAVE A TREE!

Would you prefer to receive your quarterly newsletter electronically? You can help us reduce our printing and postage costs, and still be kept informed on current breast cancer issues – contact us at [wbcc@standupandspeak-out.org](mailto:wbcc@standupandspeak-out.org) if you would prefer a pdf version of “Collective Voice”.

**WISCONSIN  
BREAST  
CANCER  
COALITION**

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BREAST  
CANCER  
COALITION**

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**The Rare Chair Affair**



RCA Chairperson, Debra Rand-Feldman, Survivor Artist Debbie Balistrieri, and Betty Simpson

From Alaska's Glaciers, to Pirates in the Caribbean, to Venice, Italy – we traveled the globe as this year's Survivor Artist chairs stole the show with a wide range of styles and themes. Once again, our favorite auctioneer, Dan Pronley, entertained, cajoled, and prodded live auction bidders into parting with over \$5000 to benefit the Wisconsin Breast Cancer Coalition. And, as always, our fantastic silent auction committee assembled a huge array of jewelry, sports memorabilia and artist chairs – including director's chairs signed by breast

cancer survivors Carly Simon and Edie Falco – which brought in over \$20,000.



Auctioneer Dan Pronley in action

Held on September 15, this was the Rare Chair Affair's first year at the Brynwood Country Club. The new location received raves for its outstanding food and service. Victoria Vonier, owner of Private Gardener, continued her 7 year tradition of providing centerpieces for the event – this year outdoing even her past work with fabulous modern florals in vases of all sizes and shapes. New this year were lovely pink maypoles flanking the driveway and the stage, created and lent to us by Nell Crain. They added a very festive flair!

We would like to recognize and thank the winner of our "live raffle", Susie Stecker, who upon winning \$570 in cash, took \$10 for each of her 4 children, and then donated the balance of her winnings back to the WBCC.

Thank you and congratulations to the Survivor Artists, our indefatigable chairwoman, Debra Rand-Feldman and her outstanding committee, our corporate sponsors and donors and to all who attended the 7th Annual RCA.

Watch for news soon on next year's event on September 28, 2007 at Brynwood – we plan to shake it up a bit!

*If you would like more information or would like to participate in the Rare Chair Affair, please contact our office at 414-963-2103 or email [info@rarechairaffair.org](mailto:info@rarechairaffair.org).*



Happy auction winners take home their purchases



Centerpieces by Private Gardener



Survivor Artist Jill Eder and son, Aidan

**Rare Chair Affair Event Sponsors**

- Astra Zeneca
- Isle of Dogs
- Scott and Peggy Sampson Charitable Foundation
- Wheaton Franciscan Healthcare

**In Kind Donations**

- Ogden Realty  
Space for our survivor artists to work
- Beverly Burger and Becky Prusko  
Our artist advisors
- Victoria Vonier  
Private Gardner
- Meg Stoddard  
Invitation Design
- Patricia Nelson and Dave Iselin  
Musicians
- Erin Calfa  
Photography
- Prographics  
Invitation Printing

**Survivor Artists**

- |                     |                |
|---------------------|----------------|
| Debbie Balistrieri  | Donna Flint    |
| Amy Brandt          | Jan Hess       |
| Jeannine Davis      | Karen Maynard  |
| Jo DeMars           | Linda Port     |
| Jill Eder           | Marilee Slifko |
| Virginia Erlandsson | Linda Weide    |

## Breast Cancer Recovery Foundation Announces 2007 Retreats

The Breast Cancer Recovery Foundation has announced its schedule of 2007 Infinite Boundaries retreats for breast survivors. Infinite Boundaries is BCRF's flagship program and is a wellness program for women who have experienced breast cancer. Designed by breast cancer survivors, for breast cancer survivors, each retreat features uplifting discussions, creative arts and outdoor adventures. To reserve your spot, or get more information, call (888) 821-1140 or go to [info@bcrf.org](mailto:info@bcrf.org)

|                        |   |
|------------------------|---|
| <b>February 8-11</b>   | – <b>Lake Delton, WI</b>  |
| <b>March 5-8</b>       | – <b>Retreat for Women with Metastatic Breast Cancer, Wisconsin Dells, WI</b> |
| <b>April 26-29</b>     | – <b>Retreat for Young Survivors, Lake Delton, WI</b>                         |
| <b>June 21-24</b>      | – <b>Door County, WI</b>  |
| <b>August 16-19</b>    | – <b>Madeline Island</b>  |
| <b>September 13-16</b> | – <b>Door County, WI</b>  |
| <b>October 11-14</b>   | – <b>Retreat for Single Women, Stanchfield, Minnesota</b>                     |
| <b>November 8-11</b>   | – <b>Racine, WI</b>   |

## WisconsinMade.com makes largest donation to date

The WBCC would like to thank Linda Remeschatis, owner of [wisconsinmade.com](http://wisconsinmade.com), and to all of you who shopped during the promotional period in October for accumulating the largest donation from them to date. Linda forwarded a check for \$945 to us on November 10, which represented 10% of online sales from Oct. 1-10.

Wisconsinmade.com is a fabulous internet store featuring products made here in Wisconsin. From artwork to food products, it is a great place to do some holiday shopping and to express your appreciation to Linda for her support!

As you purchase your new 2007 calendars and transfer information into them this month – why not mark Oct. 1-10 now so you won't forget to shop during that time period next year? (In fact, there are many lovely calendars available on the website!) Many thanks again to Linda and [wisconsinmade.com](http://wisconsinmade.com).

## Correction!

Many thanks to our alert – and WELL INFORMED – readers who brought to our attention a typo in the last newsletter. In the “Test Your Breast Cancer IQ” quiz, question number 4 (“Which of the following is true about mammograms?”) had incorrect numbering on the answer choices – which led to the correct answer appearing to be that they are 100% effective in finding all types of breast cancer. We are pleased that phone calls came in pointing out that this is absolutely NOT true! Of course, the correct answer was “They can detect some types of breast cancer before a lump is ever felt.” We apologize for the oversight and thank the readers who called our office.

## Are You a WBCC Member?

Many of our newsletter recipients are members of the WBCC many are not. If you are not a member of the WBCC, would you consider joining us in 2007? For a \$30 annual membership, you will continue to receive our quarterly newsletter, will receive advance-mailing notices for events, and will have the opportunity to elect new and continuing board members each year. Most importantly though, you will be helping us continue our mission with your financial support. Join us now, and we will send you a free WBCC “Beyond the Pink Ribbon” t-shirt. Call 414-963-2103 or email us at [wbcc@standupandspeakout.org](mailto:wbcc@standupandspeakout.org).



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**WBCC MISSION**

The Wisconsin Breast Cancer Coalition brings Wisconsin voices together to Stand Up and Speak Out about breast cancer with:

- Education** – spotlighting critical breast cancer issues
- Collaboration** – empowering through strategic alliances
- Legislation** – influencing policy making.

**TO CONTACT WBCC**

414.963.2103  
888.295.2622  
wbcc@standupandspeakout.org

# STAND UP

and  
speak  
out

- I'd like to become a member of WBCC.
- I'd like to donate\* to WBCC.
- I'd like to become a WBCC volunteer.
- I'd like to join the WBCC Alert Network. (Please be sure to enter your email.)

Annual Membership: **\$30** \_\_\_\_\_

Please enter the amount you would like to donate\*: \_\_\_\_\_

Total Amount: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Please find my enclosed check made payable to the **Wisconsin Breast Cancer Coalition**.

Please charge my credit card:  VISA  MasterCard

# \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

*\*All donations are tax-deductible to the extent provided by law.*