



WBCC 3rd Annual State Advocacy Day March 11th, 2009

By Dawn Anderson, WBCC Program Coordinator



2008 WBCC State Advocacy Day

Wednesday, March 11, 2009, will find breast cancer advocates gathering in Madison for a day of education and grassroots lobbying. The Wisconsin Breast Cancer Coalition annually convenes advocates in our State Capitol to learn about concerns affecting breast cancer patients and their families in Wisconsin, then they visit legislators in the State Capitol Building to discuss important policy issues and legislation that can address those concerns.

Awareness can save lives, but WBCC has always maintained that pink ribbons are not going to cure breast cancer. Pink ribbons will not convince employers and health plans that discriminating against a woman because of her breast cancer diagnosis is wrong. Pink ribbons will not ensure that all women have access to life saving screening and treatment. Only advocates who are willing to go BEYOND THE PINK RIBBON will make a difference – by speaking out about issues of critical importance to women and their families who are facing breast cancer.

Our policy and legislative priorities for 2009 will focus on funding for the Wisconsin Comprehensive Cancer Control Program, funding for the Wisconsin Well Woman program (which provides screening and treatment for under served women), and properly funding and staffing our Wisconsin Cancer Reporting System (the WCRS rates near the bottom in the country in staffing and meeting goals established for the system by the Centers for Disease Control). The data collected and provided by the WCRS is vital to researchers, public health officials, and cancer advocates because it helps us see where we need to do more work to alleviate the burden of cancer. It shows us what works and what doesn't work from treatment to outreach – which allows the whole cancer control continuum to be more efficient and effective.

During our morning educational session, we host speakers who will help us understand these issues and provide us with the background we need to speak with our state legislators in the afternoon.

Please join us to help bring important breast cancer issues to the forefront of the agenda in Wisconsin government. We cannot wait for someone else to care about our health. Join fellow advocates as we learn about the issues and Stand Up and Speak Out for meaningful change. We need your voice to make it happen.

The day will begin at the Inn on the Park across from the State Capitol, followed by lunch and meetings with legislators in the Capitol. To register, email wbcc@standupandspeakout.org or call 414-963-2103.

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Moving? Please send your
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Wisconsin Breast Cancer
Coalition
P.O. Box 170031
Milwaukee, WI 53217

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

President's Letter

Welcome 2009! It's a new year and we at WBCC have already hit the ground running. What's more exciting is that 2009 is our 15-year anniversary. WBCC has been recognized as the premier resource for breast cancer policy issues in the state of Wisconsin for 15 years now. We have published literature on the clinical trials process, worked with policy makers and provided testimony for important legislation, hosted educational events, worked with researchers, collaborated with many other organizations to set strategy for a comprehensive cancer control plan in Wisconsin, and made sure that the voice of those affected by cancer in Wisconsin was heard in Washington, DC. And we have lots more work to do. We've got programs, activities, and events lined up for every month this year.

- ✘ We started January attending our very first board meeting of the National Breast Cancer Coalition.
- ✘ In February we are expanding our signature advocacy training series, Beyond the Pink Ribbon, to the Madison area.
- ✘ March will see our third annual State Advocacy Day at the Capitol in Madison.
- ✘ In April we'll have training for our annual trip to Washington, DC.
- ✘ In May we attend the NBCC Annual Advocacy Training Conference and Lobby Day.

And that doesn't begin to describe all of the other committee activities we have going on. If you would like to join a committee or have time or talent to share, let us know. We welcome new volunteers.

Last year was an amazing year and as we continue to build on our efforts year to year we are honored and humbled by the unyielding support of members and donors—they did not disappoint. The economy may be weak, but the financial support we received this past year didn't weaken. People just got creative finding new ways to bring us needed funds. We've included two wonderful and creative examples in this issue.

New WBCC Board Director, Georgia Fitzwilliams, shares her advice on being your own advocate as a patient also in this issue. Georgia is a long-time survivor who chooses to live her best life while managing her breast cancer as a chronic disease. She volunteers as a speaker through WBCC sharing her story with survivors, family members, and others interested in learning how to be your own advocate.

We've selected our 2009 scholarship recipients for the WBCC Sherry Kohlenberg Scholarship to attend the NBCC Annual Advocacy Conference, but there's still time for you to join us. If you would like to attend the conference with WBCC or would like more information, call our office. It is a great educational experience and very empowering.

Don't forget to mark your calendars and register to join us at our 3rd annual State Advocacy Day in Madison on March 11th.

Ellen Vander Heyden

WBCC President

Be Your Own Advocate

By Georgia Fitzwilliams, WBCC Board Director

There probably isn't anything more devastating to women, than to be told "You have breast cancer". Those words literally drain every ounce of energy from your body. I recall feeling like someone put a glass case around me and I was living in a vacuum. I knew I couldn't allow that desperation to control me so I put the rear view mirror away and decided that I had to be able to clearly see what was in front of me.

The health care professionals that I have had over the past 16 years have been outstanding. They are dedicated to provide me with the best treatments available. But I knew I had a responsibility to participate in my health care treatment and that is what I have done.

If we get a utility bill that is higher than we think it should be, we call the company and ask for an explanation. When things suddenly change in our lives, we question what caused the change and what can we do going forward. The same should apply to our health care program. Knowledge is powerful. Understanding your disease and partnering with your health care professionals has a profound affect on how you respond to treatment. More importantly, you are helping your health care provider find the best treatment for you.

Most doctors and nurses welcome their patient's interaction. They do not have a crystal ball allowing them to know all that is going on in your life. They base their decisions on the results of tests but most important they need to know how YOU feel.

I recall sitting in the examining room, waiting for the doctor to come in and as the door opens, feeling as though he knows exactly what is going on in my life. We all think we are the only person they have to deal with and they should know exactly where we left off during our last visit. (Actually, I am amazed at how much they do remember.) They are seeing many patients with different conditions and situations and we need to be sure we are giving them all of the information they need to make decisions on our care.

If you learn of a new treatment or study that you feel might be advantageous to your situation, have that conversation with your doctor. You have a partnership with your health care providers and that means you need to be an active participant in the process. Taking control of your personal health care situation is the most powerful 'treatment' you will

ever experience. Knowledge is powerful and can be scary in the beginning but the lack of knowledge could be dangerous.

Advancements in breast cancer awareness and treatment in the past five years have been overwhelming. A breast cancer diagnosis no longer needs to be a death sentence for most women. Breast cancer is a devastating disease and funding for research is responsible for making new treatment discoveries and breakthroughs possible. It is the knowledge and understanding that has brought us to this point in time. Women are speaking out about their situation and participating in programs that will someday lead to a cure. It is this partnership between breast cancer health care professionals, researchers and patients that is making the difference.



*Georgia Fitzwilliams
WBCC Board Director*

So with all this good news, why would you need to become an advocate for your health care needs? Because it is your responsibility. Don't let yourself be unprepared to deal with the most important fight of your life by not having the proper care. Never be afraid to question something you don't understand. Lingering questions can weigh heavy on your mind and you need that energy to fight your disease. Talking about your situation to others is also very powerful. You will find yourself convincing others that you are in control and that your future is very promising and exciting. Your life does not stop with breast cancer. Reaching out to others who have been diagnosed strengthens your cause. Being part of advocacy groups, like WBCC, that are focused on keeping awareness front and center is another way to funnel positive energy that truly makes a difference.

Your faith, friends and family are very important parts of this puzzle. But you, as your own advocate, are the most important. You have something to say about how you will live your life with breast cancer. Get the runaway train under control and enjoy the beautiful scenery of life that is right before your eyes.

Georgia is available to speak to groups about being your own best advocate and sharing her story about living life and treating breast cancer as a chronic disease. Please contact the WBCC Office if you would like to have Georgia speak to your group.

WBCC Appointed to National Breast Cancer Coalition Board of Directors



In 2008 WBCC was invited to apply for consideration to hold a seat on the National Breast Cancer Coalition (NBCC) Board of Directors. After a lengthy application and interview process, we are honored to say that we have been selected as the only new organization to join the NBCC Board of Directors.

The Wisconsin Breast Cancer Coalition is a dues-paying organizational member of NBCC, whose mission is to eradicate breast cancer. There are hundreds member organizations and tens of thousands of individual members in NBCC. WBCC has been involved with NBCC since our inception. As is sometimes assumed, NBCC is not our parent organization. While the National Breast Cancer Coalition plays a big part in what we do at the national level (and we believe in and support the mission and methods of NBCC), they are a wholly separate organization. WBCC is a Wisconsin organization.

The WBCC Board of Directors have selected long-time WBCC member, past president, and current NBCC Wisconsin Field Coordinator, Kathleen Harris, to represent the organization on the NBCC Board. WBCC President, Ellen Vander Heyden, will act as an alternate. Both will begin attending NBCC Board meetings and events immediately.

In a related action, WBCC has also appointed Harris as an Ex-officio WBCC Board member, which will allow her to stay current on all WBCC programs, goals, and objectives.

“We have worked alongside NBCC for more than 15 years and have been attending conferences, events, and supporting lobbying efforts. We are thrilled to be able to step up and bring Wisconsin voices to the table,” says Vander Heyden. “We’re also honored that Kathleen Harris has accepted the appointment as our representative, she is a dedicate advocate and I’m confident she is the perfect person to represent WBCC members and those affected by breast cancer in Wisconsin.”

Even During Difficult Economic Times, Small Businesses Still Contribute to Our Efforts to End Breast Cancer in Wisconsin

Though this has been a financially challenging year to all of us, WBCC is thrilled to say we have not lost the support of our local small businesses both in our efforts to end breast cancer as well as through significant financial contributions.

Through a series of fund raising events, The Institute of Beauty and Wellness (IBW) raised over \$16,000 for WBCC in 2008, which was presented to WBCC at the Harley Davidson Museum on Thursday, November 6th. The Institute of Beauty and Wellness hosted a fashion show, Raw Beauty, emceed by Toya Washington from channel 12 News. The fashion show featured nine local salons, assisted by students of the Institute of Beauty and Wellness, that provided hair and makeup services. Fashions and accessories were also provided by 10 local boutiques. The event was a sell out, and saw a crowd of nearly 500 who were all there to see the fashions and support breast cancer patient advocacy. Breast cancer survivor, patient advocate, and WBCC Member, Linda Weide was invited to tell her story of survivorship at the event. Linda wanted everyone there to know that were it not for the advocacy efforts of organizations like WBCC she would not have been able to receive the treatment she is getting today.

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Toya Washington & her stylist at the Raw Beauty Event



Last minute touch-ups



IBW Owner Susan Haise with Dawn Anderson, Gerry Parenteau and Karen Maynard



IBW Students enjoying the event

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The money was raised through Raw Beauty ticket sales and WBCC merchandise sold at the event. In addition, the students and faculty at IBW donated \$30 to wear jeans during Breast Cancer Awareness Month in October. Finally, Neroli Salon & Spa held a Girl's Night Out event in October. Breast cancer survivors and their friends attended a free night of beauty, tasty treats, and breast cancer information from the survivor's perspective at the Bayshore Mall location.

According to Susan Haise, President and Owner of the IBW, "The collective effort of students, faculty, retailers and salons has been extremely impressive and the Raw Beauty show was fabulous. The community is so fortunate to have people that are passionate and willing to donate their time and efforts to such a wonderful cause."

Salon and Retail Contributors: Neroli Salon & Spa, Beauty Incorporated, Aala Reed, Impressions Day Spa, Miss Groove, Erik of Norway Salon Spa, Detour, Fred Boutique, Flaire, The Institute of Beauty and Wellness, Lela, Hers, Craig Berns Salon, Hers, Salon Medusa, Stephanie Horne, Carezza Color Cutting Experience, Three Graces, Bella Lei Salon Spa & Boutique, Shoo.

Other Contributors: Select Sound Service, Karl's Event Rental, Cousins Subs Downtown, Mainstage Theatrical Supply Inc., Primum Marketing Communications, DJ EROK-Olsen.



Any Business Can Create a Fund Raiser and Help Advocacy Efforts to End Breast Cancer in Wisconsin



BLC Community Bank raises money for WBCC

Another of our esteemed annual corporate contributors is BLC Community Bank in Little Chute. For the third year in a row they have held small monthly fund raisers for WBCC throughout the year. This enterprising staff hosts an employee luncheon once a month where co-workers make snacks and lunch items to share. Everyone worked together on various fund raising events including "jeans and tennies day", "salad day", "chili day" and "baked potato day". The Bank also held a brat and burger day and had weekly drawings for employees to win prize packages of donated items. Employees made a small "tasting donation" to participate in each event and BLC Community Bank provided a corporate contribution.

All of these activities culminate in a month-long Breast Cancer Awareness Event in October where an information table with WBCC literature and materials is on display in the Bank's lobby, employees wear WBCC shirts, and hand out pink ribbons, etc. to Bank visitors. Everyone had a lot of fun and they raised more than \$1500 for the Wisconsin Breast Cancer Coalition.

In addition to creating their own mini fund raisers all year, BLC Community Bank sells our Bosom Buddies Cookbooks and holiday music CDs and accepts donations from customers and visitors to send to WBCC.

"We're proud to be supporting programs that aim to end breast cancer through increased research into the cause and cure of this disease." said Gary Vanden Heuvel, president of BLC Community Bank. "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 are raising to the Wisconsin Breast Cancer Coalition just makes sense to us -- they are working throughout the state and in our own community to make a difference."

WBCC extends special thanks to BLC employees Janet Hietpas, who coordinated most of the events, Cindi Gietman, who also helped with the planning, and Therese Verbeten, who made and donated a pink blanket with the breast cancer ribbon on to raffle off. We are honored by their creativity and unending support.

Change is Coming to Washington and You Should Too!

By Kathleen Harris, WBCC Representative to NBCC Board of Directors

It's never too soon to start planning for the most important breast cancer advocacy conference of the year. Mark your calendar today and plan to attend the National Breast Cancer Coalition Annual Advocacy Training Conference, to be held this year at the Omni Shoreham Hotel in Washington, D.C. Learn about cutting edge breast cancer research and treatments. Join hundreds of advocates from across the country that come together to network with each other, hone their advocacy skills and learn how to make their voices heard. Learn from the pros: the National Breast Cancer Coalition, listed among the top 25 most influential grassroots organizations in health care policy in our country today.

This conference is like no other breast cancer conference you will ever attend. The four day conference includes thought-provoking plenary sessions, delivered by well-known researchers, scientists, advocates and policy makers. Workshops offer scientific information and practical skills for advocates.

On the last day of the conference, hundreds of advocates set out on Capitol Hill with their state delegation to meet with their senators and representatives to discuss and garner support for NBCC's legislative priorities. Lobby Day is an

experience you will never forget. One woman described her experience this way: "You can't imagine how empowering a sight it is just to see the hundreds of women and men wearing their NBCC Lobby Day badges, walking the halls of Congress. Yes, it is an exhausting day. But also, it is a day like no other. You have to experience it to know how truly inspiring it is!"

If you are a health care professional, college educator, a survivor or an advocate to end breast cancer, this conference is for you. It will change the way you view breast cancer forever and inspire you to change the status quo, whether that is in the health care, academic or public policy arena.

National Breast Cancer Coalition Annual Advocacy Training Conference

May 2-5, 2009

Wisconsin Breast Cancer Coalition has a pre-conference orientation in Wisconsin before the NBCC conference. WBCC also has a volunteer hostess at the conference in Washington to ensure all Wisconsin attendees are included in activities.

For more information about the conference and a scholarship to attend, please go to the National Breast Cancer Coalition website at www.stopbreastcancer.org.

Wisconsin Breast Cancer Coalition Names Neroli Salon & Spa Recipient of the 2008 Beyond The Pink Ribbon™ Award



WBCC announced that its board of directors has named Neroli Salon & Spa recipient of its 2008 Beyond the Pink Ribbon Award. The award was presented at the Raw Beauty fashion show, held on November 6, at the Harley Davidson Museum in Milwaukee. Proceeds from the event benefit WBCC programs to end breast cancer in Wisconsin.

The award was established to honor and thank an individual or organization who worked to support the mission of WBCC and who through their efforts and commitment, went "beyond the pink ribbon" to help promote and fund WBCC's efforts toward breast cancer education, collaboration, and legislation in Wisconsin.

"The Wisconsin Breast Cancer Coalition Board of Directors voted Neroli Salon & Spa 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 and awareness for WBCC," said Ellen Vander Heyden, WBCC President. "Not only did they promote breast cancer awareness and education, but they helped to raise more than \$16,000 for WBCC programs in Wisconsin. They all showed such spirit and really personified what this award is about. They really deserve this award."

After a successful Girl's Night Out event in October of 2007, where breast cancer survivors and their friends were treated to mini salon and spa treatments, Susan Haise, President of Neroli Salon & Spa, notified WBCC that not only would Girl's

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Night Out become an annual event, but they were planning a fashion show, Raw Beauty, to benefit WBCC.

Vander Heyden and Linda Weide, a breast cancer survivor and WBCC Member, presented Haise with a plaque honoring them in receiving this year's award during the Raw Beauty event, held at the new Harley-Davidson Museum. "I credit the success of this effort to our employees, they put their hearts into it," said Haise. "As a business serving both women and men 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 Wisconsin-based business, 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."

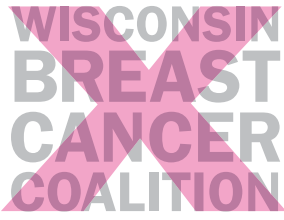


WBCC Names 2008/2009 Slate of Board Directors & Officers

The 2008/2009 slate of WBCC Board Directors and Officers was announced at the WBCC Annual Meeting on November 12, 2008. Ballots collected from current WBCC Members were counted at the annual meeting resulting in the election of the new and returning Board Directors. Following ratification of the votes, the Board elected its officers for the year.

The WBCC Board of Directors governs the organization and is a working board. WBCC Board Directors are all volunteers who hold two-year terms and act as chairperson to a WBCC committee as well as represent the organization at public events. Many are also affiliated with other organizations who have a vested interest in ending breast cancer. If you would like to nominate yourself or someone else as a possible candidate for the WBCC Board of Directors, please contact WBCC President, Ellen Vander Heyden at ellenvh@standupandspeakout.org.

WBCC Board Directors	Relevant Memberships & Affiliations
Ellen Vander Heyden , President	National Breast Cancer Coalition, Young Survival Coalition, Wisconsin Cancer Council, Wisconsin Cancer Council Public Policy Committee, Project LEAD® Graduate, Wisconsin Comprehensive Cancer Control Plan Strategy Participant, Army of Women
Bonnie Anderson , Vice President	Breast Cancer Survivor, Susan G. Komen Milwaukee Affiliate, Milwaukee Catholic Home, After Breast Cancer Diagnosis, Women and Men Supporting Each Other African American Support Group, Sisters Network, Project LEAD® Graduate, Consumer Reviewer Department of Defense Breast Cancer Research Program
Dave Ziler , Secretary	Rock River Breast Cancer Research Foundation, Ridin' to a Cure, GE Healthcare Diagnostic Imaging Outsourcing Services
Andy Gutierrez , Treasurer	Certified Public Accountant, Ministry Healthcare
Jo DeMars , Director	Breast Cancer Survivor, Project LEAD® Graduate
Georgia Fitzwilliams , Director	Breast Cancer Survivor
Denise Harris , Director	Harris Marketing Group, Ridin' to a Cure
Donna Johnson , Director	Breast Cancer Survivor, Women and Men Supporting Each Other African American Support Group, Sisters Network, ABCD
Karen Nelson , Director	Breast Cancer Survivor, Hillhaven's Wellness and Protect Program, Safety and Health Plus, National Breast Cancer Coalition
Gerry Parenteau , Director	Breast Cancer Survivor, Stillwaters Cancer Support Services, National Breast Cancer Coalition
Kathleen Harris , Ex-Officio Director	WBCC Representative to National Breast Cancer Coalition Board of Directors, Breast Cancer Survivor
WBCC Staff	
Dawn Anderson	WBCC Program Coordinator (part time paid staff)
Jean Rosenberg	Volunteer Administrative Assistant, Database Administrator



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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

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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.