



## Breast Cancer Deadline 2020

*Dawn Anderson, Executive Director*

The National Breast Cancer Coalition (NBCC), on September 20, 2010, announced a campaign around which all of its efforts will be focused for the next nine years - a deadline to end breast cancer by January 1, 2020.

This revolutionary approach by a health advocacy organization reflects the NBCC's unwavering commitment to the value of evidence-based science and its confidence in the power of advocates to provide the leadership needed to bring about real change in the world of breast cancer. Since its inception, the NBCC has taken on the big issues in breast cancer, involved the scientific community and trained advocates in all initiatives. They have always

## WHY Evidence Based Medicine is Vital

*Kathleen Harris, NBCC Field Coordinator*

### RESULTS of STUDY

A recent study published in the Journal of the American Medical Association (JAMA; October 2010) reported an update to the Women's Health Initiative that the use of combination hormone replacement therapy (estrogen plus progestin) not only increases breast cancer incidence, but also increases incidence of more advanced breast cancers and breast cancer deaths.

### CONSEQUENCES

The first and largest study comparing the effects of combined hormone therapy involved 16,000 healthy women. That trial came to a sudden halt in 2002, five years before the intended finish date, because long term harmful side effects were discovered. Included on the list of serious side effects was an increased risk of breast cancer.

For decades, women followed the advice of their physicians and took hormone replacement therapy believing these drugs would improve their health. Sadly, we are now aware of additional harmful effects caused by these drugs.

The 2010 report highlights the unfortunate consequences of failure to adequately study long term effects or gather long term data on the safety of drugs... in this case, drugs that were given to women for a non life-threatening condition.

## in this issue

New Board of Directors  
**page 2**

Breast Cancer  
Deadline 2020  
**page 1**

BCERP  
**page 5**

NBCC Annual  
Advocacy Training  
Conference  
**page 6**

Rare Chair Affair  
**page 7**



understood that systems change and those “big picture” strategies are what is needed to end breast cancer. The Deadline is the logical next step in their history.

The Deadline campaign is a strategic plan that will critically evaluate current research, healthcare priorities, financial incentives, funding mechanisms and advocacy efforts. It will demand unprecedented coordination, information sharing and accountability from all stakeholders.

Despite billions of dollars spent on research over the last two decades, increased mammography screening, (we

**president**

Rhonda Deneka

**vice president**

Jo DeMars

**treasurer**

Andy Gutierrez

**secretary**

Colleen Booth

**board directors**

Kris Miller

Phyllis Holder

Kathleen Harris

Hannah Harris

Ann Aschenbrenner

**executive director**

Dawn Anderson

**founding members**

Linda Kohlenberg Irwin

Elaine Nelles

Karla Tildahl

**volunteer****administrative assistant**

Jean Rosenberg

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

A belated Happy New Year to everyone, and what a new year it's going to be! I am excited and honored to step into the office of Board President. I am humbled to follow some wonderfully talented people who have preceded me in this office, and hope that I can fulfill the many daunting tasks that are before the Wisconsin Breast Cancer Coalition this year.

For those of you who don't know me, I am a 12 year breast cancer survivor and have been a WBCC member for 11 of those years. I have served on various committees and on the Board of Directors. I have seen the WBCC grow and become the premier breast cancer group in Wisconsin that focuses on education and advocacy Beyond the Pink Ribbon. I have also had the privilege of serving as a legislative Team Leader and have worked with the Wisconsin delegates to lobby in Washington, D.C. in support of the National Breast Cancer Coalition's agenda.

As a breast cancer survivor, and in my professional role as Oncology Patient Navigator for Wheaton Franciscan Healthcare – Racine, I understand the importance of education regarding breast cancer and breast health. I also understand the need to find the underlying causes of breast cancer in order to end this disease which strikes 1 in 8 women. The National Breast Cancer Coalition has recently launched the Breast Cancer Deadline 2020, a movement to end breast cancer by January 1, 2020. NBCC's Annual Conference and Advocacy Day – April 30 to May 3, 2011 – will be focusing on this "impossible" goal. I urge you to go to the NBCC website – [www.stopbreastcancer.org](http://www.stopbreastcancer.org) – and read more about this important endeavor. We need to move beyond hope and beyond the pink ribbon to end breast cancer.

I also wanted to take the opportunity to introduce our new Board of Directors - some very new and some more seasoned members. Our newest Board members are Colleen Booth from Waterford, Ann Aschenbrenner from Cedarburg, Hannah Harris from Wauwatosa, and Kris Miller from Bailey's Harbor. Returning Board members include Denise Harris from Wales, and Phyllis Holder from Wauwatosa. Our Board Officers include Vice President - Jo DeMars from Waukesha, Treasurer - Andy Gutierrez from Elm Grove, Secretary - Colleen Booth, and me – from Racine. As you can see, we have broad state representation which is one of the WBCC's ongoing goals.

Our Board, our Executive Director, and our various committees will be working hard to educate, improve awareness, and initiate advocacy on the state and national levels. I encourage you to read the articles in this newsletter edition to learn how you can become actively involved in the WBCC's efforts. We need your help and welcome your ideas and energy. I look forward to hearing from you.

*Rhonda Deneka*



## New Board of Directors Installed

Four new Directors joined the WBCC Board on November 12. WBCC welcomed Colleen Booth, Ann Aschenbrenner, Hannah Harris and Kris Miller during our Annual Meeting, held at the Fox Bay Cinema Grill in Whitefish Bay. Also at the meeting, the new Board of Directors elected 2010-2011 officers, Rhonda Deneka as President, Jo DeMars as Vice President, Andy Gutierrez as Treasurer and Colleen Booth as Secretary.

Retiring Board Member and Board President, Bonnie Anderson, was recognized by Executive Director,



Andy Gutierrez and Bonnie Anderson

Article continued on page 3

## Breast Cancer Deadline 2020

*Article continued from page 1*

spend \$3.3 billion annually on mammograms) and an explosion of pink products meant to increase “awareness,” there has not been a significant reduction in the number of women dying from breast cancer. In 1991, 119 women died from breast cancer every day in the United States. Twenty years later, that number is 110 women every day. NBCC points out that if we continue making progress at the current rate, it could take more than 500 years to end breast cancer.

Further, The National Cancer Institute recently released data on the costs of cancer care to this country. Breast Cancer was the highest of all cancers at \$16.5 billion annually. They also estimate lost productivity from breast cancer to be \$12.1 billion.

What is needed is a new approach - as NBCC says “the end of business as usual.”

So, what is the plan? In 2011, NBCC will convene two summits around topics believed to be the most promising means of ending breast cancer. The first will be held in August on how to stop metastases from taking women’s lives. The second, in October, will be on preventing the disease entirely. An international “brain trust” of experts from different fields, including researchers, scientists, economists, policy makers, engineers and more, will be gathered at the summits. They will identify areas that are most promising and develop the questions that will then become topics of catalytic workshops.

NBCC has already been holding similar catalyst meetings to develop a prophylactic vaccine for breast cancer. The Artemis Project’s goal is to have the vaccine ready for clinical trials in five years.

NBCC uses the example of the Apollo Project to explain why the Deadline isn’t impossible. Historians have identified key components that shaped the project and ultimately led to its success: “... a sense of urgency, a commitment of resources, a multi-faceted management with a singular focus and the accountability of a very clear and public deadline.”

In May, NBCC will release a baseline report. Annual reports will be made public that will detail the progress being made, barriers remaining and next steps to meet the deadline. Everyone will be held accountable. The focus of this year’s Annual Advocacy Training Conference and Lobby Day will be launching the Deadline and training advocates to be a part of this effort. (See article in this newsletter on page 6)

As an organizational member of NBCC, and a member of their Board of Directors, the WBCC is proud to join the NBCC in beginning to change the conversations about breast cancer from awareness and screening to ending breast cancer. You can find out more about the Deadline campaign at [www.breastcancerdeadline2020.org](http://www.breastcancerdeadline2020.org).



## Board of Directors

*Article continued from page 2*

Dawn Anderson, for her seven years of service to the organization. Bonnie is the epitome of a ‘hands on’ leader - always willing to do whatever has to be done to accomplish a goal. We are thrilled that she will continue in her role as Policy Chairperson and as an active volunteer. WBCC Treasurer, Andy Gutierrez, was also recognized with the “Beyond the pink ribbon®” Volunteer Award. Although the award recognizes the tremendous job Andy does for the WBCC, it should be noted that, as the only man on our Board, he may have deserved this special recognition earlier in his career with us - for “bravery!”

The meeting was followed by a screening of the documentary film, “No Family History.” The film follows one woman who is diagnosed, treated and recovers from breast cancer and explores questions about our exposure to environmental toxins and the role they may play in the development of breast cancer. Following the film, Barbara Ley, author of “From Pink to Green: Disease Prevention and the Environmental Breast Cancer Movement,” conducted a lively question and answer period that covered the “usual suspects” of household chemicals, to toxins in our cosmetics and hair care products. We extend our thanks to Barbara for her participation and to Brian Henry of Fox Bay Cinema Grill for hosting us.

## Young Survivors come together in Milwaukee

Milwaukee is lucky to be home to a new affiliate of the Young Survival Coalition (YSC). YSC is the premier international organization dedicated to the critical issues unique to young women and breast cancer. YSC works with survivors, caregivers and the medical, research, advocacy and legislative communities to increase the quality and quantity of life for women diagnosed with breast cancer ages 40 and under.

Co-founded by a group of determined, advocacy minded young women, YSC Milwaukee will focus on providing a safe environment for young breast cancer survivors in the area that incorporates education, peer support, and networking. They will meet the second Thursday of each month from 6:30-8:00pm at the Froedert Clinical Cancer Center.

WBCC congratulates YSC Milwaukee and is pleased that three of their leadership team will be joining us in Washington DC at the NBCC Annual Advocacy Conference (see article in this newsletter).

For more information, go to [www.youngsurvival.org](http://www.youngsurvival.org) and find the Milwaukee group on facebook at [www.facebook.com/YSCMilwaukee](http://www.facebook.com/YSCMilwaukee).



*Young Survivor Coalition Milwaukee Leadership with WBCC Executive Director, Dawn Anderson*

## WHY

*Article continued from page 1*

One wonders how many otherwise healthy women taking combined hormone therapy were diagnosed with breast cancer or died of breast cancer needlessly. The cost in human suffering and loss of life is incalculable.

### MOVING FORWARD

Once again, we are made aware of the importance of evidence based medicine. We have seen the harm that can be caused to women without it. The National Breast Cancer Coalition (NBCC) has long held the position that evidence based care is key to saving lives.

Though this new study does not shed light on the initial cause of breast cancer, it does support the premise that combination hormone therapy promotes breast cancer and may help it spread. Data collected from a Canadian study also supports these findings and may shed light on how breast cancer metastasizes.

Breast cancer metastasis is one of the main areas of focus of NBCC's Breast Cancer Deadline 2020 campaign.

## WBCC Mourns Loss of Breast Cancer Advocate Violet Castro

The WBCC expresses our sympathies to the family and friends of Violet Castro, who lost her fight with a particularly aggressive breast cancer on November 7. Violet, from Stoughton, first joined the WBCC at our "Beyond the Pink Ribbon" Advocacy training in Madison in 2009. She traveled to Washington DC with us in 2009 and 2010 for the National Breast Cancer Coalition's Annual Advocacy Training Conference and Lobby Day, participated in our Annual State Advocacy Day at the Capitol, and attended NBCC's Project LEAD workshop in Minneapolis just a month before she passed away. Violet was a smart, charming and fun woman who fought her fight quietly, but with determination. She will be greatly missed by her WBCC friends.





## WBCC Becomes Community Partner of Breast Cancer and the Environment Research Program

*Dawn Anderson, Executive Director*

WBCC is proud to have been selected as a Community Partner of the Breast Cancer and the Environment Research Program (BCERP). University of Wisconsin-Madison researchers, Dr.'s Michael Gould and Amy Trentham-Dietz, have received a five-year grant to study the "Genetics of Breast Cancer Risk at Windows of Exposure." The grant is funded by the National Institutes of Environmental Health Sciences (NIEHS).

BCERP is an extension of the Breast Cancer and the Environment Research Centers program established in 2003 by the NIEHS and National Cancer Institute. The program focuses on the impact of environmental factors on a woman's predisposition to breast cancer. Specific phases of a woman's life, during which she may be genetically more susceptible to molecular damage that modifies her risk for developing breast cancer, are called "Windows of Susceptibility." Initial work has been done at four centers - Fox Chase, Michigan State, University of Cincinnati and the University of California-San Francisco. While some of those studies will continue, the new round of funding has added three centers, including UW-Madison, and expands the area of research from mainly focusing on exposures at puberty to exposures across a woman's lifetime.

A woman's susceptibility to breast cancer begins with her genetic composition, and includes the interaction between her "personal environment" (diet, chemical exposures, obesity, radiation exposure etc.) Dr.'s Gould and Trentham-Dietz hypothesize that susceptibility to environmentally-induced breast cancer is modulated by window-specific risk alleles/genes. This implies that if exposures can induce the development of breast cancer at certain times in a woman's life, then at other times a woman's genetics may be "preventing" the development of breast cancer despite potentially harmful exposures. Dr. Gould explains it this way: "How does mother nature prevent breast cancer and how can we mimic it?" Studies with rats will be translated to humans using a comparative genomics approach and epidemiological studies that have already been conducted at the UW.

Throughout the research process, a Community Partner panel will participate in Steering Committee meetings, share concerns from the community with researchers on the topic of breast cancer and the environment and assist in disseminating information as the research progresses.

The Panel is comprised of Mary Pat Berry (Susan G Komen for the Cure, Madison Affiliate, Board Member), Michelle Heitzinger (Susan G Komen for the Cure, Madison Affiliate, Executive Director), Nancy Freeman (Wisconsin Cancer Council, Executive Director), Pang Vang, RN (Health Education Specialist, College of Nursing, UW-Milwaukee), Kris Miller, RN (Wisconsin Breast Cancer Coalition Board Member, Door County) and Dawn Anderson (Wisconsin Breast Cancer Coalition, Executive Director).

Michael Gould, PhD. is Professor of Oncology and researcher at the UW - Madison. He first became interested in the topic of windows of breast cancer susceptibility while working as a visiting scientist in Hiroshima, Japan in the early 1980's. At that time, emerging data showed that young girls and adolescents exposed to the atomic bombing were more sensitive to induction of breast cancer than were women exposed as adults. Amy Trentham-Dietz, PhD is an epidemiologist whose research focuses on the causes of breast cancer using data from population based studies. She and Dr. Gould have worked together for over a decade in an effort to integrate laboratory and epidemiological studies.

(Dr. Gould will also be involved in the Prevention Summit being convened later in 2011 by the National Breast Cancer Coalition as part of the "Breast Cancer Deadline 2020" Initiative. See related story in this issue)



## Jewelry Party Raised Money for WBCC

*Hannah Harris*

In October 2010, Fran Johnson of Middleton, Wisconsin (Lia Sophia Representative) and Hannah Harris of Wauwatosa, Wisconsin (WBCC Board Member) hosted a fundraiser in memory of their dear friend Kelly Edwards. Kelly was diagnosed with breast cancer while she was pregnant with her third child. Unfortunately, the cancer spread and she died at age 37. Over \$600 was donated to WBCC and a portion of the sales was used to create a private memorial garden at the Edwards home.



## Wisconsin Statehouse Update

Following the November election, Republicans gained not only the Governorship, but majorities in both the Assembly and Senate as well. For the WBCC and our advocates, this means new leadership in key committees, and a number of new members who are unfamiliar with the WBCC and our priorities. Many of them will know very little about breast cancer beyond knowing that October is recognized as Breast Cancer Awareness Month!

It will be vitally important that we have advocates willing to talk to their elected officials about the real impact breast cancer has on women and their families. If you don't know who your representatives are, please take a moment to go here to find out:

### SENATE:

Health: Chair, Sen. Leah Vukmir; Vice Chair, Sen. Pam Galloway; Sen. Terry Moulton; Sen. Jon Erpenbach; Sen. Tim Carpenter  
Public Health: Chair, Sen. Pam Galloway; Vice Chair Sen. Mary Lazich; Sen. Leah Vukmir; Sen. Tim Carpenter; Sen. Robert Jausch

### Insurance and Housing:

Chair, Sen. Frank Lasee; Vice Chair Sen. Dale Schultz; Sen. Luther Olsen; Sen. Van Wanggaard; Sen. Tim Carpenter; Sen. Spencer Coggs; Sen. Chris Larson

### ASSEMBLY:

Health: Chair, Rep. Jeff Stone; Vice Chair, Rep. Erik Severson; Rep. Dean Kaufert; Rep. Karl Van Roy; Rep. Patricia Strachota; Rep. Kevin Peterson; Rep. Michelle Litjens; Rep. Jon Richards; Rep. Sandy Pasch; Rep. Marc Pohan; Rep. Donna Seidel

Public Health: Chair, Rep. Garey Bies; Vice Chair, Rep. Joseph Knilans; Rep. Jerry Petrowski; rep. Amy Loudenberg; Rep. Bob Ziegelbauer; Rep. Penny Bernard Schaber; Rep. Sandy Pasch; Rep. JoCasta Zamarripa

### Insurance:

Chair, Rep. Kevin Peterson; Vice Chair, Rep. Chad Weininger; Rep. Steve Kestell; Rep. John Nygren; Rep. Tyler August; Rep. Chris Kapenga; Rep. Travis Tramel; Rep. Bob Ziegelbauer; Rep. Dave Cullen; Rep. Terese Berceau; Rep. Louis Molepski, Jr.; Rep. Jason Fields; Rep. Leon Young

## NBCC's Annual Advocacy Training Conference: Changing the Conversation – April 30-May 3, 2011

*Dawn Anderson, WBCC Executive Director*

On April 30, 800 breast cancer advocates from around the world will convene in Washington DC for the National Breast Cancer Coalition's Annual Advocacy Training Conference.

The NBCC Conference provides us with an opportunity to hear from experts in breast cancer research, policy makers and the movers and shakers in breast cancer advocacy at plenary sessions and workshops. For those of us who want to know more about the advances, or lack thereof, in breast cancer research and policy, this conference is the highlight of our year. We leave with our heads full of new knowledge and our hearts full of passion to end breast cancer in our lifetime. (And, we make some very good friends in the process!)

The focus this year will be on the NBCC's recently launched campaign, "Breast Cancer Deadline 2020" (see related article in this issue). Plenary sessions will answer questions like "How Will We Make It Happen?," explore "Models of Innovation" that will help us understand how we can challenge the status quo in the world of breast cancer research, and "What's New in Breast

www.legis.wisconsin.gov and click on the "Who Represents Me?" link. Then, send us an email and join our grassroots network by providing an email address, your name, and address, and your representatives. If you live in the district of any of these key legislators below, your voice is especially important.

We'll keep you updated when legislation relevant to breast cancer advocates is being debated so you can let your representatives know how you feel. (And, if you are unsure of how best to communicate with your legislators, attend one of our "Beyond the pink ribbon®" Advocacy Seminars!)



Cancer?" Three days of workshop offerings allow participants to choose topics at all levels of understanding - from "The Nuts and Bolts of Congress" to advanced science courses on recent research.

The fourth day of the conference is a well coordinated Lobby Day on Capitol Hill, led by trained leaders from each state. Participants have the opportunity to speak to their elected officials about our legislative and policy priorities.

Since the conference's beginning in 1993, Wisconsin Breast Cancer Coalition has attended this event with as many as 50 advocates from around our state. It is a life-changing experience that has put many of us on the path of committed breast cancer advocacy and expanded our knowledge of the complexities surrounding breast cancer.

If you are ready to take the next step in your interest in breast cancer - we need your voice. Go to [www.breastcancerdeadline2020.org](http://www.breastcancerdeadline2020.org) to find more information on the Conference and to register (click on the LEARN link). You will be contacted by a representative of



## Rare Chair Affair Raises More Than \$60,000

*Katie Corcoran, RCA Chairperson*

We are happy to announce that the 11th annual Rare Chair Affair, held October 2nd of last year, was just as successful as we'd hoped it would be. For the second consecutive year, we have raised over \$60,000.

This night was both a time for celebration and a time for remembrance. Andre St. Louis was our first ever "memorial" artist. Andre's mother passed away in 1998 at the young age of 48. Considering Andre's mother never had the chance to be a survivor artist, the committee decided to offer Andre a chance to create a chair on her behalf. In addition, we also paid tribute to Linda Weide, a Rare Chair Affair contributor since the beginning, she was the event's biggest cheerleader and sadly lost her battle to breast cancer last summer.

The evening was also a time to honor our "stars of the evening," the survivor artists. Each of these women is such an inspiration. Our survivor artist 2010 "alumni" are Lori Bongard, Peggy Bull, Jen Clark, Joey Denk, Diane Dowd, Lisa Durante, Melissa Hodik, Kate Kurcharski, Deb Ogston, Lori Palay, Meredith Polewski, Pam Radaj, Holly Schulz, Pat Skowronski, Laura Stratte, Marge Vetter, Dottie Wing and Clarice Zucker.

We would like to say a special thank you to all of the businesses who helped to make the event a success. First, and foremost, we'd like to acknowledge our amazing event planner, David Caruso of Dynamic Events. Additionally we would like to thank: Marcus Catering for the best food we've ever had, Stamm Media for all the sound, videos and invitation design, Calfa Photography for capturing the essence of the evening,

Canopies Events with Distinction for the beautiful décor, BBJ linens for our well dressed tables and Coldwell Banker Residential Brokerage - North Shore office for stuffing all the invitations.

Each year there are a number of people who purchase tables at our event, we believe they should be recognized as well. **Thank you to Betty Simpson; Judy Sporka, Coldwell Banker; Jennifer Clark; John Seaman; Johnson Controls; Julie Bartolameolli; Rishi Tea; The Schlossman Family; Team Benske, Coldwell Banker; Terry Flanagan, Coldwell Banker.**

Again, we are just thrilled with how much we raised, especially in this economy...but of course, there is always room for improvement! So mark your calendar for next year's event tentatively scheduled for Saturday, October 8th.



*2010 Survivor Artists*



## NBCC Training Conference:

*Article continued from page 6*

WBCC once you register, so that you can become an active and well prepared member of our Wisconsin delegation - with an opportunity to meet the others traveling in our group prior to the trip. We promise that you will be inspired and motivated and that you will come home with the tools to make a difference in our goal to end breast cancer by 2020.

If you have questions, please feel free to contact us at [wbcc@standupandspokeout.org](mailto:wbcc@standupandspokeout.org).



*Kathleen Harris and Hannah Harris*



[standupandspeakout.org](http://standupandspeakout.org) / po box 170031 milwaukee wi 53217-0031

### 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](mailto:wbcc@standupandspeakout.org)

## Thank You To Our 2010 Corporate Donors

Astra Zeneca  
BBJ Linen  
Anondyne Coffee Roasters  
Barking Pony Studios  
Borders Bookstores  
Calfa for Insurance  
Calfa Photography  
Cedarburg Junior Women's Club  
Constance P Godfrey 2004 Trust  
CORT Event Furnishings  
Cosi, Inc  
Dynamic Events

Flippin Fun Foto Books  
Harley Davidson Foundation  
Hilker & Associates  
Homan Goldsmith Direct  
Kivley Investments  
Liberty Mutual Foundation  
Marcus Corporation Foundation  
NACE Southern WI  
(National Association of Catering Executives)  
National Breast Cancer Coalition  
Network for Good  
Nolan, JF, & Associates, Inc

RitzHolman, CPAs  
Roundy's  
Schneider Electric/Square D Foundation  
Sound By Design  
Stamm Media  
The Freida and William Hunt Foundation  
Too Much Metal - Fred Gillich  
Wells Fargo Bank  
Windhover Foundation  
[Wisconsinmade.com](http://Wisconsinmade.com)