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The Rare Chair Affair is back with more amazing, garden benches, tables, dressers and chairs! We're excited this year to offer our guests a 3 course dinner, which will precede the live auction of these one of a kind creations.

Our silent auction committee is putting together what is shaping up to be our most fantastic selection of offerings ever. From a pink electric guitar signed by the members of REO Speedwagon, to vacation packages and a fully catered dinner in your home, there will be something for everyone. Watch our website and Facebook pages for sneak peeks of some of the packages.

Join us as we celebrate the journey our survivor artists have made, and help us raise the funds we need to continue our work.

The clock is ticking towards January 1, 2020 – the Deadline for breast cancer. Please send in your RSVP, or register online today to help us get there. www.rarechairaffair.org

Milwaukee Film Festival Features "Pink Ribbons, Inc"

Wisconsin Breast Cancer Coalition is proud to announce that we will be a Community Partner for the Milwaukee Film Festival's screenings of the movie "Pink Ribbons, Inc." The Film Festival runs from September 27 to October 11.

Pink Ribbons Inc. is a controversial film about the phenomenon of "pink marketing". Is it really helping us save lives from breast cancer? Who's really benefitting from the millions of dollars raised in the name of awareness and research?

WBCC has always been clear in our conviction that pink ribbons are not going to end breast cancer. We are excited to view this extraordinary film with fellow advocates and to have an honest discussion at each screening about the implications of pink ribbon marketing.

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Coalition
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or email: [wbcc@
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President's Letter

In talking with Dawn Anderson (she's near the top of my speed dial) the other day, she reminded me that this will probably be my last letter as WBCC Board President. That was a bittersweet reminder of my journey to the position of WBCC President.

Several years ago, I had agreed to serve as Vice President with the understanding that I would not move into the Presidency position. The needs and programs of WBCC changed, and I was again asked to consider becoming President of the Board. This time I agreed, but my agreement necessitated a change in the bylaws to allow me to again serve on the Board of Directors. I became Board President.

Shortly after assuming this position, Scott Walker was elected governor of Wisconsin, which unleashed a cascade of state policy decisions concerning healthcare, and women's health in particular. This was probably the point at which Dawn moved up on my speed dial, as we were working what sometimes seemed like endless hours to advocate for women's health care in our state. I like to think we were successful. At least we managed to restore funding to the Well Woman Program which provides important screening and treatment services to many women in Wisconsin. In addition to the State issues that surfaced, NBCC also unveiled their Deadline 2020 campaign. This effort, while revolutionary and energizing, brought with it more responsibility and continuous and new efforts for WBCC, as a sitting member of the National Board. Examples of this are the Deadline Presidential Petitions, and our own Deadline Symposium.

Needless to say, it has been an exciting ride for the past two years! I have made new friendships and renewed and strengthened old friendships. One thing is certain; I could not have carried out the duties of WBCC President without my wonderful Board of Directors, especially the Executive Committee upon whom I have much depended for advice and good counsel. And of course, there's Dawn. I like to think we made a good team, complimenting each other's strengths and weaknesses in dealing with the many issues that come to the WBCC's doorstep. I shared with Dawn that in order to avoid withdrawal, I will probably need to call her frequently to check on what's happening.

I plan to stay actively involved, and will continue in my role as Chair of the Policy Committee, and my role as Team Leader.

Rhonda Deneka



WBCC Launches Men's Breast Cancer Initiative

We are happy to announce a new project within the WBCC – a committee run by men, for men whose lives have been touched by breast cancer.

Noting how few men participated in our lobby days, and that some men just aren't into the whole pink thing – but would like a more substantive way to contribute to efforts to end breast cancer – Eric Buhler approached the WBCC Board of Directors with his idea in June. They enthusiastically endorsed the idea and set Eric to work! You can follow the initiative's activities on our website and watch for announcements on our social media feeds! Read more about Eric in this issue.

What Leaders Are Saying About Breast Cancer Deadline 2020®

As a leading advocate for women's health and access to care, I support and laud the National Breast Cancer Coalition's plan to end breast cancer by January 1, 2020. The Breast Cancer Deadline 2020 is an important strategy to finally take this prevalent disease by the horns and end breast cancer for future generations. I am confident that adoption of the Deadline will increase public understanding, improve access to breast cancer care, and save women's lives.



The Breast Cancer Deadline 2020 emphasizes what we must achieve in the near future to end breast cancer. Let us refocus our resources and efforts in areas that could have a more significant impact. Breast cancer awareness programs have existed for decades, but mortality rates have decreased only slightly. It is clear that a new strategy – to prevent and effectively end breast cancer – is needed, and this strategy can only be achieved if public understanding is shifted to embrace this singular goal.

Refocusing our efforts on preventing breast cancer deaths means not only researching cures, but also the causes of breast cancer mortality, as well as improving access to treatment. Breast Cancer Deadline 2020 encourages research in such key areas as the causes and prevention of metastasis and the prevention of primary disease, which cause the vast majority of all breast cancer deaths. Once new preventive and treatment measures become available, we must ensure that it is affordable. The cost of breast cancer care today is staggering, and even groundbreaking research will not save lives if women are unable to access or afford the treatment they need.

Thank you to the Wisconsin Breast Cancer Coalition for their ongoing commitment to the goals of the Breast Cancer Deadline 2020. I will continue to lead and work to end breast cancer by January 1, 2020.

Kelda Helen Roys, State Representative

As a State Senator, I am accountable to my constituents to produce results. The National Breast Cancer Coalition (NBCC) holds itself to the same standard, with a focus on preventing and curing breast cancer. This disease has gone on for too long, inflicting pain and sadly, death on countless individuals. Since 1990, NBCC has been a model organization in gathering resources and building support for definitive goals, the latest being Breast Cancer Deadline 2020.



I am proud to support the NBCC in its effort to end breast cancer by January 1, 2020. The organization is on the cutting edge of research and the application of the findings. I commend NBCC for changing the distance to a cure from a marathon to a sprint; it is that approach that will produce the result we have all been working and hoping for, an end to breast cancer.

Alberta Darling, State Senator – (R-River Hills) 8th Senate District

“We all know someone who has been diagnosed with breast cancer. In Wisconsin, breast cancer accounts for approximately 33% of all female cancer cases. The increased use of mammography has led to earlier detection of the disease and the reporting of all stages of breast cancer has significantly improved over the last several years in Wisconsin. Despite this encouraging trend, the female breast cancer mortality rate from 1990 to 2000 dropped from 35 deaths per 100,000 women to only 25 deaths per 100,000 women during that ten year period.



Clearly, more needs to be done to end breast cancer once and for all. That's why I'm supporting the 'Accelerating the end of Breast Cancer Act of 2011' which will move us toward ending breast cancer by January 1, 2020. By creating a commission of the best minds in biomedical research, business and breast cancer advocacy, focus can be placed on ways to stop breast cancer from developing and preventing it from spreading to other parts of the body. For the sake of so many of our loved ones who have suffered from this disease, I urge you to join me in supporting this important initiative.”

Janet Bewley, State Representative

What Leaders Are Saying About Breast Cancer Deadline 2020®

We all know someone affected by breast cancer; so thank you, Wisconsin Breast Cancer Coalition (WBCC), for stepping up to lead an aggressive attack on breast cancer.

The Breast Cancer Deadline 2020 gives a much needed urgent voice to this heartbreaking issue. Eliminating breast cancer by 2020 is an attainable goal if we all do our part to support this initiative. With the help of bright scientists, doctors, specialists and others we can eradicate breast cancer for good.

I wholeheartedly support the efforts of the WBCC and its initiative. Together, by 2020, we can achieve a healthier place to live and raise a family. I will continue to do my part and support legislation that will aid this cause.

Jon Erpenbach, State Senator – 27th District



What Breast Cancer Deadline 2020 Means to Me

Eric L. Buhler

Deadline 2020. What does it exactly mean to a 22 year old male, in good standing health? To me, it means everything. I was born into a life of breast cancer in 1990, the year my grandmother died. Growing up not knowing my Dad's mom has, and always will be hard on me. The years went by without concern, until 2000, when my other grandma was diagnosed. As a ten year old you never really think to yourself of losing anyone in your family, so when I was told my grandma was sick with cancer, I thought not much of it. To me, she was ill, but would recover. She was like a second mother to me, and I loved her very much.

In 2002, she lost her fight with the disease, and as a 12 year old, I was devastated. I entered a world of darkness, hating life, and having the walls around me crumble. The following summer, my mother was diagnosed with estrogen receptor negative breast cancer. I could not believe this was happening in my life. I felt as if God was deliberately picking on me, and my family. My mother fought, and won that round with breast cancer. She was a survivor for 8 long years, until this past December, when she was diagnosed with estrogen receptor positive breast cancer, in the opposite breast. As anyone could imagine, my heart broke yet again. She fought bravely, and now is in her stages of recovery. My life has been shaped by breast cancer. It is the reason I'm becoming a nurse. It is the reason I joined the National Breast Cancer Coalition.

It is time to make a stand. It is time to speak up, and change the conversation about breast cancer. No one deserves the darkness I've seen. My mission, our mission, is to show darkness the light, and meet the deadline 2020.



Clarice Zucker

Following my original cancer, found in 1991, I was inspired to become a founding member of WBCC. After a lumpectomy and the passage of twenty years I thought I had beaten this dreaded disease, which also affected my mother.

While painting with a group of young survivors for the Rare Chair Affair I thought they would be encouraged to hear my great success story. Lo and behold my September mammogram revealed another tumor in the same breast. As it turned out they were my support group!

Enough! Early detection only gets us so far. I have two daughters and two granddaughters and I don't want them to have to face this disease. It is time for the country to put all of its efforts to finding the causes and the cures for breast cancer. Let's make 2020 the year when this will happen!



2012 NBCC Summit Emphasizes ACTION!

Twenty-two delegates proudly represented the WBCC and Wisconsin at the National Breast Cancer Coalition's Annual Advocate Summit in May this year. From the start it was clear that the tenor of this summit was going to be all about getting the job done – how we are moving forward with the Breast Cancer Deadline 2020 campaign, and how we will continue to work this strategic plan to end the disease by focusing on primary prevention and prevention of metastasis.

From the time of the opening rally, during which each state reported out Deadline activities they've been working on, to each state's Action Planning Workshops – our mission was clear and action oriented. Change conversations about breast cancer from awareness to prevention and ending the disease. Build support within our communities for a new approach. Get those Presidential Petition signatures!

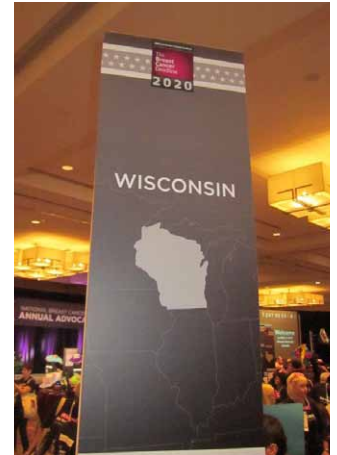
Plenary sessions gave us updates on research being done in the areas of prevention and prevention of metastasis, and explored what could be learned from other social changes movements that can be applied to the Deadline campaign. Workshops ranged from learning about how to mobilize around the key components of the Deadline to environmental links to breast cancer and the impact of estrogen exposure throughout a woman's life cycle.

As always we return from the Summit better educated and better prepared to share this knowledge and enthusiasm with you – our supporters.

TO SIGN THE PRESIDENTIAL PETITION GO HERE:

<http://www.breastcancerdeadline2020.org/get-involved/>

You can learn more about the Breast Cancer Deadline 2020 campaign on our website – **www.standupandspeakout.org** - under the Education tab.



NBCC'S Artemis Project Preventive Vaccine Moves Forward

Kathleen Harris, Chair, Breast Cancer Deadline 2020 Campaign-WI

If you attended the Wisconsin Breast Cancer Symposium on June 23rd, you heard about NBCC's Artemis Project breast cancer preventive vaccine from Fran Visco, president of NBCC and Keith Knutson, PhD from the Mayo Clinic. You may also have read about the Artemis Vaccine Project in our previous newsletters.

NBCC's Breast Cancer Deadline 2020 campaign was launched in September 2010. This strategic plan focuses on two main areas: primary prevention (preventing getting breast cancer in the first place) and preventing/delaying metastasis (cancer spreading to other parts of the body). NBCC has already held two summits: one on primary prevention and the other on the causes and prevention of metastasis. From these summits catalytic workshops and projects will be identified and developed. Two catalytic workshops have been held to date. The Artemis Project, centered on developing a preventive breast cancer vaccine, was the first catalytic project.

The National Breast Cancer Coalition has received a grant from the National Philanthropic Trust which will in part, provide funding for seed grants for the Artemis Project moving forward.

In the coming months, NBCC will be awarding several hundred thousand dollars in seed grants through the National Philanthropic Trust. The first seed grant will be announced soon. The grant will be awarded to a highly regarded research team to identify one category of potential targets for the vaccine, focusing on genetic approaches-as identified in NBCC's collaborative research plans.

NBCC will be announcing a second seed grant in the near future that will look at pathogens/viruses as potential vaccine targets.

WBCC will keep you informed about progress being made on the Artemis Project breast cancer preventive vaccine and other breast cancer vaccines on the horizon that aim to prevent or delay the progression of breast cancer in women already diagnosed with the disease.

Wisconsin Breast Cancer Symposium: A Conversation To End Breast Cancer And What It Will Take

By Kathleen Harris, Chair, Wisconsin Breast Cancer Symposium 2012

Breast cancer advocates, survivors, university students, educators, medical professionals and researchers came together on June 23rd to participate in the WISCONSIN BREAST CANCER SYMPOSIUM: A Conversation To End Breast Cancer And What It Will Take.

This educational symposium was convened in Wauwatosa, WI by the Wisconsin Breast Cancer Coalition. The focus of the Symposium was on strategies and research that will help us reach our goal of ending this disease. The two main topics addressed were primary prevention and preventing or delaying metastasis.

Fran Visco, President of The National Breast Cancer Coalition (NBCC), gave the keynote address: NBCC's Strategic plan for Breast Cancer Deadline 2020, a strategic plan to end breast cancer by January 1, 2020. As NBCC advocates, we know all about Breast Cancer Deadline 2020 but for the majority of our audience, they were hearing about it for the first time.

Additional national speakers included:

Shirley Mertz, JD, a national voice/advocate for women and men living with metastatic breast cancer. Shirley described her odyssey from an early stage breast cancer patient, who thought she beat the disease, to a fierce advocate with incurable disease. She shared how her participation in NBCC gave her the tools, language and confidence to advocate on behalf of individual patients and to work for targeted change in research within the scientific and medical community.

Brunhilde Felding-Habermann, PhD from Scripps Research Laboratory, La Jolla, CA presented on new research findings in her lab. The title of her presentation was "Normalization of Tumor Cell Metabolism Prevents Cancer Progression". Studies done in her lab indicate breast cancer cells have altered metabolic properties that allow them to grow rapidly and to survive in different tissues when they spread from a primary tumor to distant organs. It is envisioned that this treatment would be combined with standard treatment and would be best used to prevent breast cancer progression.

Keith Knutson, PhD and Amy C. Degnim, MD, Mayo Clinic, Rochester, MN, gave a team presentation on their breast cancer therapeutic vaccine and clinical trials as well as the preventive vaccine, NBCC's Artemis Project, which Dr Knudson is involved with. In addition, Dr Degnim presented on recent new findings/research on normal immune biology in breast tissue and immune cells found in abnormal or non-cancerous abnormalities in breast tissue.

Afternoon presentations following lunch included "Relieving the Human Burden of Breast Cancer" presented by J. Frank Wilson, MD, Director Emeritus, Cancer Center, Medical College of Wisconsin.

Dawn Anderson, Executive Director of WBCC, concluded the symposium with the presentation entitled: Wisconsin Breast Cancer Coalition: Beyond the Pink Ribbon.

Though several of the presentations might have been considered highly scientific for many of our attendees, the audience was attentive and engaged, with many more questions asked than time permitted to answer. Researchers and healthcare professionals (about 20% of attendees), added comments and questions during Q&A, along with the general audience.

The Wisconsin Breast Cancer Symposium was convened by WBCC as a service to breast cancer survivors and the organizations they belong to, including health care organizations in Wisconsin. Five groups/organizations were acknowledged as Participating Organizations- promoting the event and registering their members: ABCD, Inc. (After Breast Cancer Diagnosis), Gilda's Club S.E. WI, Young Survival Coalition, Froedtert Hospital & Medical College of Wisconsin and Men & Women Supporting Each Other African American Breast Cancer Support Group. In addition to WBCC members and members of the general public, additional attendees included representatives and members from numerous other organizations and state entities including The Wisconsin Cancer Council, WI Breast Cancer Task Force, WI Well Woman Program (CDC Breast and Cervical Cancer Screening Program), Komen S.E. WI, Bosom Buddies, Breast Cancer Recovery, University of Wisconsin-Milwaukee College of Nursing and others.

Wisconsin Public Radio's Kathleen Dunn served as moderator. She plans to do a one hour interview with Fran Visco and others from the symposium on her show in the future.

I was honored to serve as Chair of the Symposium, along with Honorary Chair, J. Frank Wilson, MD, Froedtert Hospital / Medical College of Wisconsin. Other members of the Symposium Planning Committee included: Bonnie Anderson, Dawn Anderson, Paulette Christian, Kathleen Garvey, M.D., Arthur Harris, Hannah Harris, Carolyn Hughes Hooker, Kris Miller and Meredith Rubin. Advisory Committee members included: Wendy Mikkelsen, MD, Aurora St. Luke's Medical Center, Judy Tjoe, MD, Aurora Sinai Medical Center and Sandra Mellon Underwood, RN, PhD, FAAN, UWM College of Nursing.



Symposium Highlights and Conversations with Breast Cancer Researchers

Brunie Felding-Habermann, PhD, the Scripps Research Institute, La Jolla, CA

Dr. Felding-Habermann, a featured speaker at the **“Wisconsin Breast Cancer Symposium: A Conversation To End Breast Cancer And What It Will Take”** addressed one of the two focus areas of the Symposium: how to prevent or delay metastatic breast cancer. A short description of her presentation is included in this newsletter.

In addition to answering attendee questions, Dr Felding-Habermann provided the following comment:

Why breast cancer advocacy is important for breast cancer research

“My connection with breast cancer advocates is of fundamental importance for me, everyone in my group, and the design of our research projects. The interaction with breast cancer advocates taught me and continues to teach me, essentially every day, why we do the work we do and for whom we search for new insight into what determines the onset and progression of breast cancer. From breast cancer advocates, I learn that we cannot work purely for information seeking purposes only....Working with advocates helped me to realize that the mission of our work is to make a tangible difference for breast cancer patients now, and not in the distant future. We must strive to generate information and tools that will help breast cancer patients at all stages and to prevent breast cancer from developing in the first place.”

Below are excerpts from a few of Dr Felding-Habermann’s responses to questions asked at the Symposium:

What cancer cells did you use?

“We used several cell models of human triple negative (basal type) breast cancer. We also used a mouse model of spontaneous breast cancer development and progression. This model develops breast cancer with distinctly identifiable stages of tumor progression from premalignant to malignant stages and this malignant transition is followed by a high frequency of distant metastasis. Tumors go through ER/PR+ and then ER/PR- stages and finally express Her2.”

Are the mitochondria of cancer cells genetically and or functionally different from mitochondria in non-cancer cells?

“Yes. Mitochondria of breast cancer cells, for example, are known to harbor mutations that are not found in normal breast epithelial cells. Some of those mutations are likely to affect complexes of the mitochondrial respiratory chain that we found functionally altered in the tumor cells.”

With a focus on one gene and specific functions in breast cancer cells, how does that include the microenvironment?

“We used one particular gene to identify which mitochondrial function of the breast cancer cells is disturbed. The functions we found altered in the tumor cells can be influenced by cells in the tumor microenvironment. For example, infiltrating macrophages can produce factors that may affect these tumor cell functions. Also, chemotherapy and radiation treatment may impact these cellular functions that could promote a more aggressive tumor cell phenotype.”

What is a phenotype?

“The phenotype of a cell is a combination of the structural and functional properties of a cell that determine what the cell looks like and what it does. The phenotype is controlled by the genetic make-up of cells and by factors in their microenvironment.”

What are the limitations of the mouse model?

“Mouse models can pretty closely reflect the clinical situation of cancer patients. We use different mouse models to mimic diverse breast cancer types seen in patients.”

Film Festival: continued from page 1

Screening times are:

8pm, Friday, September 28 – Fox Bay Cinema Grill - 334 East Silver Spring Drive, Whitefish Bay, WI

12 noon, Monday, October 1 – Landmark Oriental Theatre - 2230 N. Farwell Ave., Milwaukee, WI

2pm, Sunday, October 7 – Landmark Oriental Theatre - 2230 N. Farwell Ave., Milwaukee, WI

Ticket information is available at: <http://mkefilm.org/ticketing>





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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

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*NBCC President Fran Visco with
UW Nursing Students.*

Thank you to our other Corporate Partners who've recently contributed resources towards our efforts to end breast cancer

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