collective





voice

VOLUME 8, NO. 5 FALL 2007

8th Annual Rare Chair Affair: September 28, Brynwood Country Club

"Because one out of any is one too many."

In the past week or two you have probably received your invitation to the 8th Annual Rare Chair Affair. We hope you've already mailed in your RSVP, or gone online to register for the event. But just in case you haven't yet, it's time to take it out and get registered, because this year is looking to be the best Rare Chair Affair to date!

Sixteen breast cancer survivors, including our honorary chairperson and survivor himself, Robert Cohen, have spent the better part of this summer working on their creations for the live auction – and they are spectacular!

Themes emerging are music, the sea, gardens, jewelry, travel, and as always, the hope and joy that go into each creation through the survivors' hands. Auctioneer, Dan Pronley, returns for his 4th year with us, bringing his trademark sense of humor and contagious enthusiasm to the highlight of the evening; the live auction of survivor chairs.

The silent auction this year will feature a larger concentration of artists' works. Artist Acquisition Chairperson, Peggy Coffey, has secured over 25 pieces from area artists, including not just chairs,

but chests, tables, and other household furnishings. Committee member, Maria Brill, is working on a fabulously fun Betty Boop chair, two artists featured recently in the Milwaukee Journal Sentinel are contributing pieces, two pieces are coming from Door County artists, and much more.

For the guys, there will be plenty of golf packages, autographed Packers and Brewers memorabilia, and Columbia/St. Mary's has generously donated a suite at the Bradley Center for a Buck's game (including refreshments and tickets for 10 people).

Brynwood Country Club received raves last year for their hospitality and for the amazing menu prepared by Chef Abbate. The club is located at 62nd and Good Hope and offers complementary valet parking for guests.

So, find that invitation and mail it in. Or go to www.rarechairaffair.org and register online. Tickets are \$60 in advance, \$70 the day of the event. We look forward to seeing you there!

in this issue

Rare Chair Affair page 1

We Couldn't Do it Without You page 3

Expanding Your Local Advocacy Network page 4

Beyond The Pink Pink Ribbon Advocacy Training page 6

Annual Meeting **page 7**



Survivor Artists Phyllis Holder and Jo DeMars working on their chairs





Event Chairperson Debra Rand Feldman



Committee Member, Maria Brill, paints her Betty Boop for the silent auction

wbcc news

president

Ellen Vander Heyden

vice president

Rhonda Deneka

treasurer

Bridget Fassett

secretary/past president

Karen Maynard

board directors

Bonnie Anderson Debra Rand Feldmar Gerry Parenteau Galina Tash

program coordinator

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

President's Letter

Dare I say it? We're coming up on the autumn of the year. A time when it starts getting a little cooler in the evening, the sun starts setting a little earlier, kids go back to school, and people are out getting their yards ready for winter in Wisconsin. When we finally get into October we start hearing lots about breast cancer. October is National Breast Cancer Awareness Month. It's the time of year we advocates both celebrate and lament.

We celebrate it because there is so much awareness around breast cancer, there are people talking about it, women are reminded to get their mammograms and do their self breast exams, we celebrate

survivors, breast cancer is in the media, and everything is pink. It's a time when our message is freely heard, everywhere!

We lament it because we remember the friends we have lost, the people who are struggling in their fight with the disease, the simple fact that not only do we not have a cure for breast cancer, but we still don't even know what causes breast cancer. Oh yes...and everything is pink! Reminding us of the job that we still have to do in helping to end breast cancer.

I know this won't surprise you as a reader of our Collective Voice newsletter, but breast cancer doesn't only happen in October. We don't cele-



Ellen Vander Heyden, Brett Dangott, and Karen Maynard at a recent town hall meeting with Representative Jim Sensenbrenner

brate Breast Cancer Awareness Month by buying the pink ribbon t-shirts, pink ribbon yogurt, pink ribbon bracelets, or pink ribbon toilet paper and then when November comes, go on with our lives until next year.

For WBCC and our advocates, every day of the year is Breast Cancer Awareness Day. And we celebrate it and lament it every day. We talk about it in line at the grocery store, we bring our message of advocacy to educational events, and we work with our policymakers in Madison and Washington, DC. We won't stop until we find a cause and there is a cure. WBCC is Beyond the Pink RibbonTM.

Don't get me wrong, there's nothing wrong with the awareness and all those pretty pink ribbons. I, myself, wear a pink ribbon (or WBCC pin) every day of the year. I wear it because it's a well-recognized symbol that people know stands for breast cancer awareness. People ask me about it and it gives me a chance to tell the person standing in the grocery line with me about WBCC advocates and the things we are doing to end breast cancer. I encourage you all to do the same, maybe even ask someone else about their pink ribbon – make a point to go beyond the pink ribbon to making a difference.

I also encourage you to enjoy this issue of Collective Voice. It's filled with lots of great articles about the Milwaukee Regional Cancer Care Network, more articles from our trip to Washington in May, information about the upcoming Rare Chair Affair (September 28th, register today!), and an important 'thank you' to our amazing volunteer committee members.

Ellen Vander Heyden

Ellen Vander Heyden WBCC President







We Couldn't Do it Without YOU!

By Dawn Anderson, Program Coordinator

I hope you'll indulge me for a moment while I thank some very special people. WBCC has been very busy the past six months and several people have stepped up to make our recent programming plans become a reality. My job, as Program Coordinator, is to ensure that the important advocacy, educational, and fundraising efforts of WBCC happen. But, without our amazing volunteers, this would not happen. So I'd like to recognize them. Please join me in tipping a collective hat to the committee members whose planning and execution at our most recent events are helping shout our COLLECTIVE VOICE throughout Wisconsin.

March 6, 2007 - State Advocacy Day, Madison

- WBCC Executive Committee Member, Past WBCC President and overall "ball o' fire", Karen Maynard (Merton)
- × Our eloquent researchers, Marge Liss (Madison) and Kathi Hansen (Wrightstown)
- * WBCC President, Ellen Vander Heyden (Germantown), for her leadership on this, our inaugural state lobby day.

April 28 - May 2, 2007 - NBCC Annual Conference & Lobby Day

- X Kathleen Harris (Fox Point), Past WBCC President and current NBCC State Field Coordinator, our fearless leader and mentor at the conference and on the hill
- Donna Johnson (Milwaukee) and Gerry Parenteau (Pewaukee), our "hostesses" who made sure all 31 of us knew what was happening, when and where, ensured that no one ever went hungry and that we didn't lose anyone on the hill!
- x The incomparable Oza Holmes (Milwaukee) for bringing her "always on" enthusiasm and 10 brand new advocates this year!
- Team Leaders, Rhonda Deneka (Racine) and Bonnie Anderson (Greenfield) for keeping the legislator meetings on topic, and for sharing your passion so professionally

June 23, 2007 - Beyond The Pink Ribbon Advocacy Training

Bonnie Anderson (Greenfield), my separated-at-birth twin, who chaired this event, for her "can do" attitude and never getting flustered

- * Donna Johnson (Milwaukee), Phyllis Holder (Wauwatosa), Galina Tash (Mequon), and Ellen Vander Heyden (Germantown) for their commitment and leadership, and for their hands on attitudes that got this event done so well
- * And can I mention Oza Holmes (Milwaukee) again for stepping up at the last minute when we needed her?

AND FINALLY, those who are "nose to the grindstone" as you read this, preparing for the 8th Annual Rare Chair Affair:

- Co-Chairs extraordinaire, the indefatigable Debra Rand Feldman (Mequon) and Linda Weide (Milwaukee), who for the 3rd time are teaming up as co-chairs to bring you an incredible evening
- * "Speedy Gerry" Parenteau (Pewaukee), our silent auction chairperson, who can say "no" to her enthusiastic pitch?
- Peggy Coffey (Whitefish Bay) who solicits pieces from area artists for the silent auction and has special powers of acquisition (really!)
- x Kyle Zubatsky (River Hills), our artist angel, who is back again this year instructing and inspiring the survivor artists 2-3 times a week all summer
- Judy Papajohn (Whitefish Bay), who has endured the slings and arrows of soliciting sponsorships this year but just goes back for more!
- X Jack Brill (Mequon) and Diane Lane (Grafton), who worked for weeks and weeks to design our beautiful 2007 invitations
- And to all the other committee volunteers who are so committed to this signature event's success and legacy:
 - * Maria Brill (Mequon), Moe Sievers (Mequon) Denise Bird (Greenfield), Mary Inglis (Whitefish Bay), Jeffrey Schrab (Milwaukee), Nancy Schelble (Fox Point) Pamela Schuh (Mequon) and Cher Driessen (Thiensville)

WBCC is an engine fueled by the dedication of our volunteers. A big thank you to all of you from the WBCC Board of Directors, and especially myself, for everything you're doing for the people of Wisconsin in doing your part to help end breast cancer!

Survivorship Conference

On October 20, 2007 WBCC will host a Survivorship Luncheon and Conference focusing on the special considerations of underserved populations after they have completed treatment. The conference is generously supported by a grant from the Milwaukee Affiliate of The Susan G Komen Foundation and will be held at the Italian Community Center.

Many women in underserved communities experience survivorship differently than other women. Barriers to continued screening after treatment may still exist – such as cost, transportation, language, and cultural beliefs. Our goal for this conference is to bring together a diverse group of survivors and give them the important information

they need in order to continue to be advocates for their own health as they move from treatment through survivorship. Translators and translated materials will be available to the women. Outreach is being accomplished through a network of providers and support groups in the Milwaukee and SE Wisconsin region.

At press time, Dr. Sandra Underwood, RN, PhD, FAAN and Judy Tigoe, MD are confirmed speakers. Following the educational portion of the conference, a luncheon will be held to celebrate the survivorship of all the women in attendance. For more information, please call our office at 414-963-2103 or email wbcc@standupandspeakout.org.

Expanding Your Local Advocacy Network

By Judy Walton, 2007 Sherry Kohlenberg Scholarship Recipient

It was my good fortune to receive a Sherry Kohlenberg Scholarship and National Breast Cancer Coalition (NBCC) scholarship to attend the NBCC Annual Advocacy Conference in Arlington, VA and Washington D.C. from April 28 through May 2 of this year. This was my first trip to this wonderfully inspiring event. As a Wisconsin Breast Cancer Coalition (WBCC) member from way up in the "northwoods", I am now working to encourage others in my area who have experienced breast cancer, to become advocates like myself for legislation, fundraising, and awareness toward the eradication of breast cancer.

Kathleen Harris from WBCC and an NBCC Field Coordinator, and Vernal Branch from the Virginia Breast Cancer Foundation presented a seminar on Expanding Your Local Advocacy Network, which I attended and found very helpful. I would like to share what I learned.

The goals for a local advocacy network are to educate on the truth about breast cancer, to advocate for the collective needs of people affected by breast cancer, and to establish the eradication of breast cancer as a state and national priority. But how can one person, one local group, or one state organization accomplish these goals? How do we make our voices heard?

There is power in numbers – when sending your message to legislators, when fundraising, and in developing awareness of priorities – it is important to get people involved. If you want more members in your organization, go to them; don't just invite them to you. People want a job or specific task. And people want to make a difference. Provide examples of the impact of their work. Both the WBCC and the Virginia Breast Cancer Foundation have been instrumental, through their local advocacy, in passing mandated breast cancer laws in their local states.



Judy Walton (far right) with fellow WBCC lobbyists (left to right) Gerry Parenteau, Bonnie Anderson, Rhonda Deneka, Dawn Anderson, Ellen Vander Heyden and Kathleen Harris

When people work together they can focus on communicating one message. This can be communicated through outreach events, newsletters, email alerts, fax alerts, press releases, and websites or online bulletin boards. With its Alert Network, WBCC says "In just 5 minutes, you can make a difference in the fight against breast cancer!" by inviting people to join the network and receive messages when they can get involved in the legislative process. They instruct us how we communicate our priorities to our legislators and their support has translated to lives saved. (If you would like to join the WBCC Alert Network, please call or email the WBCC office.)

I learned that when developing a local network, start by outlining your personal goals:

- What resources do I/we have?
- × How much time do I/we have?
- What are do I/we want to accomplish?
- X How will I/we measure success?

Next, list the ways to expand those goals and stay focused. Educate yourself on the priorities of other state-wide or national organizations and develop your own local priorities. Successfully recruit members by believing in what you do – it's contagious!

Don't forget to make use of the "tools of the trade":

- × Outreach events
- × Newsletters and other marketing
- × Media
- Funding partners/fundraisers
- Volunteers and in-kind donations such as grant writing, web design, software, hardware, office furniture
- × Create talking points for meeting with legislators
- × Networking opportunities

A successful local network needs to be organized, accurate with its information, brief with its messages, and aware of its priorities. There should also be a good dose of fun involved, such as WBCC's annual Rare Chair Affair now in its 8th year of fundraising in the Milwaukee area.

An important part of developing a local advocacy network is to promote leadership training and development. This can be done by attending state legislative meetings, taking part in the annual pre-conference/lobby day briefing hosted by WBCC in Wisconsin, volunteering time or services, attending the NBCC Annual Advocacy Conference, joining a WBCC committee, or taking part in advanced training offered by WBCC or NBCC to become a Team Leader or Field Coordinator.

Continued from page 4

There are many ways to make your voice heard through advocacy and community involvement. After attending the NBCC Annual Advocacy Conference and this seminar, my immediate goal is to spread awareness of the work of both WBCC and NBCC by recruiting others in the northern part of Wisconsin to form an advocacy network to EDUCATE. ADVOCATE. ERADICATE. I would like to know if you are interested in becoming a member of the "northwoods" WBCC advocates (if you live there you know where that is!). You can reach me through the WBCC office at 414-963-2103 or by emailing wbcc@standupandspeakout.org. Let's Stand Up and Speak Out in Northern Wisconsin!



Kathleen Harris and Vernal Branch during their Expanding Your Local Advocacy Network presentation

Milwaukee Regional Cancer Care Network: Expanding Pathways to Care

By Dawn Anderson, Program Coordinator

The Milwaukee Regional Cancer Care Network (MRCCN) was launched in 2006 to address a priority in the Wisconsin Comprehensive Cancer Control Plan 2005-2010 (WCCCP). Chapter three in the plan addresses treatment priorities, including one to increase access to cancer treatment by reducing economic, geographic, cultural, and systems barriers.

According to the WCCCP, 12% of Wisconsin's population is without insurance. When they become patients in the health-care system, they are less likely to receive treatment consistent with accepted medical guidelines. People without insurance have also been found to have higher mortality rates than those with private insurance or Medicare. Language and level of education can be culturally-linked barriers, and the 31.7% of Wisconsin residents who live in rural areas are more likely to have difficulty accessing cancer services, simply due to geography.¹

The WCCCP action plan called for the creation of five Regional Partnership Networks (RPN's) dedicated to breaking down barriers to cancer care. The MRCCN serves Milwaukee, Waukesha and Ozaukee Counties, and is the pilot network for the plan. Membership is comprised of stakeholders, including cancer experts, clinicians, epidemiologists, public health professionals and advocacy organizations, such as WBCC and the Leukemia and Lymphoma Society.

Operational support is provided by the Wisconsin Comprehensive Cancer Control Program (Amy Ellestad, MPH, Program Director). The project's Coordinator is Lora Taylor de Oliveira MBA, MPH, RD, Executive Director, Partnerships for Healthy Milwaukee at UW-Milwaukee's College of Health Sciences.

Phase I of the plan began with a recently completed capacity assessment, which included:

Determining the availability of community resources related **x** to cancer care (i.e., housing, transportation, translation, and financial assistance)

The collection and assessment of incidence and mortality x rates, workforce supply, types of treatments available, and other relevant cancer data

A review and summary of studies published between 2000-

× 2006 that examined the impact of lack of insurance on cancer screening, care, health outcomes, and economics

One of the findings in the assessment was that Milwaukee County ranks 68th out of the 72 Wisconsin counties in premature cancer mortality. Considering its population and high cancer mortality rates, Milwaukee County's absolute burden is the highest in the state.

Phase II is just underway and will first involve determining critical areas of burden and high-risk populations. This will be accomplished by workgroups, comprised of network members, systematically reviewing and evaluating findings from capacity assessment data. Network members will then begin assessing gaps in strategies currently in place, and then identifying possible intervention strategies. Finally, goals, objectives, and strategies will be prioritized and organizations will then be identified to implement the strategies.

The WBCC will continue to be involved with MRCCN as Phase II progresses. For more information on the Wisconsin Comprehensive Cancer Control Program, please go to: www.wicancer.org. X

¹ Wisconsin Comprehensive Control Plan 2005-2010, Ch. 3, pp. 36

2007 Wisconsin Breast Cancer Coalition Beyond the pink ribbon™ Advocacy Training

On June 23rd of this year over 100 men and women learned how important it is to STAND UP AND SPEAK OUT about breast cancer issues.

Our "Beyond The Pink Ribbon" advocacy conference, generously funded by a grant from the Cedarburg Junior Women's Club, featured opening remarks from Milwaukee Health Commissioner, Bevan Baker, and a keynote address by Dr. Sandra Underwood, PhD, RN, FAAN, on inequalities in access to screening and treatment in underserved populations. We also provided a panel discussion about the importance of contacting your legislators, and how best to handle meetings with all policy makers. Three break-out sessions on Lobby Day participation at state and federal levels, Clinical Trials and the importance of participating, and Genetics with regard to breast cancer filled out the educational portion day.

Our many thanks to Commissioner Baker, Dr. Underwood, Panel Moderator, Susan Kim of WTMJ-4, Wisconsin State Senator Spencer Coggs, Wisconsin State Representative Sheldon Wasserman, Melissa Malott of Clean Wisconsin, Renee Vandlik of the Multiple Sclerosis Society, and workshop presenters, Sarah Svendsen from the Medical College of Wisconsin, Kathleen Harris speaking on behalf of the National Breast Cancer Coalition, Karen Maynard of WBCC, and Oza Holmes, RN, Breast Care Coordinator at Aurora Sinai, for their participation.

The event was such a success that we plan to hold the event annually in Southeast Wisconsin and are looking for ways to present the program in other parts of the state! X



Panelists



Bonnie Anderson



Kathleen Harris and Dr. Sandra Underwood



Health Commissioner Bevan Baker and Susan Kim, WTMJ 4



State Senator Spencer Coggs and Oza Holmes



State Representative Sheldon Wasserman and Dawn Anderson, WBCC Program Coordinator

Balloting & Annual Meeting Approach

WBCC Members will receive your ballots in early October so you may cast your votes on the election of our Board of Directors. As a membership organization, we need a quorum of members to participate in the voting, so please take a moment to review and return your ballots. The balloting will be followed by our Membership Appreciation Reception and Annual Meeting in November, which will feature a keynote speaker and the introduction of our 2007-08 Board and Officers. More details will be sent with the ballots and will be available on our website.

Wisconsinmade.com

For the past five years in October, wisconsinmade.com owner Linda Remeschatis has donated 10% of her internet sales for one week to the Wisconsin Breast Cancer Coalition. Please mark your calendars for this year: October 11-20.

WisconsinMade.com, is an Internet-based specialty food and gift store located in Madison, which sells exclusively Wisconsin products, made with pride and passion by the artisans of Wisconsin. Offerings include award-winning quality books, music, food, apparel, and more. Get a headstart on your holiday shopping AND help WBCC.

We'd like to thank Linda for her continued support and generosity! www.wisconsinmade.com

Thank You to All Our Recent Donors and Contributors! Without your generosity and support we would not be able to bring our wonderful programs to Wisconsin

Rebecca Berger Mary Berry Nick Blish Eunice Bodendoerfer Faith Bybee Marsha Camitta Jeanne Carbon Karen Case Terri Chelmowski Jennifer Colla Elizabeth Connolly Christine Correll Amy Croen Nancy Danas Brett Dangott Kim Daniels Sueann Darre Patty DeGraff Rhonda Deneka Jan Eder Gavle Effinger Janet Fishman

Georgia Fitzwilliams Lisa Frymark Marlene Garacci Leonard Goldstein Patricia Golner Robin Gonring Barbara Grams Elsie Haight Kathleen Harris Amelia Howell Lillian Irwin Amy Kielma Ed King Edith Kohlenberg

Pam Kriger Elizabeth Kyte Catherine Labinski Sandra LaCourciere Carvl Larson Jane Lazynski Marge Liss

Paul Loewenstein,

Barbara Lorsch Cristine Luebstorf Vicki Marx Rose McKillips Elaine McNeil Barbara Meyer Jane Miller

MRA The Management Association Ellen Murphy Kathy Nettesheim Network for Good Sandra Orcholski

Oshkosh North High School

Mary Ousley Maxine Papermaster Randi Parks Quad/Graphics Lester Radtke Anna Rasmussen Toby Recht Beth Reidenbach

Rene Sadowsky Lvnn Salzwedel Doris Schneidman Lucille Simons Michelle Simons

Roundy's Supermarkets

Noelle Simons **Dorothy Spierings** Paul Stapleton Julie Tollefson Betsy Trimble Patricia Ulman United Health Group Ellen Vander Heyden Mary Weigman Laura Weisman Luan Wells

Arlene Zaucha

Carol Ziesemer Diane Zore

Charlotte Zucker

Rair Chair Affair 2007 Sponsors and Donors*

Astra Zeneca Genentech Grant Chamberlain Dr. Thomas & Linda Zukowski The Nasif Family Herbert H Kohl Charities Aurora Health Care Philipp Lithographing Company Scott Nyholm Jack Brill Diane Lane Kyle Zubatsky

Johnson Bank Pfizer Pharmaceuticals



Non-Profit Organization U.S.POSTAGE

PAID
MILWAUKEE, WI
PERMIT NO. 1555

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

STAND UP

and speak out

and Up Coming Events: Hosted by area organizations

Neroli Salon & Spa at Bayshore Town Center is hosting a Special Event for Breast Cancer Survivors & Patients on Monday October 8, 2007 from 6 to 8pm.

You are cordially invited to an evening of Mini-Spa treatments including a makeup refresh, hairstyle, polish change, hand massage and a stress relieving treatment. Hors' d Oeuvres and beverages will be served. Admission to the event is complimentary for Breast Cancer Survivors and Patients. Family members: \$25. It's your night to shine! Proceeds from the event and t-shirt sales will be donated to the Wisconsin Breast Cancer Coalition.

Space is limited, so please call 414-227-2888 for reservations.

Rock River Harley Davidson Chapter - Ridin' to a Cure - September 29, 2007

In an effort to raise money for breast cancer research and educate the public on the truths and myths, preventative care and support for breast cancer patients and survivors, volunteers and riders will come together for a day of scenic riding, live bands and prizes.

Ride registration is from 8:30-10:30am at Wisconsin Harley Davidson, 1280 Blue Ribbon Dr. Oconomowoc. Ride begins at

10:30am. The Post Ride Party will be at the Olympia Resort in the Main Ballroom, rain or shine. You don't have to ride to join the party! \$40 entry fee includes food, beverage tickets, entertainment, commemorative Betty Boop bandanna, and a chance to win many spectacular prizes.

Go to www.ridintoacure.com for more information.

Stillwaters HARVEST BALL 2007- Saturday, November 10 - Country Springs Hotel

A wonderful evening of fine dining, music and dancing – all in support of the programs and services offered by Stillwaters Cancer Support Services. Tickets are \$200 per person or \$2000 for a table of 10. A significant portion of Stillwaters annual budget comes from the Harvest Ball gala. These funds are essential for continuing to provide quality supportive services at no-cost to all those affected by a cancer diagnosis. Check out Stillwaters new website for programming information at www.stillwaterscenter.org

For information about the Harvest Ball, call Susan at (262) 524-4138 susan@stillwaterscenter.org