

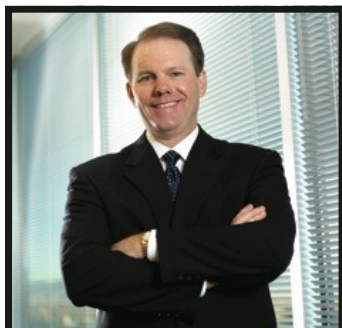
# Communiqué

*News and views from Coloradans united for a cure*

[www.cancerleague.org](http://www.cancerleague.org)



## President's Message



Gary Reece

While Cancer League held no major fundraisers during the first quarter of 2011, this was a very active period for our organization. As we continued to prepare for our largest fundraising event of the year, the 2011 Hope Ball, we also made a number of significant decisions relative to proposals by several of our committees, some of which should enhance the long-term effectiveness of Cancer League.

**Our Long Range Planning Committee**, headed by Karen White, proposed a restructuring of our Board of Directors that should improve the functionality of many of our operating committees and streamline the process of making day-to-day decisions. In addition, they proposed some changes to the way Cancer League funds would be used in order to have an even greater impact on the cancer research effort in Colorado. These changes would enable Cancer League to fund an Endowed Chair with the University of Colorado Foundation, without limiting our continued funding

of cancer research, to be used by the University of Colorado Cancer Center to bring a world-class cancer research scientist to the Cancer Center. This latest proposal will be discussed later in this Newsletter under the heading "Endowed Chair Opportunity Raises CLC Impact to Next Level."

**Our Bylaws Committee**, headed by Glenna Hale, has drafted changes to the CLC Bylaws that deal with both of these proposals. The restructuring changes were approved by the general membership in March, and the Endowed Chair changes will be considered for a vote of the members in April.

**Our Nominating Committee** has proposed a slate of officers for the upcoming year that are not only consistent with the restructured Board, but are intended to promote continuity in some of our key positions. These proposals, which were approved by the general membership in March, provide for consecutive terms to be served by Diane Brandon as Treasurer, Lin McHaley as Secretary and Brad Rothhammer as VP Corporate Relations.

**And our Funds Allocation Committee**, headed by Dave Weisberg, completed their evaluation of service grant requests for the 2010-2011 year. Following their thorough review and recommendation, I am pleased to inform you that Cancer League approved the funding of 23 grants totaling a record level of \$94,250.

Our **March General Membership Meeting** was held at the home of Ann and Ralph Klomp. In addition to the Klomps' wonderful hospitality, the enjoyable fellowship and a productive and informative meeting agenda, the day was highlighted by the presentation of a check from the Klomps for \$6,000 to CLC in connection with Trice Jewelers' Grand Opening in December. We are very grateful to Ann and Ralph for their strong commitment to the mission of Cancer League.

We look forward to the next several months with great anticipation as we prepare for a very active fundraising season. With our 2011 Hope Ball on May 14<sup>th</sup> as the "crown jewel" of these efforts, we also have many other exciting events planned, including Over the Edge on July 8<sup>th</sup> and 9<sup>th</sup>, the 15<sup>th</sup> Annual Race 4 Research on August 21<sup>st</sup>, and our Golf Tournament on September 26<sup>th</sup>. Summaries of these events are included elsewhere in this Newsletter. We encourage everyone to get behind each event in some way for the benefit of Cancer League, either by participating and/or finding other participants, by joining a committee, by volunteering, or by sponsoring and/or finding other sponsors.

With Dedication,

**Gary Reece**  
**President, Cancer League of Colorado, 2010-2012**

# UCCC Consortium Strengthens Research Effort in Colorado

As you know, Cancer League of Colorado is a major partner with the cancer research community in Colorado through our efforts to fund "seed research" that, hopefully, will result in additional significant funding from national organizations such as the National Cancer Institute (NCI) and the National Institute of Health (NIH). Through these efforts, we seek to support research activities of all institutions across the state that have the highest potential for success in receiving national funding.

What you may not know is that, in 2005, the major cancer centers in Colorado, including virtually all the institutions that have received national funding, formally joined together as a partnership, or consortium, under the direction of the University of Colorado Cancer Center (UCCC). Through this consortium (the UCCC Consortium), the member institutions collaborate on and integrate research efforts, share physical and financial resources, and work together to author grants and publications, among many other things. As a result of this partnership, the cancer research effort in Colorado has been strengthened, the scope of cancer research activities has been broadened, and the benefits of the research have been extended to a broader population.

The UCCC Consortium is one of only a handful of the 40 federally designated comprehensive cancer centers to receive the "consortium" designation by the NCI. The UCCC Consortium is comprised of nine institutions, including:

University of Colorado Denver (UCD)	University of Colorado Boulder (UCB)
Colorado State University (CSU)	University of Colorado Hospital
The Children's Hospital	Denver VA Medical Center
Denver Health	National Jewish Health (NJH)
Kaiser Permanente of Colorado	

Supported by a five-year, \$25 million grant from the NCI, the UCCC Consortium's 440+ members include almost every federally funded cancer researcher working in Colorado, with more than \$124 million in peer-reviewed federal funding each year. The UCCC Consortium members treat adults, children and companion animals with cancer, lead the most progressive cancer clinical trials in the state, and conduct research in the lab, in the clinic and in the population.

The central administrative and organizational structure based at the Anschutz Medical Center (AMC) has, through the Director, Dr. Dan Theodorescu, the central authority to focus efforts and organize resources for the efficient and synergistic accomplishment of UCCC Consortium goals.

The UCCC Consortium presents a unique and synergistic tapestry of scientific and clinical expertise, which encompasses:

- the leading respiratory hospital in the United States (NJH),
- the second ranked veterinary school with the top animal cancer center in the nation (CSU),
- a leading biomedical translational patient infrastructure (AMC), and
- the presence of outstanding basic science exemplified by Howard Hughes Medical Institute investigators, National Academy of Science members, and Nobel laureates.

By working together, the UCCC Consortium is discovering, developing and delivering next-generation therapies for cancer and moving understanding about this complex disease forward at a record pace.

# **Endowed Chair Opportunity Raises CLC Impact to Next Level**

Cancer League of Colorado (CLC) has long been viewed as a major partner with the cancer research institutions in Colorado through our highly successful fundraising efforts and annual research grant process. In conjunction with our goals of increasing significantly the funds raised by our organization, we have been working closely with Dr. Dan Theodorescu, Director of the University of Colorado Cancer Center (UCCC), to explore ways CLC can make the greatest impact on the cancer research effort in Colorado. Through these discussions, we have discovered a unique opportunity for CLC to aid UCCC and the other consortium institutions in bringing some of the best cancer-related scientists, researchers and doctors in the world to Colorado while, at the same time, continuing our historic efforts to support cancer research and patient care services in Colorado.

In order to attract top medical talent, UCCC must be able to offer the support of an “Endowed Chair” (Chair) through the University of Colorado Foundation (Foundation), which represents a funded investment in perpetuity generating ongoing earnings that would be used by the doctor or scientist to fund part of their future cancer-related efforts. These Chairs require a minimum investment of \$2,000,000 and must be funded by parties other than the UCCC. The problem UCCC has is that there is an immediate need to bring new, world-level talent to Colorado; however, currently there are no Chairs available from the Foundation for future designation as a recruiting tool.

The CLC Board of Directors has discussed this situation in great detail over the last several months. The Board has concluded that, under the right circumstances, the funding of a Chair would be a tremendous opportunity for this organization to not only raise the quality and worldwide perception of the cancer research effort in Colorado, but would increase significantly the visibility, credibility and importance of Cancer League of Colorado in connection with that effort. The “right circumstances” would include the following, all of which have been agreed to by UCCC:

1. CLC would fund the \$2,000,000 investment over a period of five to ten years;
2. The Chair would be known to all the world as the Cancer League of Colorado Endowed Chair, and CLC would define the parameters of its use and participate in the recruiting process for the doctor or scientist that would receive it; and
3. CLC would continue its processes of grant solicitation, evaluation, approval and enforcement to ensure that our desired research efforts continue to be supported in the same way as they have in the past.

The 3rd item listed above would be accomplished through an agreement with UCCC whereby they would set aside a portion of their annual operating funds in an amount equal to the funds we apply each year to the Chair, and these funds would be directed by us for application to research in the same way we do it today.

In order to take advantage of this opportunity, a small change to the CLC Bylaws will be required to enable us to direct our dollars to funding a chair and using “reciprocal credits” from UCCC to fund the research we desire. This proposed change will be brought before the CLC general membership for a vote at the April General Meeting. We appreciate your support for this very important initiative.

We are excited about this tremendous and unique opportunity for CLC to have an even greater and more important impact on the fight against cancer that is being waged right here in Colorado. This is a huge step for our organization and a win-win for CLC and UCCC consortium institutions. Not only will we be providing a tool for these institutions to attract extraordinary research talent to Colorado, we will be adding another dimension to CLC’s visibility and credibility in the community. At the same time, we will be creating a meaningful legacy for the future leadership and members of Cancer League of Colorado.

# CANCER LEAGUE OF COLORADO

*Presents*

## The 2011 Hope Ball

*"Dedicated to the Ones We Love"*

**CELEBRATE!**

Hyatt Regency Denver Tech Center

**SATURDAY, MAY 14, 2011**

Tickets available

at [www.Cancerleague.org](http://www.Cancerleague.org)

**303-292-8065**

### *Thank you to our Hope Ball 2011 Sponsors*

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PBJ Reece Family  
Gateway Services  
MDC/Richmond American Homes

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& Donald Vancil  
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The Lunnon Family  
Nordstrom  
PCL Contruction Leaders  
Ellen Stewart & Donald Vancil  
University of Colorado/Cancer Center

***We hope to see many of you at our  
biggest fundraiser of the year  
on May 14th!***

We have many silent auction items in already, but can always use more. Please call Elise Marks-Gruitich if you have something you need to have picked up at (303) 947-0884. We will accept auction items until May 1st.

Catherin Crampton and Lori Marks-Connors have a great Art Gallery planned and will also accept framed pieces until May 1st.

Raffle tickets are now available! Please call Marsha Lunnon at (303) 364-3070 if you need more. As of April 1st, 91 of our members have sold or purchased their tickets and we have over \$10,000 in sales already! Just \$ 50,000 more to go to reach our goal.

The Live Auction, chaired by Edie Marks, is going to be fabulous! We have an original painting by Eva Makk, valued at \$ 28,000, Dinner with Nuggets Coach George Karl, a bronze by Marianne Caroselli, and two rounds of golf at Ballyneal for four and an overnight stay!

**A huge thank you to all of you who are  
working on this event and  
supporting CLC!**

# 2011 Race for Research

Cancer League of Colorado will present the 15<sup>th</sup> Annual **Race for Research** 5K run/walk on Sunday, August 21, 2011 in Washington Park. **The Race for Research** is a family fun run in memory of Michele Plachy-Rubin. Michele was a young wife, mother and kindergarten teacher in the Denver Public Schools when she was diagnosed with brain cancer in December of 1996. **The Race for Research** was conceived by Michele's friends to raise money to fund local cancer research. Tragically, Michele lost her fight with cancer in May of 1998, but **The Race for Research** continues as an opportunity for men, women and children to help fight cancer in Michele's memory. All proceeds from The Race for Research are donated to Cancer League of Colorado, and this money is then allocated to the most promising cancer research projects and cancer service organizations right here in Colorado.

Participants have ranged in age from one to eighty-one and have included doctors, nurses, teachers, families, runners and walkers of all abilities, as well as Michele's friends and family. Everyone is welcome! Organizers of this year's **Race for Research** expect approximately 1,000 participants and 55 volunteers at this year's event. The new technology, disposable chip timing, is available and awards are given to the top runners in various age categories. Awards will also be given to the team and the individual who raise the largest donations.

This year's Race will feature the **Miracle Mile**, sponsored by Morton Publishing. Signs featuring photos of Michele and other persons who have had cancer will be displayed along the race course. You can select a Miracle Mile poster to honor your loved who has had cancer as your incentive if you raise at least \$150 in donations for cancer research.

We will also have entertainment from the band Look Both Ways, and a free pancake breakfast following the race, compliments of Bone Fish Grill. This year the post-race will feature a larger Expo with more exhibitors, a free kids fun run, face-painting, jumping castle and other kids activities.

**Register online at [www.cancerleague.org](http://www.cancerleague.org) to reserve a t-shirt in your preferred size. After August 6, you can also register in person at any front range Runner's Roost location or Boulder Running Company in Littleton or Centennial.** Race day registration will be open at 7:00am and the race starts at 8:00am. Race day fees will be \$10 per person higher. If you are unable to attend this year, don't worry! We are offering Sleep in for Research. Sign up for a \$35 donation (or more) and we will mail your t-shirt to you.

**Please help us find a cure for cancer in Michele's memory by participating in the Race for Research! For more information or questions, contact Lin McHaley at [linnardo4@aol.com](mailto:linnardo4@aol.com) or 303-840-9966. To volunteer at the Race, contact Barb Seaman at [sbarb41401@aol.com](mailto:sbarb41401@aol.com).**



Cancer League of Colorado



Denver

**July 8 & 9, 2011  
1600 Glenarm Place**

## **WE ARE GOING “OVER THE EDGE” AGAIN!**

Cancer League of Colorado is teaming up with Red Peak Properties at 1600 Glenarm Place to go “Over the Edge” for cancer research on July 8th and 9th, 2011.

As an exclusive event for Cancer League of Colorado, Over the Edge gives participants a life-changing opportunity to rappel 31 stories while raising money for cancer research and cancer patient services.

Whether you are an accomplished climber or a first time rappeller, this event is a thrill of a lifetime. Simply raise a minimum of \$1,000 in pledges and rappel down one of Denver’s most prominent skyscrapers.

Help us reach our goal of recruiting 200 rappellers and raising over \$250,000 for Cancer League by getting your friends and family involved!



**Space is limited! Secure your spot today at  
[www.DenverOvertheEdge.com](http://www.DenverOvertheEdge.com)**

# NCI Seeks to Change the Conversation on Cancer

The NCI 2012 Professional Judgment Budget and narrative, "Cancer: Changing the Conversation," is now available for download at <http://plan.cancer.gov>.

This is a different "bypass budget" document than you're used to seeing -- less inside baseball from NCI and more about the case statement for cancer research, oriented around profiles of six common cancers and how research investments have spurred progress against these cancers.

The narrative calls for us all -- and possibly most importantly in communications -- to change the national conversation about cancer from a single-purpose "war" we can never "win" to a recognition of cancer as many diseases requiring many different lines of research and many different directions (and rates of success) for prevention and control. We need to stop framing our discussion as finding "the cure" and help our publics develop a more nuanced understanding of what progress against cancer will look like in the years to come. And lastly, we need to help Americans appreciate the tremendous advances that have been made in cancer prevention and control, and how incredibly different the experience of living with cancer today is compared with 10, 20, or 40 years ago. All too often, the expectations of most Americans when they are diagnosed is based on these old stereotypes.



## Timely Estate Planning Tool

Timing isn't *always* everything -- but sometimes it can be. And in today's low interest rate environment, a Charitable Lead Trust (CLT) can be a particularly attractive estate planning tool.

In short, a person funds a CLT during life for the ultimate benefit of children and/or grandchildren. In the intervening period, the trust will make payments to a non-profit organization -- like Cancer League -- and receive charitable deductions for these payments. These deductions can offset (or even eliminate) any estate or gift tax that would otherwise apply to the transfer of these assets.

While the CLT scenario doesn't apply to everyone, it can be a powerful tool for families that need to transfer significant assets to subsequent generations. And in a low-interest rate environment, people will receive more 'bang for their buck' in terms of tax savings.

If you think a CLT might be useful, please discuss the option with your estate planning attorney. And if you proceed with one, please remember Cancer League in your plans. A CLT can provide an important stream of income to support our fight against cancer.

## To the Gavel Club and Cancer League Members

I was so touched by the surprise celebration honoring me on my birthday for over twenty-eight years of serving on the Cancer League Board. As the first President of Cancer League of Colorado 1985-1986, I have seen many changes, from when we were the Cancer Auxiliary to the American Cancer Society originating in 1964. One aspect has not changed -- the lasting and caring friendships that have bonded us together. Thank you all so much!  
~ Janet Hanna



From Left : Frank Romano, Janet Hanna, Gary Reece, Barb Reece, Dody Clark

# Cancer League Awards \$94,500 in Service Grants

By David Weisberg

I am pleased to announce that the Funds Allocation Committee recently met and awarded \$94,500 in service grants to 23 organizations throughout Colorado. This is a record amount for Cancer League. We had requests from 27 organizations for a total of \$147,000.

For those of you who wonder how we select recipients and the amount to provide, perhaps a few words are in order. Cancer League generally looks for organizations that spend most of their funds on providing needed services and as little as possible on staff salaries. We also look for non-profits that have limited ability to raise funds as compared to CLC. A good example are groups that provide hospice care in the rural parts of the state. We also tend to favor organizations that provide services that are not readily available elsewhere and, in these tight financial times, groups that provide financial help to individuals struggling with cancer.

A good example is Brent's Place, which we have supported since its inception. Brent's Place is operated by the Brent Eley Foundation. It provides sterile housing for children who are undergoing marrow transplant procedures and their families. The level of cleanliness required for these patients is far beyond what any commercial facility can provide and Cancer League has consistently been one of its major supporters.

On the research grant side of our activity, the Scientific Advisory Board is currently reviewing 39 grant requests asking for a total of \$1.3 million. The SAB will meet in early May and select the best requests using a process very similar to what the National Institute of Health uses.

Organization	Grant Amount
Brents Place	\$10,000.00
Camp Wapiyapi	\$10,000.00
Cancer Support Community Colorado	\$1,500.00
Casting For Recovery	\$4,500.00
Colorado Ovarian Cancer Alliance (COCA).	\$3,000.00
Clinica Tepeyac	\$3,000.00
Gabby Krause/Bags of Fun	\$3,500.00
Hospice & Palliative Care of Western Colorado	\$5,000.00
Hospice of Saint John	\$1,000.00
Lifespark	\$6,000.00
Mt. Evans Home Health Care/Mt. Evans Hospice	\$4,500.00
MyLifeline	\$3,000.00
Pathfinders	\$1,500.00
Pathways Hospice	\$3,000.00
Project Angel Heart	\$5,500.00
Reel Recovery	\$4,000.00
Rocky Mountain Cancer Centers Foundation	\$7,000.00
Sangre de Cristo Hospice & Palliative Care	\$3,000.00
Sense of Security	\$2,250.00
Shambhala Mountain Center	\$1,000.00
Shining Stars	\$5,000.00
Southeast Colorado Home Health Agency	\$5,000.00
Stephen T. Marchello Scholarship Foundation, Legacy of Hope	\$2,000.00
<b>Total</b>	<b>\$94,250.00</b>

# Commemorative Donations

## **In Memory of Eldon Johnsen**

Sandra Wolf  
Gail & Ray Karsian  
Ronald Griffith  
David & Annette Jewell  
Al & Sharon Johnstone  
Robert K & Virginia Fuller  
Nancy DeLauro  
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Frank & Doris Southworth  
Hugh & Theresa Norwood  
Bernice & Richard Rogers  
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Marvin & Beverly Kembel  
Terri & Connie Tormohlen  
Bob & Marlene Frasier  
Fleta Johnsen  
Donna Sandberg  
Mr. & Mrs. Brad Darley  
Ray & Chris Amderson  
William D. Hays  
Patti N. Lewis  
Lin McHaley  
Jan Anderson

## **In Memory of Francis Salazar**

Irwin & Muriel Fishman  
Marsha Lunnon  
Doris & Frank Southworth  
Jan Anderson  
Sandra Wolf

## **In Memory of Bernice Sanko**

Sandra Wolf  
Russ & Jan Anderson  
Nancy DeLauro  
Marsha Lunnon  
Sara Siegesmund  
Mrs. L.J. Girard  
Donald & Eileen Gass  
Robert & Frances Volpe  
Bud & Alice Laber  
Dr. Jacques Saari  
John A. & Mary Nice  
Alan E. & Ellen Dugan  
Mr. & Mrs. Howard Doerr  
Beverly & Paul Horiuchi

## **In Memory of Carla Mae Hoffman**

William & Margaret Miller  
Renee Minter  
Carolyn Tsosie  
Julie Cox  
Nick Gardner

## **In Memory of Fred Rogers**

Sandra Wolf  
BC Girlfriends  
PBJ Reece Charitable Foundation

## **In Memory of Edith Shanok**

Donald S. Safer, DDS  
Steven Salter & Kaen Tomb  
Edward Pells

## **In Memory Of**

Andrew & Naomi Cohen in  
memory of Walter Bart  
Jeane Sexson in memory of Dick  
Weber  
PBJ Reece Charitable Foundation  
in memory of Reagan's father  
and in memory of Nathan  
Goodrun

Mike & Michael Ann Hanzel in  
memory of Dr. Kurt Van Wyk  
Sandra Wolf in memory of Jill  
McCullagh's father  
Marsha Lunnon in memory of  
"Oliver"  
Glory & Dave Weisberg in memory  
of Ferol Jenkins  
Irwin & Muriel Fishman in memory  
of Sara Jane Harris  
Linda Hoffman in memory of  
Clark Bouton  
Roman & Libby Matherne in  
memory of Diane Marsh  
Donna Sandberg in memory of  
Harold "Bud" Bellis  
Doris & Frank Southworth in  
memory of Cynthia Chambers

## **In Honor Of Jan Johnson's Birthday**

David Alexander  
James Alt  
Oded & Yedida Rudawsky  
Patricia Sumter  
Bud & Marion Rice

## **In Honor of Fleta & Eldon Johnsen's 50th Anniversary**

Marsha Lunnon  
PBJ Reece Charitable Foundation

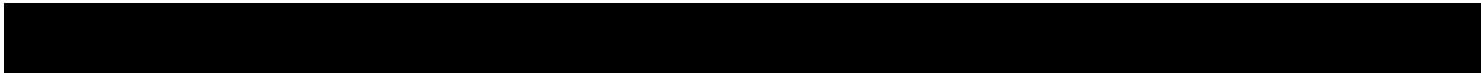
## **In Honor Of**

PBJ Reece Charitable Foundation in  
honor of Jo Blum  
PBJ Reece Charitable Foundation in  
honor of Gary Reece for the  
hours it takes to make a differ-  
ence in finding a cure for cancer



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**April**  
Thursday, April 21, 2011, 11:30 a.m.  
General Meeting at the home of Lisa Williams & Dr. Larry Spivack, 2 Vista Rd., Cherry Hills Village

**May**  
Saturday, May 14, 2011, 6:30 p.m.  
The Hope Ball, Hyatt Regency Denver Tech Center

**July**  
Friday-Saturday, July 8-9, 2011  
Over The Edge, 1600 Glenarm Place

**August**  
Sunday, August 21, 2011, Race4Research

**Cancer League and Loveland Ski Area Join Forces to Raise Money for Cancer Research**



*Communiqué, Cancer League of Colorado's newsletter, is distributed quarterly via email. It is also available on our website at [www.cancerleague.org](http://www.cancerleague.org) under "Newsletters." Please send articles to the Editor, Brooke O'Donnell, at [brookeodonnell@msn.com](mailto:brookeodonnell@msn.com).*