

OUTREACH

VOL X ISSUE II JUNE 2010

**Zeshaan Rasheed, MD, PhD,
receives the inaugural
Pathway to Leadership Grant**

(See page 1.)

**Participate in our National
Call-In on June 22.**

(See page 5.)



CHAIR'S MESSAGE

NEW SENATE BILL INTRODUCED



Dear Pancreatic Cancer Action Network Friends:

We recently reached another important milestone in our quest to advance pancreatic cancer research. The Senate version of the *Pancreatic Cancer Research & Education Act* was introduced by Senator Sheldon Whitehouse (D-RI) on May 6, 2010. As you may recall, the House companion bill, H.R. 745, was introduced in January of 2009.

Now that the Senate bill has been introduced, it's time for all of us to lend support. We need your help. Those attending our fourth annual Pancreatic Cancer Advocacy Day will raise awareness with their Members of Congress in face-to-face meetings and ask them to co-sponsor the bill. Others can support these efforts through the National Call-In and our Take Home Challenge. (Turn to page 5 to learn more about how to participate in these activities.)

We are also very excited to announce our 2010 research grant recipients in this edition and welcome them to our family. This year's Research Grants Program provides \$2.3 million in grants to nine deserving scientists. (To learn more, turn to page 1.)

These important research grants are part of a larger comprehensive research strategy. Our goal is to support the development of a vibrant pancreatic cancer research community by 1) recruiting, developing and retaining the most adept investigators to study the disease and 2) providing resources and tools and fostering the collaborations necessary to make scientific progress.

A comprehensive and cohesive research portfolio produces more robust scientific knowledge, creates greater collaboration among investigators and speeds the implementation of progress for pancreatic cancer patients. I hope you enjoy reading about this year's grantee research projects.

As always, your continued support is very much appreciated!

Jason Kuhn
Board Chair

P.S. On behalf of the board, I congratulate President and CEO Julie Fleshman on being honored with the American Association for Cancer Research's Award for Distinguished Public Service on April 18 in Washington, D.C. Kudos to you, Julie!

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OUR MISSION

The Pancreatic Cancer Action Network is a nationwide network of people dedicated to working together to advance research, support patients and create hope for those affected by pancreatic cancer.

Cover image: Larry Canner

2010 RESEARCH GRANTS PROVIDE NEARLY \$2.3 MILLION IN CRITICAL FUNDING

The Pancreatic Cancer Action Network has awarded nine research grants, totaling nearly \$2.3 million, to fund promising research this year. The 2010 investment in research represents an almost 90 percent increase in funding compared to 2009.

The organization's grants program supports the development of a comprehensive pancreatic cancer research community, investing in the full range of knowledge necessary to produce scientific breakthroughs. This year, new and expanded funding opportunities were presented to meet the scientific needs and emerging developments in the pancreatic cancer community. Four grant mechanisms were offered, including a new Pathway to Leadership Grant, created to develop future leaders in the field.

The research grants are administered in partnership with the American Association for Cancer Research (AACR), which assembled panels of top experts in the field of pancreatic cancer to review the 181 applications that were submitted.

The most meritorious research was selected for funding using a carefully defined evaluation and review process.

Since launching the grants program in 2003, the Pancreatic Cancer Action Network has awarded 56 research grants, totaling more than \$7.2 million, to scientists across the country. In addition to providing financial support for research projects, the organization facilitates the formation of a community of researchers dedicated to making progress in the fight against the disease.

A mentorship program connects grant recipients with leading scientists in this area of research. Ongoing education, collaboration and career development opportunities are offered. As a result, this community of researchers stays committed and involved.

Following are brief profiles of our 2010 research grant recipients. Visit www.pancan.org/section_research to learn more about these investigators and their research projects.

PATHWAY TO LEADERSHIP GRANT This five-year grant totals \$600,000 and is awarded to a highly promising postdoctoral or clinical research fellow to support the mentored research phase, career enrichment activities, and the successful transition to research independence and leadership.



Zeshaan Rasheed, MD, PhD, Johns Hopkins University
Tempur-Pedic® Retailers – Pancreatic Cancer Action Network – AACR Pathway to Leadership Grant

Are Cancer Stem Cells Relevant in Pancreatic Adenocarcinoma?

Not all cells in a tumor are the same. Within the varying tumor cell population, certain cells, designated cancer stem cells (CSC), seem to demonstrate a greater ability to sustain tumor growth and facilitate spread elsewhere in the body. Dr. Rasheed's pivotal studies aim to identify and analyze the CSC population within pancreatic tumors. Specifically, Dr. Rasheed's goal is to better understand the origin of the CSC, and to determine whether regular non-CSC cancer cells have the ability to become CSCs in response to particular external stimuli. This project will lay the groundwork for future investigations targeting these highly aggressive cells within a pancreatic tumor cell population.



“Pancreatic cancer is one of the most aggressive forms of cancer, yet it is still under-funded and lacks the same extent of public awareness that other forms of cancer have. This is something that we at Tempur-Pedic hope to help change.”

— **Rick Anderson, President, Tempur-Pedic, North America, Inc.**

FELLOWSHIP AWARD This one-year grant totals \$45,000 and is awarded to a highly promising postdoctoral or clinical research fellow to support the mentored research phase.



Vikram Bhattacharjee, PhD, Fox Chase Cancer Center
Samuel Stroum – Pancreatic Cancer Action Network – AACR Fellowship Award

Candidate Gene Validation of Sensitizers of Pancreatic Cancer to Gemcitabine

Gemcitabine remains a standard chemotherapy option for pancreatic cancer patients, despite its limited clinical responses. Dr. Bhattacharjee's goal is to identify drugs that could be administered in combination with gemcitabine to increase the drug's effectiveness. Gemcitabine inhibits DNA replication, but Dr. Bhattacharjee observed that gemcitabine also causes cells to pause in their cell cycle, allowing time for DNA replication to recover. Therefore, he proposes combining gemcitabine with a drug to bypass the cell cycle arrest, forcing the cells to start growing before their DNA is duplicated, leading to cell death. Dr. Bhattacharjee is analyzing this and other mechanisms to increase pancreatic cancer cells' sensitization to gemcitabine.



“Each year I am honored to pay tribute to my father by funding the annual Fellowship Award in his name. It brings me comfort to know how meaningful this award would have been to him, as it is to each new young investigator who receives it. Through this grant, my father’s entrepreneurial spirit lives on and continues to create hope.”

— **Cynthia Stroum, Founding Chair Emeritus, Board of Directors, Pancreatic Cancer Action Network**

CAREER DEVELOPMENT AWARD This two-year grant totals \$200,000 and is awarded to newly established investigators to develop or strengthen their research programs in pancreatic cancer.



Jonathan Brody, PhD, Thomas Jefferson University
Skip Viragh – Pancreatic Cancer Action Network – AACR Career Development Award

HuR is a Predictive and Prognostic Marker in Pancreatic Cancer

The standard of care for pancreatic cancer patients is still the chemotherapeutic agent gemcitabine, despite its modest success rate. Dr. Brody's studies have determined that a protein called HuR could serve as a predictor of patients' responsiveness to gemcitabine. In the absence of treatment, HuR stabilizes cancer cells in an otherwise unstable environment, providing a growth advantage. However, Dr. Brody's research suggests that patients expressing HuR respond better to gemcitabine treatment, whereas the protein's absence predicts drug failure. Ultimately, he is hoping to create a way to stratify patients into gemcitabine responders or non-responders, and thus personalize the pancreatic cancer treatment administered.



“We are extremely grateful to the Viragh family for their ongoing investment in promising pancreatic cancer research in memory of Skip Viragh.”

— **Julie Fleshman, President and CEO, Pancreatic Cancer Action Network**



**Alec Kimmelman, MD, PhD, Dana-Farber Cancer Institute
Pancreatic Cancer Action Network – AACR Career Development Award**

DNA Repair and the DNA Damage Response in Pancreatic Cancer

Despite an improved understanding of the molecular characteristics of pancreatic cancer cells, researchers have struggled to comprehend the failure of chemotherapy, radiation therapy, or targeted drugs to effectively treat the disease. Dr. Kimmelman shed light on this mystery by identifying pancreatic cancer cells' dependence on DNA-repair proteins. Cells are equipped with mechanisms to fix damage to their DNA, which can occur randomly, by external agents such as chemotherapy, or by the overall genomic instability caused by cancer. Dr. Kimmelman's preliminary data suggest that pancreatic cancer cells may be "addicted" to the activity of their DNA repair machinery. Therefore, he proposes to further investigate the role of DNA repair machinery in pancreatic cancer, and determine whether this mechanism could serve as a therapeutic target.



**Michael VanSaun, PhD, Vanderbilt University
Pancreatic Cancer Action Network – AACR Career Development Award**

Influence of Adipokines on Pancreatic Cancer Progression

Research has shown a link between obesity, inflammation of the pancreas and pancreatitis, and an increased rate of pancreatic cancer. Dr. VanSaun previously identified a category of proteins, called adipokines, that are derived by adipose (fat) tissue, and can act upon the tumor cells, potentially influencing their growth. Consistent with this possibility, Dr. VanSaun discovered the expression of the appropriate receptors for these adipokines on the cancer cell surface. The purpose of this project is to determine the role of adipokines, and obesity in general, in pancreatic cancer development and progression, utilizing a mouse model.

INNOVATIVE GRANT This two-year grant totals \$200,000 and is awarded to junior and senior scientists to develop new and innovative ideas and approaches in pancreatic cancer research.



**Frank McCormick, PhD, University of California, San Francisco
Pancreatic Cancer Action Network – AACR Innovative Grant**

Specific K-Ras Inhibitors for Treating Pancreatic Cancer

The K-Ras protein mutates to an active form in the majority of pancreatic cancer cases. Although this protein is an attractive potential therapeutic target, no drugs have been found to effectively target it. Dr. McCormick seeks to develop a new strategy to inhibit the activity of K-Ras in pancreatic cancer. Previous attempts at K-Ras inhibition have focused on indirectly blocking the mechanism by which K-Ras gets attached to the cell membrane, where it is active. However, the compounds proposed by Dr. McCormick will bind directly to K-Ras and physically impede its attachment to the cell membrane, thus creating a promising new therapeutic strategy.



Diane Simeone, MD, University of Michigan
The Randy Pausch Family – Pancreatic Cancer Action Network – AACR Innovative Grant

Targeting Notch Signaling in Pancreatic Cancer Stem Cells

Dr. Simeone is planning a clinical trial that specifically targets cancer stem cells (CSC) within a pancreatic tumor. Her group has identified protein markers to differentiate these cells, which are highly aggressive and resistant to chemotherapy and radiation. Dr. Simeone's studies show that CSCs depend on the activity of the molecule Notch, and are susceptible to its inhibition. Therefore, the proposed clinical trial will treat patients after surgery with the standard chemotherapy drug gemcitabine in combination with another drug that targets Notch. This novel approach aims to improve patient survival by targeting the especially dangerous and resilient CSC population.



“We just need to give smart people the tools that they need to solve the problem (of pancreatic cancer).”

– Jai Pausch, Board of Directors Member, Pancreatic Cancer Action Network



Gloria Su, PhD, Columbia University
Pancreatic Cancer Action Network – AACR Innovative Grant

Notch Decoy Targeting the Notch Signaling Pathway in Pancreatic Cancer
(funded in part by a generous gift from an anonymous family foundation)

Notch is a protein known to play a vital role in the development of numerous tissues within the body, including the pancreas, and then is normally turned off in adulthood. Pancreatic cancer cells abnormally reactivate Notch signaling, leading to cell differentiation and proliferation. The focus of Dr. Su's study is to evaluate a novel method of blocking Notch, which will either delete the Notch gene itself or utilize a Notch “decoy” that will exclusively impede the Notch signaling pathway. This approach compares to previously described inhibitors that block an entire family of similarly signaling molecules. Dr. Su's strategy may create a promising new treatment.



Amy Tang, PhD, Eastern Virginia Medical School
Pancreatic Cancer Action Network – AACR Innovative Grant

SIAH is a Novel and Effective Anti-K-Ras Drug Target in Pancreatic Cancer

Many researchers have strived to block the often-activated Ras signaling pathway in pancreatic cancer, with little success. Ras stimulates a cascade of events in the cell, culminating in the activation of a protein called SIAH. The function of SIAH is to induce breakdown of specific proteins, leading to increased cell growth and movement, the hallmarks of cancer. Dr. Tang will determine whether SIAH can serve as a biomarker of pancreatic cancer, or a protein indicator of the presence of a pancreatic tumor. Furthermore, she hypothesizes that blocking SIAH activity will turn off the Ras signaling pathway, providing a novel therapeutic target for the disease. ✨



**CONGRATULATIONS TO PANCREATIC CANCER ACTION NETWORK
 PRESIDENT AND CEO JULIE FLESHMAN, JD, MBA**
**Recipient of an American Association for Cancer Research (AACR)
 2010 Award for Distinguished Public Service in recognition of her
 ongoing commitment and dedication to the fight against cancer.**

Left: Former AACR President Tyler Jacks, PhD, and AACR CEO Margaret Foti, PhD, MD (hc), (right) congratulate Julie Fleshman as she receives the AACR's award.

WE NEED YOU TO ADVOCATE THIS MONTH

Nearly 400 supporters from across the country are expected to attend our fourth annual Pancreatic Cancer Advocacy Day on Tuesday, June 22 in Washington, D.C. With the recent introduction of S. 3320, the first substantive pancreatic cancer legislation ever to be introduced in the United States Senate, the time is right to participate. If you are among those who are unable to join us this year in D.C., two opportunities are available for you to make your voice heard: the National Call-In and the Take Home Challenge.

THE NATIONAL CALL-IN

Our National Call-In, which is also set for June 22, represents an opportunity for Pancreatic Cancer Action Network supporters everywhere to phone their U.S. Representative and two Senators and speak in a unified voice about what matters most to us. This year, we will ask Members of Congress to support S. 3320, the Senate version of the *Pancreatic Cancer Research & Education Act*, as well as the House version, known as H.R. 745. We will also ask for increased funding for pancreatic cancer research at the National Cancer Institute. (Currently, only two percent of the NCI budget is spent on such research.)

Last year, 2,657 supporters participated in the National Call-In. Our goal this year is to beat that number and get MANY more people involved! Ask your friends and family to help. It's a meaningful way to support those attending Advocacy Day and a simple and effective means of joining the fight for those of you who want to participate from home this year.

PARTICIPATING IS EASY:

1. *Set aside 10 minutes on June 22 between 9am-5pm EST to make three calls. (Your one representative and two senators need to hear from you separately.)*
2. *Starting at 1am EST on June 22, you can go to www.pancan.org/NationalCallin to see the names and phone numbers of your senators and representative and the script. It's similar to the one those participating in Advocacy Day will use.*
3. *The website will guide you in making the three calls or you can print out the information and call on your own. After you finish the calls, please let us know about the conversations on the website. (This part is important!)*

"We need as many people as possible to stand up together

to tell Congress that we're not willing or able to wait one day longer for their support," said Detroit Affiliate Advocacy Coordinator Kandi Wood about the National Call-In. "I hope that everyone will join us in saying that this legislation and these research dollars are needed urgently. Because they really and truly are."

THE TAKE HOME CHALLENGE

Set for July 5 to 9, the Take Home Challenge is an innovative hometown advocacy project where volunteers across the country visit their local

congressional offices in the weeks after Advocacy Day and drop off handwritten stories and "purple spirit" items. This approach is a way to bring the Advocacy Day message home and



to remind members of Congress of our determination. They will also realize that we will follow up to ensure that they will support the legislative priorities of the Pancreatic Cancer Action Network.

The purple spirit items can have a big impact, according to Michael Weinstein, a survivor and Advocacy Coordinator for the New Jersey Affiliate. "Purple spirit items are simply leave-behinds valued at less than five dollars that grab attention. When paired with a handwritten story like mine, this gesture really makes them stop and take notice.

"The Take Home Challenge is on the heels of Advocacy Day, so when Members of Congress hear and see our voices, our cause and our colors, they are reminded of our issues and that we need their help. They'll know we won't stop visiting their offices, writing them, or calling in until we've enlisted enough members of Congress to fund the research that we're all waiting on," he added.

While the Take Home Challenge kit is available online (www.pancan.org/TakeHomeChallenge), many local affiliates also work together on this fun project. Get in touch with a volunteer affiliate near you through the website to join forces.

For more information, call 202-742-6699 or email advocacy@pancan.org. 



This issue of Outreach was funded in part by a generous donation from the Bobbye and Jerry Sloan Hand-in-Hand Foundation in memory of Bobbye Sloan.



GENETIC COUNSELING AND PANCREATIC CANCER



After a diagnosis of pancreatic cancer, a patient may wonder why he or she developed the disease or what caused it. Experts estimate 90 percent of pancreatic cancers are caused by environmental or other factors and only 10 percent have a hereditary or familial origin.

For the 10 percent of patients whose pancreatic cancer is hereditary, the genetic mutation that led to the cancer was passed down through genes from one of their parents, from generation to generation. While researchers suspect several specific genes that may be involved in pancreatic cancer, the main gene responsible for hereditary pancreatic cancer remains unknown. If multiple first-degree blood relatives have developed pancreatic cancer, then the cancer may be considered familial or inherited. First-degree blood relatives include parents, children and siblings.

A genetic counselor is a healthcare professional who can help families identify and understand inherited diseases like hereditary pancreatic cancer. Genetic counselors are trained in the scientific, medical, and emotional aspects of inherited disease. An oncology genetic counselor specializes in counseling and educating individuals with cancer and/or their family members who may be at increased risk of developing cancer. Unlike most healthcare professionals, for the genetic counselor, the entire family is the patient.

WHO SHOULD CONSIDER GENETIC COUNSELING

People with an increased risk of developing pancreatic cancer due to a family history of the disease may consider consulting with a genetic counselor. You may want to think about such counseling if at least one of the following factors describes either you or one or more of your family members:

- Multiple family members in the same or successive generations who have been diagnosed with pancreatic cancer;
- Pancreatic cancer in two or more generations on the same side of the family;
- Early onset of pancreatic cancer (younger than 50 years of age); or
- A diagnosis of more than one primary cancer in the same person.

Before meeting with a genetic counselor, it is important to gather as much information as possible about your family's medical history. This process may involve contacting other relatives to obtain accurate records or contacting local records offices to obtain documentation of a family member's passing.

If there are other cancers in the family, try to collect as much information about the cancer as possible, such as the type (pancreatic or other cancer) and age of onset. The genetic counselor will need detailed information about your family medical history to understand the inheritance patterns.

He or she will then develop a pedigree, which is a map of a family's genetic patterns over several generations. Once the pedigree is completed and verified, the genetic counselor will help you determine if it is worthwhile to undergo genetic and/or medical tests. These tests can range from blood tests to skin biopsies.

NEXT STEPS

After records are collected and potential genetic tests are completed, the genetic counselor may be able to determine your relative risk for developing pancreatic cancer. The risk that other relatives face is estimated using the pedigree, as well.

You will then most likely meet with your counselor again to obtain and discuss your results and review options for medical and/or lifestyle management and screening options for

FALL SYMPOSIA

Hear the latest news about the disease from pancreatic cancer specialists and network with other pancreatic cancer patients/survivors and family members at our upcoming Pancreatic Cancer Symposia.

Los Angeles

October 29 | Hyatt Century City

For more information, visit www.pancreaticcancer.org.

Washington, D.C.

Check our website for date and location.

your family, if appropriate. Genetic counselors will advise you about what options may be right for you and your family, but they will not make such decisions for you.

Several potential positive outcomes may result from meeting with a genetic counselor. First, these counselors can identify families at higher risk for pancreatic cancer and help those families interpret information about the disease.

Second, they can educate individuals and families about patterns of inheritance of pancreatic cancer. This guidance will help individuals at higher risk of developing the disease make informed choices. Lastly, they are equipped to help families cope with the information they obtain through genetic counseling and testing.

COMMON CONCERNS

Some people may be apprehensive about seeking genetic counseling. For example, many are concerned about the results of the counseling and/or testing affecting their access to insurance or employment.

In May 2008, the Genetic Information Nondiscrimination Act (GINA) was signed into federal law. This law protects Americans against genetic discrimination in regard to health insurance and employment. As a result of this law, group and individual health insurance companies may not revoke your coverage or change contribution and premium amounts if they find testing indicates you may have a high risk of developing pancreatic cancer or another genetic disease.

Other people may be concerned about coping with the potential psychological, medical and economic implications of learning that they are at an increased risk of developing pancreatic cancer. Genetic counselors can help families cope with the results of genetic testing and may refer some families or individuals to psychologists who specialize in this type of counseling.

Finally, many people wonder about the cost of genetic counseling. Coverage and costs for genetic counseling vary. The charge for a genetic counseling session may range from ap-

proximately \$125 to \$500, depending upon the extent of the visit. While each individual insurance plan is different, the consultation may be covered by insurance. Fees may also be charged for the genetic tests that may accompany the consultation.

If it is found that you may have a genetic mutation that places you at a high risk for pancreatic cancer, you or other family members may consider enrolling in a research program.

ABOUT RESEARCH PROGRAMS

Genetic registries are databases that keep track of information from families affected by pancreatic cancer. The information collected may include several items, from blood samples to questionnaires that assess lifestyle choices. This information is gathered in an effort to find common characteristics between patients.

Another type of research program actively focuses on potential early detection of pancreatic abnormalities or screening for pancreatic cancer. Since there is no established early detection method for pancreatic cancer, this is a very important area of pancreatic cancer research.

Having a genetic mutation in one of the genes being studied for its connection to pancreatic cancer or having a family history of pancreatic cancer does not mean an individual will develop the disease. If you think you may have a family history of pancreatic cancer or have any other questions, please contact a PALS Associate for more information.



PALS Associates can provide information on genetic counseling, early detection and surveillance programs, and genetic registries. Call PALS toll-free at 877-272-6226, M-F 7am-5pm Pacific Time or email pals@pancan.org. 

NEWS FROM THE JAPANESE AFFILIATE

More than 100 people gathered at Matsuyama Coms in Matsuyama, Japan, on March 6, 2010, for the first of five Pancreatic Cancer Action Network symposia that will be held in the country this year, according to Yoshiyuki Majima, Director and General Manager of the Japanese affiliate. All of the symposia in Japan in 2010 will be sponsored by Eli Lilly Japan. (The company also sponsored Japan's 2009 symposia series.) In an additional outreach effort, a Japanese version of the pancreatic cancer overview booklet was also recently printed and distributed to each of the affiliate's 280 members.



A STORY OF HOPE AND INSPIRATION

By Chris Calaprice



Chris Calaprice

As a pancreatic cancer survivor of six-and-a-half years, I am fed up with hearing that this disease is a death sentence. I am a survivor, and there are others, but there should be many more. My adopted uncle Edward Triplet, Pam Bardwill and so many of my friends who I have lost since my diagnosis should still be here. So should Patrick Swayze and Carnegie Melon University professor and author Dr. Randy Pausch, who worked so hard to educate the public about pancreatic cancer.

When I think about the situation, it angers and saddens me that this disease, which is the nation's fourth leading cause of cancer death, only receives less than two percent of the National Cancer Institute's annual budget for research.

Because this statistic is so appalling, in 2007, my wife Jennifer and I decided to found Road 2 A Cure, a 501(c)(3) non-profit organization dedicated to raising awareness and funds for pancreatic cancer research. Road 2 A Cure launched its national awareness campaign with a 50-state motorcycle and documentary tour on Feb. 20, 2010, in Santa Barbara, Calif.

Road 2 A Cure is about accelerating change, inspiring hope, and changing lives. It's a major deal: a grueling 42,000-plus-mile trip across the U.S. We are well into the tour now. As of April 29, 2010, we had visited 12 states and received nearly \$37,000 in donations.

So why more than 42,000 miles? I am riding one mile for each person in the U.S. who will be diagnosed with pancreatic

cancer this year alone. You know that old saying that "knowledge is power"? Well, knowing you have pancreatic cancer early and finding a specialist who can help you gives you the power to act quickly, and, quite frankly, extend your life.

I have had my share of ups and downs since my diagnosis. After a relapse in 2004, I started a four-drug chemotherapy regimen that I remain on today. My oncologist, who is a leading pancreatic cancer specialist in Los Angeles, flies out to meet me on the road every eight weeks to give me chemotherapy. Currently, I show no detectable evidence of the disease.

Accompanied by our purple fleet of a motorcycle, a truck and a 40-foot trailer, we contact the media and use social networking tools to create a loud and very public message of hope for survivors, their families and volunteers all along our route. Every day, we drive home the necessity for progress in early detection, treatment, prevention and finding a cure.

In addition to organizing and attending events, rides and rallies wherever we go, we visit pancreatic cancer survivors, caregivers, volunteers, researchers, grassroots activists, policy makers, oncologists, medical centers and local and federal legislators. Many of those



From left, Road 2 A Cure Media Production Specialist Andy Madison with Jennifer and Chris Calaprice

we visit are involved with the Pancreatic Cancer Action Network and work with us to get the message out.

The entire journey is being photographed and video recorded for a documentary, and segments are posted on our website to reach as many people as possible. I hope you, your friends and your family members will follow the tour online and help us. I believe in the power of people to make change through action, so join us in delivering our message throughout the country. We cannot do this without your help. It is time to act now. To find out more, visit us at www.Road2ACure.org. ✨

PATIENT AND LIAISON SERVICES (PALS)

Do you want to learn more about pancreatic cancer? PALS offers comprehensive, high-quality information and resources for patients and families facing pancreatic cancer, including information about the disease, treatments, clinical trials, side effect and symptom management, diet and nutrition, and support resources. To find out more, or to order a complimentary education packet, contact a PALS Associate.



El programa de PALS esta disponible en español.

Patient and Liaison Services (PALS)
Monday - Friday, 7am - 5pm Pacific Time
Toll-free: 877-272-6226 | E-mail: pals@pancan.org

"The Pancreatic Cancer Action Network salutes the efforts of Road 2 A Cure. The motorcycle tour across all 50 states planned by Road 2 A Cure will bring much-needed visibility and awareness to pancreatic cancer."

— Julie Fleshman
 President and CEO
 Pancreatic Cancer Action Network

HUNDREDS GATHER IN DALLAS FOR COMMUNITY OUTREACH LEADERSHIP TRAINING 2010

From March 26 to 28, 2010, 220 Pancreatic Cancer Action Network volunteers, including 17 survivors, convened in Dallas for the eighth annual Community Outreach Leadership Training conference. The activity packed weekend provided an opportunity for members from more than 70 affiliates around the country to strategize and share best practices, as well as learn about the latest developments at headquarters.

President and CEO Julie Fleshman opened the conference by providing an in-depth look at the growth of the organization, its current research portfolio, recent legislative progress on Capitol Hill, expanded patient services and a new Community Outreach staff structure designed to support affiliate development and outreach efforts.

Conference sessions focused on key areas of coordination: leadership, advocacy, education and outreach, event planning, and media outreach. More than 20 workshop sessions provided volunteers with opportunities to network and share best practices about topics including attracting more event participants, developing an advocacy program, and enhancing education and outreach opportunities.

As volunteers expand their outreach, they are beginning to partner with nearby affiliates. The conference's Regional Roundtable sessions gave participants the chance to network and plan future collaborations. "During the sessions, I was able to make contact with our neighboring affiliates in Savannah, Birmingham, and Chattanooga," said Louise Blackman, Atlanta Affiliate Coordinator. "We discussed how we can support each other by attending meetings and events other affiliates are holding. I left Leadership Training with a stack of business cards and a number of new 'family' members."

National Board of Directors Member Jai Pausch delivered the keynote speech at the Volunteer Awards dinner on Saturday evening. During her remarks, she mentioned the efforts of her

"Spending two days with more than 200 other volunteer leaders was like being part of a huge support group. We all knew why we were there. Each of us had a story, but we didn't need to tell it. We could feel the energy, the commitment, the quiet confidence that we are moving toward our goal of beating this horrible disease. It was a good feeling!"

— Ron Niendorf
Madison Affiliate Coordinator

late husband, Randy Pausch, PhD, Carnegie Mellon University professor and the co-author of the bestselling book *The Last Lecture*, to shine the spotlight on pancreatic cancer before he lost his own battle with the disease in 2008.

She also offered conference guests words of wisdom and comfort about the circumstances they collectively face.



Keynote speaker Jai Pausch with survivor and Tampa Bay Affiliate Coordinator Sandy Martin



Tim Pendell, Senior Director of Community Affairs for the Detroit Lions, talks about his team's support of the Pancreatic Cancer Action Network.



CREATE A LEGACY GIFT

A legacy gift ensures that your estate will benefit countless lives affected by pancreatic cancer. A planned gift to the Pancreatic Cancer Action Network is a wonderful way to help us fulfill our important mission. To learn more about creating a bequest, or planned gifts, please contact Pamela Acosta Marquardt at pmarquardt@pancan.org or at 877-272-6226.

“Attending this event is very special to me,” Jai said. “It feels like we’re among family members...It takes a lot of strength to do what we do, to move forward and bring more attention to the disease. I think that together, as we put our shoulders against the rock and we push, all of us together, we are going to make a big difference – and we’ve already seen it.”

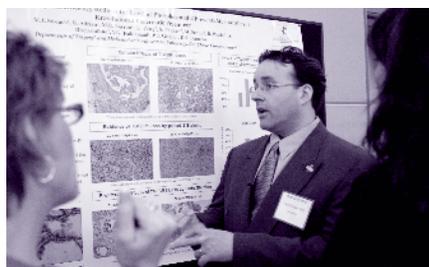
Following the dinner, the 2010 Affiliate Awards were presented, honoring both new and long-term affiliates and volunteers from around the country. (See a list of this year’s honorees below.)

During the conference, Paul Grippo, PhD, of Northwestern University, recipient of the 2007 Nancy Daly Riordan – Pancreatic Cancer Action Network – Career Development Award, offered insight into his current research efforts. Tim Pendell, Senior Director of Community Affairs for the Detroit Lions, shared his thoughts about how the organization can effectively partner with sports teams to raise awareness. He also accepted the Sponsor of the Year Award on behalf of the Detroit Lions, given in recognition of the team’s ongoing partnership and awareness-raising initiatives.

On Sunday, Board Chair Jason Kuhn joined Julie Fleshman for the popular “Java with Julie, Jason and Friends,” a lively open-forum discussion where participants could ask the leaders questions about the organization.

At the session, accompanied by a five-foot-tall Tempur-Pedic® mascot bear, Dan Setlak, Vice President of Marketing for Tempur-Pedic North America, reminded attendees about the tremendous success of the 2009 Tempur-Pedic Hugs Back campaign, which raised \$500,000 and funded the Tempur-Pedic Retailers – Pancreatic Cancer Action Network – AACR Pathways to Leadership Grant. He also mentioned that his company will debut a cream-colored 2010 Tempur-Pedic Hugs Back bear later in the year to further raise awareness of the disease.

Many conference guests found the weekend inspiring and invigorating. “My biggest takeaway was that we are not in this alone,” said Megan Tillery, St. Louis Affiliate Event Coordinator. “No one affiliate or team is autonomous. There is so much to be learned and shared with this whole network of people all working toward the same goal.” ✨



Grantee Paul Grippo, PhD, of Northwestern University discusses his research with volunteers.



President and CEO Julie Fleshman (left) and Board member Jai Pausch (far right) with survivor Ralph Cheney and his wife, Mariann, Randy Pausch award recipients.



Dan Setlak, Vice President of Marketing for Tempur-Pedic North America, and a friend display the new 2010 Tempur-Pedic Hugs Back Campaign awareness bear.

CONGRATULATIONS TO OUR 2010 VOLUNTEER AWARD WINNERS

Affiliates of the Year

Detroit and Philadelphia

Rookie Affiliate of the Year

Oklahoma

Affiliate Coordinators of the Year

Christina Tabarrini and Kevin Kelly, Philadelphia Affiliate
Greg Petrosewicz, Austin Affiliate

Event Coordinator of the Year

Tammy Andries, Madison Affiliate

Advocacy Coordinator of the Year

Jeffrey Ross, Dallas-Fort Worth Affiliate

Education and Outreach Coordinators of the Year

Christina Jagielski and Meghan Combs, Detroit Affiliate

Media Representatives of the Year

Colleen Kmiecik, Detroit Affiliate
Robin Warshaw, Philadelphia Affiliate

Community Representative of the Year

Leslie Walder, Hartwell, Georgia

Founder’s Award

Virginia Griffin, Dallas-Fort Worth Affiliate

Randy Pausch Award

Ralph and Mariann Cheney, New York

Affiliate Sponsor of the Year

The Detroit Lions

EVENTS SUMMARY JANUARY – MAY 2010

ARIZONA

Chevys Fundraiser 2010, Mesa, 2/26/2010

CALIFORNIA

Kaiser Permanente San Francisco Half Marathon,
2/7/2010

PurpleStride South Bay, El Segundo, 2/13/2010

Cups of Hope Tea Celebration, San Diego, 5/1/2010

Night at Petco Park 2010, San Diego, 5/15/2010

CONNECTICUT

5th Annual Abelon Memorial Walk, East Hartford, 5/15/2010

FLORIDA

PurpleStride Tampa Bay, 5/22/2010

GEORGIA

Front Yard Finds, Savannah, 5/1/2010

ILLINOIS

Night with the Chicago Bulls, 1/11/2010

PurpleStride Chicago, 5/1/2010

IOWA

Awareness Day with the Iowa Cubs, 5/23/2010

LOUISIANA

St. Amant Garage Sale, Baton Rouge 5/8/2010

Corks N Canvas, New Orleans, 5/8/2010

MISSOURI

Purple Night Out, Chesterfield, 4/8/2010

PurpleLinks St. Louis, 5/10/2010

NEW YORK

Cookin' Up a Cure, New York City, 5/24/2010

OHIO

Happy Hour Fundraiser, Columbus, 4/23/2010

PurpleBowl Warren, 5/2/2010

OREGON

Raise a Glass for a Cure, Portland, 4/24/2010

RHODE ISLAND

Night of Hope Fundraising Dinner, West Warwick,
5/22/2010

TEXAS

PurplePingPong DFW, Dallas, 3/14/2010

Hockey Fights Cancer, Dallas, 3/31/2010

Eighth Annual Boot Scootin', Fort Worth, 4/10/2010

Night with the Dallas Mavericks, 4/14/2010

Purple Night Out, San Antonio, 5/2/2010

WASHINGTON

Glassybaby Reception, Seattle, 2/19/2010

4th Annual Celebration of Hope, Seattle, 5/1/2010

WISCONSIN

Awareness Day with the Brewers, Milwaukee, 5/14/2010 

WELCOME TO OUR NEW AFFILIATE COORDINATORS

We welcome the following new Affiliate Coordinators who began in their roles from January to May of 2010.

Caliste Coffey
Los Angeles Affiliate

Edith Snider
Chattanooga Affiliate

Tamara McCullen
Birmingham Affiliate

Kimberly Spelman
Broward/Palm Beach Affiliate

Ron Niendorf
Madison Affiliate

Nick Textor
Chicago Affiliate

Murrene Payton
Milwaukee Affiliate

Keith Turner
Colorado Springs/Pueblo
Affiliate

Suzanne Rogert
Omaha Affiliate

JOIN OUR INDIVIDUAL MARATHON PROGRAM



The Pancreatic Cancer Action Network invites you to participate in the marathon or half-marathon of your choice to raise awareness and funds in support of our mission. Participants may receive the official TeamHOPE® running jersey and training, depending on their level of fundraising.

The program runs year-round and is open to runners and walkers from all over the country. Now accepting participants for the L.A. Rock n' Roll Half Marathon on October 24, 2010. Learn more at www.teamhopemarathon.org.

COLLABORATIONS, GIFTS KEYS TO ADVANCING VITAL RESEARCH EFFORTS

Just as the Pancreatic Cancer Action Network facilitates collaborations among all of its grant recipients to propel research initiatives, the organization actively works with institutions around the country to further common goals in the fight against the disease.

One example is the relationship the organization shares with Washington, D.C.'s Georgetown University Medical Center and Georgetown University Hospital. Researchers there periodically collaborate with executives of the Pancreatic Cancer Action Network to strategize about the best ways to accelerate research efforts and other support within the pancreatic cancer community. "We strive to understand patients' experiences at each institution, learn about current and future clinical trials, and meet physicians who specialize in the disease so that we can provide accurate and timely information to callers who contact us through our Patient and Liaison Services (PALS) program," said Julie Fleshman, President and CEO.

She added that local affiliates of the Pancreatic Cancer Action Network also work with institutions in their areas to heighten awareness and visibility of the disease. Georgetown University Hospital will provide valuable support for the inaugural PurpleStride Washington, D.C., on June 19, 2010. Pancreatic Cancer Action Network volunteers have also participated in symposia hosted by Georgetown.

Georgetown University recently made a significant investment in expanding investigations into gastrointestinal cancers like pancreatic cancer with the formation of The Otto

J. Ruesch Center for the Cure of Gastrointestinal Cancers in 2009. The new center was funded with a \$6.75 million gift from philanthropist Jeanne Ruesch in memory of her late husband, who passed from pancreatic cancer in 2004. The facility will further gastrointestinal cancer research, drug discovery and patient advocacy efforts at Georgetown's Lombardi Comprehensive Cancer Center.

"Generous gifts like the one Jeanne Ruesch made to Georgetown University are instrumental in establishing long-range strategies to advance the quest for a cure for pancreatic cancer," said Pamela Acosta Marquardt, Director of Donor and Corporate Relations at the Pancreatic Cancer Action Network. "We applaud Mrs. Ruesch for the thoughtful vision she has demonstrated by establishing this pivotal center."

"The Pancreatic Cancer Action Network believes that a long-term, well-defined strategy is the best way to achieve our goal to establish a comprehensive pancreatic cancer research community," added Fleshman. "We are pleased to hear about the actions of individuals like Jeanne Ruesch and Georgetown University Medical Center. We need more committed individuals and institutions like these that are willing to dedicate the time and resources needed to bring an end to pancreatic cancer."

For information on investment opportunities within the Pancreatic Cancer Action Network's comprehensive research program, please contact the Donor Relations department at 877-272-6226. ✨

RICKERSON NAMED TO BOARD OF DIRECTORS



Noted healthcare industry leader Stuart Rickerson has been named to the Pancreatic Cancer Action Network's National Board of Directors.

After 25 years of experience as an executive and corporate legal officer, Rickerson had his distin-

guished career in the pharmaceutical and medical device industries cut short in January 2005 when he was diagnosed with pancreatic cancer. As a consequence, he was forced

into retirement from the day-to-day management of complex international healthcare companies.

He is recognized as a leader in board and corporate governance, performance-based executive compensation and using the legal process to achieve strategic business and competitive advantage. He has served on several publicly-traded NYSE and NASDAQ boards during his career.

Rickerson's focus now is to increase research funding into identifying the causes, and improving the diagnosis, treatment and long-term care for those with pancreatic cancer. ✨



REVERED PHYSICIAN SOURCE OF INSPIRATION FOR HIS FAMILY, FRIENDS AND PATIENTS



Carlos Mohamed, MD and Maria Teresa Mohamed

When Carlos Mohamed, MD, an obstetrician/gynecologist in McAllen, Texas, was diagnosed with pancreatic cancer on August 20, 2008 at age 60, his family was devastated. Soon, however, they found solace in learning how cherished he was to many of those who knew him.

“While he was undergoing treatment, many of his patients wrote to him and told him how much they loved him,” according to his daughter, Suleima Mohamed Cepeda. “He had the ‘human’ touch that is so vital in practicing good medicine,” she added, a quality that resonated with those in his care.

Once Dr. Mohamed found out his condition was terminal, he told his family he wanted to support pancreatic cancer research as part of his legacy. As family members looked for a way to honor their father’s wish, they found the Pancreatic Cancer Action Network through an Internet search.

The Mohamed family established a Keep the Memory Alive memorial page in the beloved physician’s honor following his passing on December 1, 2008, and asked his friends and business associates to donate to the Pancreatic Cancer Action Network in lieu of flowers. “We included a link to the page in my father’s obit. Many people began posting touching comments and making donations. A lot of my dad’s colleagues were among those who responded and contributed the most,” Suleima said.

The generosity of Dr. Mohamed’s friends and associates in the medical community has been extraordinary. Contributions to his page have surpassed those of any of the organization’s other Keep the Memory Alive pages.

His desire to help others facing pancreatic cancer was indicative of a lifelong commitment to bettering humankind. Also trained as an oncologist, Dr. Mohamed helped to found two hospitals. The first, Doctors Hospital at Renaissance, a 506-bed, acute-care facility in Edinburg, Texas, recently opened a cancer center and named a fountain on the property after him to inspire cancer patients in treatment there.

The other facility, Centro de Ginecologia y Obstetricia, is a physician-owned hospital in Monterrey, Mexico near the place where Dr. Mohamed was raised. “My dad would travel there one Saturday out of each month for years to care for his patients there,” Suleima said. “He always wanted to help as many people as he could.”

The Mohamed siblings share their father’s commitment to serving others, added Suleima, who is pursuing a master’s degree in Public Administration in Urban and Social Policy from the School of International and Public Affairs at Columbia University in New York.

Like her father, Suleima’s sister, Samira, is an obstetrician/gynecologist who recently moved back to McAllen, the family’s hometown, to take over her father’s medical practice. Their brothers, Carlos, a pediatric dentist, and Yusef, who is preparing to take his MCAT exam in Boston, also gravitated to medical fields. The family’s matriarch, Maria Teresa, takes pride in all of her children’s considerable achievements.

The family’s support of the Pancreatic Cancer Action Network has expanded beyond the memorial page. Suleima distributed purple ribbons at her own wedding on October 17, 2009 to raise awareness of the disease. And on February 11, 2010, Samira organized a \$100-per-ticket, wine-tasting fundraiser in McAllen to benefit the organization.

“We read the articles on the research grants that are awarded (by the organization), and we are proud to help fund them,” Suleima added. “We hope that through our contributions, other families can have the hope that we were denied. And we feel honored to continue supporting a cause that was so important to our father.” ✨



KEEP THE MEMORY ALIVE

This program represents a wonderful way to pay ongoing tribute to your loved one while raising awareness and funding for the fight against pancreatic cancer.

www.firstgiving.com/keepthememoryalive

SAVE THE DATE

**AN EVENING WITH THE STARS
13TH ANNUAL GALA**

CENTURY CITY, CA | OCTOBER 30, 2010

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WWW.PANCAN.ORG/STORE

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CALENDAR OF EVENTS

DATE	EVENT NAME	CITY, STATE	CONTACT
6/21-6/22/2010	4 th Annual Pancreatic Cancer Advocacy Day	Washington, DC	Daphne Delgado at advocacy@pancan.org
6/22/2010	National Call-In	EVERYWHERE!	Daphne Delgado at advocacy@pancan.org
7/31/2010	PurpleStride Pikes Peak	Colorado Springs, CO	Stacy Mackin-McLeod at smackin@pancanvolunteer.org
8/8/2010	PurpleSwim Baltimore	Baltimore, MD	Timothy Beatty at tbeatty@pancanvolunteer.org
8/14/2010	PurpleBowl Raleigh-Durham	Cary, NC	Peggy Brescia at pbrescia@pancanvolunteer.org
8/15/2010	PurpleStride Pittsburgh "Pick Up The Pace"	Pittsburgh, PA	Theresa Dukovich at tdukovich@pancanvolunteer.org
8/21/2010	PurpleStride Western Slope	Montrose, CO	Brittany Fleming at bfleming@pancanvolunteer.org
8/28/2010	PurpleRide Spoke-d'Alene	Coeur d'Alene, ID	Alex Monteiro at amonteiro@pancanvolunteer.org
9/11/2010	PurpleStride Golden Gallop	Golden, CO	Teresa Bauerle at tbauerle@pancanvolunteer.org
9/12/2010	PurpleStride Detroit	Royal Oak, MI	Pat Hall at phall@pancanvolunteer.org
9/18/2010	PurpleStride Jacksonville	Jacksonville Beach, FL	Elizabeth Gregg at egregg@pancanvolunteer.org
9/18/2010	PurpleStride Central Ohio	Clifton, OH	Stephanie Bennett at sbennett@pancanvolunteer.org
9/19/2010	PurpleRide Twin Cities	Maple Grove, MN	Julie Globa at jgloba@pancanvolunteer.org
9/19/2010	PurpleStride Madison	Madison, WI	Debbie Kennedy at dkennedy@pancanvolunteer.org
9/25/2010	PurpleStride Iowa	West Des Moines, IA	Jill Anonson at janonson@pancanvolunteer.org
9/25/2010	PurpleStride Austin	Bee Cave, TX	Mandy West at awest@pancanvolunteer.org
9/26/2010	PurpleStride Long Island	Long Island, NY	Debbie Lee at dlee@pancanvolunteer.org
9/26/2010	PurpleStride Rochester	Rochester, MN	Linda Skovbroten at lskovbroten@pancanvolunteer.org