

Fall 2010

# FOR THE CURE

## Winners' Circle

**Teams Raising Most Funds**  
Community  
Team Buttercup

**High School**  
Westfield High School

**Corporate**  
Devils' Army

**Top Individual Fundraisers**  
Female: Gwen Kealy  
Survivor: Mary Pawlowski  
Male: George Antonopoulos

**Teams with Most Participants**  
Community  
Essex County

**High School**  
Team Eileen  
St. Vincent Academy

**Corporate**  
Catalent

**1st Place Finishers**  
Survivor: Shannon McGinn, Time: 21:20  
Female: Erin Brady, Time: 21:00  
Male: Steve Roberts, Time: 17:36

**2nd Place Finishers**  
Survivor: Jennifer Bolstad, Time: 22:31  
Female: Katie Wagner, Time: 21:13  
Male: Paul Bahamondes, Time: 18:09

## Save The Date

**May 15, 2011**

Susan G. Komen  
North Jersey  
Race for the Cure®

Essex County South Mountain  
Recreation Complex

## Race for the Cure Raises \$1.4 Million!

*In celebration of life, they ran, they walked;  
In memory of loved ones, they ran, they walked;  
In wind and rain, they ran, they walked...  
all for one great cause — to save lives and find the cures.*

In spite of a torrential downpour and chilling winds, several thousand women, men and children participated in the 2010 Susan G. Komen North Jersey Race for the Cure® on April 25th. Perseverance won the day! To date, the event has raised over \$1.4 million, exceeding its fundraising goal by more than \$200,000.



*Survivors celebrate*

Emmy Award-winning anchor and author Steve Adubato, Ph.D., and Fox 5 Medical Correspondent Sapna Parikh, M.D., braved the elements as well, serving as Masters of Ceremonies and cheering on individual runners, walkers and over 375 Race Teams. The fabulous show band, The Infernos, entertained throughout the event and provided a rousing medley of songs for the survivor procession and ceremony.

This year's Komen North Jersey Race for the Cure® would not have achieved its level of success without the leadership of Race Chair Lisa Berkower, and Race Vice Chair Lisa Renwick who so generously gave of their time and talent. And, kudos to Race committee members, Affiliate Board of Trustees and staff, and our more than 400 volunteers who worked tirelessly to ensure that the event was a special day of celebration. We also extend a sincere thank you to our extraordinary partners in the Komen promise, Honorary Race Chairs, The Honorable Cory A. Booker, Mayor, City of Newark; Joseph DiVincenzo, Essex County Executive, and Jeffrey Vanderbeek, Chairman, New Jersey Devils.



*(l - r) Erica Ferry, Komen North Jersey Affiliate Interim Executive Director; Honorary Race Chairs, Joseph DiVincenzo, Essex County Executive, and The Honorable Cory A. Booker, Mayor, City of Newark; Komen Affiliate Founders Kathy Hubert McKenna, Deborah Q. Belfatto and Lisa Koenigsberg; Race Chair, Lisa Berkower, and State Senator Teresa Ruiz*



# Thank You to our 2010 Komen North Jersey Race for the Cure® Sponsors

LOCAL PRESENTING SPONSOR



DIAMOND SPONSOR



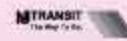
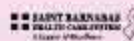
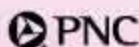
PLATINUM SPONSOR



MEDIA SPONSOR



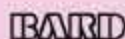
GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



## From the Komen North Jersey Affiliate Board President



Dear Friends,

The start of the Komen North Jersey Affiliate's fiscal year finds the global economy still precarious, and the recovery of the nonprofit sector still in the future. Our political and business leaders are wrestling serious problems and the world is watching closely. To meet today's challenges requires unyielding resolve and laser-like focus. You know that from your own personal experiences and from your work with the North Jersey Affiliate of Susan G. Komen for the Cure®, which – along with nearly every non-profit organization in the country – has been impacted in very fundamental ways. Although these may be difficult times, we are determined to succeed and thrive. That's why we recently have taken positive action to strengthen our organization so it can thrive and accomplish our vision: a world without breast cancer.

To build upon our legacy of success and to ensure the Affiliate's continued financial stability and growth, earlier this year the Board developed a new strategic plan that included an organizational restructure. In March, Deborah Belfatto assumed the new role of Founder, where she has concentrated on issues critical to the long-term success of the Affiliate, including expansion and development of our medical institutions involvement, as well as Komen public policy initiatives on the local, state and federal levels. Since its inception, Deb's commitment and dedication to the Affiliate as the "face and voice of Komen" in North Jersey is unquestioned and profound. We welcome and need her energy in these areas, as well as her creativity and leadership in other key projects. Erica Ferry, a member of the Board since 2004 and former President of Schering-Plough Foundation, assumed the role of interim Executive Director in a pro bono capacity, a most generous gesture of support and commitment to the Affiliate and its well being. We are most grateful to Erica for her guidance, business expertise and invaluable counsel over these past few months of substantive transition. I would like to add my deepest personal thanks to Erica for her partnership and support, as well as for her dedication to the Affiliate.

An important and exciting next step was the appointment this June of Lisa Gallipoli as the Affiliate's new Executive Director. The Board of Trustees conducted a thorough executive search and interviewed numerous candidates for this key leadership position. We selected Lisa for her strong experience in non-profit organization management and for her incredible compassion for survivors and their families. Lisa brings to the Komen organization more than 15 years working in non-profit management, fundraising and development. Prior to joining the Affiliate, she was a member of the staff of Autism Speaks, first

serving as its National Walk Director and then as its National Director of Field Operations, leading a staff of more than 60 people and generating annual revenue of \$28 million. Lisa also served as National Walk Director for the National Alliance for Autism Research and as Regional Vice President, North Jersey, for the American Heart Association. We are excited about the energy and direction that Lisa brings to the Komen North Jersey Affiliate and I know you join me in giving her a warm welcome.

An amazing Race took place this past April, despite the record rainfall that day and our difficult economy here in New Jersey. I am very proud to report that we completed a very successful Komen North Jersey Race for the Cure®. And thanks to the dedication and perseverance of our extraordinary race participants and their pledge partners, we were able to award a full slate of grants totaling more than \$967,000. Since our inception in 1997, we have granted \$12.3 million to local community-based organizations providing education, screening and treatment programs for uninsured women and men. We also have contributed \$5.5 million to the Susan G. Komen for the Cure® Grants Program. This current level of success would not have been possible without the support of so many – our present and past leaders, individual and corporate donors, and our dedicated volunteers. We are sincerely grateful to each and every one of you.

As I hope you can see, we are taking the necessary steps to position the Affiliate to grow and thrive well into the next decade. Over the past thirteen years, the organization has made a positive difference in the lives of thousands of underserved women diagnosed with breast cancer and their families. We are vigorously committed to finding the cures for breast cancer and advocating for equal access to quality breast health care for all women and men. We will continue to address the needs of the communities we serve with an even greater sense of urgency until one day we fulfill our promise to end breast cancer forever.

Thank you for your commitment to this promise. Now more than ever, the Board of Trustees is counting on your unwavering support to the Affiliate, its leadership and its goals. Even more important, the people in the nine New Jersey counties we serve are relying on all of us to remain focused and resolved to beat breast cancer. Together with your help and our collaboration with Komen's National Headquarters, I am confident we will.

Virginia A. Valenze  
President  
Komen North Jersey Affiliate Board of Trustees

# Your Dollars at Work in the Community

For the 2010 fiscal year, the Komen North Jersey Affiliate awarded nearly \$1 million to fund 28 grants in its nine-county northern New Jersey service region. The Affiliate funds community-based programs that help women and men overcome the cultural, social, psychological, and financial barriers to accessing quality breast health care. These programs meet the key priorities defined in the Affiliate's bi-annual Community Profile.

## 2010 Grants

### American Cancer Society Asian Initiatives

- Promote Breast Cancer Awareness and Mammograms among Chinese Women in Northern New Jersey

### Bergen County Department of Health Service

- Transportation Program

### Breast Cancer Emergency Aid Foundation

- Breast Cancer Emergency Aid

### CancerCare of New Jersey

- Comprehensive Financial Assistance Program for Women with Breast Cancer

### Clara Maass Medical Center

- Breast Health Outreach and Navigation Program

### Hudson Perinatal Consortium, Inc.

- Hudson Breast Health Initiative

### Metropolitan Family Health Network, Inc.

- Breast Cancer Education and Screening Program

### Morristown Memorial Hospital

- South Asian and Latino Community Outreach Program

### Newark Beth Israel Medical Center

- "Beautiful You"
- An Open Ear: Helping Newark Women with Breast Cancer

### Project Self-Sufficiency of Sussex County, Inc.

- Sussex County Breast Health Project

### Sisters Network Central New Jersey

- Central New Jersey African American Breast Cancer Awareness and Education Outreach Program

### Sisters Network Passaic/Bergen Counties, New Jersey, Inc.

- "Stop the Silence: Make a Joyful Noise for Life"

### Saint Barnabas Medical Center

- Lymphedema Program
- Targeted Breast Health Education and Access to Digital Mammography and Breast MRI

### St. Joseph's Regional Medical Center

- Rainbows of Hope CEED Program
- The Breast Cancer Prosthesis, Bra and Wig Supportive Services Program
- Breast Cancer Treatment Assistance Program

### St. Michael's Medical Center

- "In the Pink"

### Trinitas Regional Medical Center

- "Made for Me" Boutique
- Breast Health Outreach Program

### UMDNJ- New Jersey Medical School

- Partners for the Cure: The Promise of Mobile Mammography

### Women's Health & Counseling Center

- Breast Health Educator Program

### Young Survival Coalition of Northern New Jersey

- Newly-Diagnosed Resource Kits for Young Women with Breast Cancer

### Zufall Health Center

- Patient Navigator Program

## BOARD OF TRUSTEES

### President

Virginia A. Valente  
Director Advocacy & Associations  
Essai, Inc.

### Treasurer

Margaret A. Burke  
Deputy Chief Planning and Budget Officer  
Metropolitan Museum of Art

### Secretary

Erica D. Ferry  
President  
Erica Ferry & Associates LLC

Joseph A. Belfatto  
Partner  
Massey Quick Wealth Advisors

Lisa Ryan Burke  
Senior Vice President  
Heyman Associates

Jean Criss  
Local Sales Manager  
Comcast Spotlight

Raymond J. DeRiggi  
Senior Vice President  
PNC Wealth Management Group

Lois Greene, RN, C, MBA  
Administrative Director  
St. Michael's Medical Center

Kenneth McKenna  
Chief Financial Officer  
Doyle New York

Karen Meleta  
Vice President, Consumer & Corporate  
Communications  
Wakefern Food Corporation

Robin Blouin Ventura, Esq.  
Ventura, Miesowitz, Keough & Warner, PC

### FOUNDERS

Deborah Q. Belfatto  
Kathleen Hubert-McKenna  
Lisa Koenigsberg

### EXECUTIVE DIRECTOR

Lisa Gallipoli

### MEDICAL ADVISORY COUNCIL

Kenneth R. Adler, MD  
Carol G. Simon Cancer Center  
Morristown Memorial Hospital

Deena Ariele Graham, MD  
Memorial Sloan-Kettering  
Cancer Center, Basking Ridge

Deborah M. Anelrod, MD, FACS  
Clinical Breast Services And Surgery,  
New York University Medical Center

M. Michele Blackwood, MD, FACS  
Saint Barnabas Medical Center

Harold M. Bruck, MD, FACS  
The Breast Health Center  
Valley Hospital

Wendy C. Budin, PhD, RN, BC  
New York University Hospitals Center

Deborah M. Capko, MD, FACS  
Memorial Sloan-Kettering Cancer Center

Alice J. Cohen, MD  
Fredrick B. Cohen, MD  
Comprehensive Cancer & Blood Disorders  
Center, Newark Beth Israel Medical Center

Kerwin R. Fox, MD  
Rena Rowan Breast Center  
University Of Pennsylvania Cancer Center

Michael A. Gallo, PhD  
Niels Center Of Excellence  
Umdnj-Rwjjms

Susan Goodin, PharmD, FCCP, BCOP  
The Cancer Institute Of New Jersey

William N. Hair, MD, PhD  
Johnson & Johnson Pharmaceutical  
Research And Development LLC

T. Patrick Hill, PhD  
Applied Ethics Enterprises

Jan A. Huston, MD, FACS  
The Connie Dwyer Breast Center  
Saint Michael's Medical Center

Paula Klein, MD  
Beth Israel Medical Center (NY)

Richard A. Michaelson, MD  
Cancer Center Of Saint Barnabas  
Saint Barnabas Medical Center

Lee Reznick, Ata, Maa  
Deloitte & Touche LLP

Barbara A. Ryan, Esq.  
Anzouso, Rappaport, Feinstein  
and Deutsch LLP

Miguel A. Sanchez, MD  
Cytodiagnostic and Breast Care Center  
Englewood Hospital

Elissa J. Santoro, MD, FACS  
The Breast Care and Treatment Center  
Saint Barnabas Medical Center

Michael A. Scoppetunio, MD  
Saint Barnabas Cancer Center



## *The Power of a Promise*

By Lindsay Belfatto

When I was three years old, my mom found a lump in her breast while trying on a bathing suit. She was only thirty-three at the time, and when she consulted her doctor, he quickly told her she had nothing to worry about because of her young age. My mother, being the savvy and intuitive woman that she is, had the wherewithal to know that, in simplest terms, something was not right; she was diagnosed with breast cancer soon after.

I don't remember much about my mom being sick. To be perfectly honest, my clearest memory is of the hospital gift shop in Philadelphia, where she was treated, and of my grandfather's insistence on buying me a new stuffed animal every time we visited. The chemotherapy, the radiation, the abundance of doctors—those memories are less clear to me. Whether or not this was a protective instinct, I couldn't tell you. Yet, twenty-two years later, what has stayed with me until this day is the fear of losing my mother. This fear is palpable to me.

The mere possibility of that fear becoming a reality when I was just three years old is, what I believe, fueled my mother to become the warrior that she is today. The idea of leaving her family behind at the age of thirty-three was not something she was willing to accept for herself or for anyone else. Thus, her crusade began.

Thirteen years ago, my mother made a promise to a ten-year-old girl, Jackie Bertolini, to do everything in her power to eliminate breast cancer as a life-threatening disease after her mother lost her battle. Although the disease itself still remains, she has since touched countless lives and provided unconditional love and guidance for those suffering from the disease that could have taken her life. I can't tell you how many times my mother has told me not only to count my blessings, but to share them as well. She has done exactly that. She, along with Kathy Hubert-McKenna and Lisa Koenigsberg, founded the Komen North Jersey Affiliate in 1997. The potential of the organization as well as of these women was realized shortly thereafter.

For those of you who know my mother, she is a woman of many words. Over the years, her words have offered solace and support not only to those diagnosed, but to those affected as well. Be it a family member or friend, she has been there without hesitation. What has sustained her drive over all of these years? Passion, perseverance, persistence, and patience. Anyone who has heard her speak has heard these words—anyone who has seen her in action has seen them brought to life.

My mother truly epitomizes the meaning of a promise. Despite the vicious nature of the disease, she has never relented. Tragically, many lives have been lost along the way, and I have often wondered how she has endured such losses. Yet I have come to realize that these dreadful losses are what compel her. The women who have lost their battle with breast cancer have touched her life just as much as she has touched theirs—she has experienced such incredible strength in a time of crisis that it has made her promise that much more momentous. Hers is a story of true resolve; never have I known anyone as reliable or true to her word.

Your boundless efforts to eliminate this fear for myself and so many others have truly amazed me, and for that, I thank you.

***Deb Belfatto co-founded the Komen North Jersey Affiliate in 1997 on the promise to "make a difference" to a ten-year-old girl who lost her mother to breast cancer. Under her leadership and guidance, the Affiliate has grown from a small organization operating from the basement of her home to the powerhouse that it is today. Deb served as the Volunteer Executive Director of the Affiliate from its inception until March 2010. The Board of Trustees and staff of Komen North Jersey thank Deb for her passion for the mission and her compassion for those we serve.***

# Passion • Persistence

*"Do not go where the path may lead, go instead where there is no path and leave a trail".*

**Ralph Waldo Emerson**

*This quote epitomizes my wife, and the incredible journey she has embarked on over the past fourteen years. She made a promise to Jackle, and through her passion, persistence, perseverance and patience has helped countless women and families deal with their struggle with breast cancer. Her energy is boundless, and her commitment to the promise is beyond incredible. I am so proud of her for what she and everyone involved in Komen have achieved. It is truly amazing what has been accomplished.*

**Joe Belfatto**

*Love You Big!*

**MARCI AND SCOTT**

*I have known Deb Belfatto since the first week I was diagnosed with breast cancer in July, 2007 and she has been a woman of inspiration to me ever since. Deb brought me into her world at the Komen North Jersey Affiliate by introducing me to her team and welcoming my involvement with the organization. I embraced that opportunity as it was my way of coping with decisions and challenges that lied ahead. The staff at Komen have such a positive outlook on life and the persistence to find a cure, it gave me all the hope one could ask for. So it didn't take much to jump on board, then join the Board, and share my market knowledge as best as I could throughout New Jersey to promote breast cancer awareness throughout our community with Deb.*

*As a leader, a woman, a mother and a survivor - I found that Deb and I had more than this in common. We also shared similar backgrounds growing up and common interests which brought us to become close friends over the past years. Her charisma and ability to network, far surpasses anyone I know bar none. I am proud to be an active member on her Board and continue to be inspired by the wealth of knowledge she has brought to the organization and community alike by the depth of work she has dedicated to Komen. It goes without saying she has touched many lives and is an accomplished leader in her new role. Congratulations Deb.*

**All my love, Fondly, Jean**

*Deb really stands for Do Everything Bigger! Regardless of what it was, The Pink Tie Ball for 1,000 guests or a small gathering at the office, Deb always did it Bigger and in her case, Bigger was always Better.*

**Kris Pocaro Halpern**

*Deb, I really enjoyed the ten years I worked with you at Komen, Your dedication and determination were always amazing. Best of luck in all you do.*

**Nancy Ratan**

*Deb, you will always be my "crystal" angel. No material thing could ever replace you. Thanks for all the encouragement.*

**Love, Hatcher**

*One person can really make a difference. You have a most generous heart in all you do for others. You are an inspiration. I always said, "Things happen for a reason". You came into my life because of breast cancer and we are better people because of it.*

**Nancy D.**

*Deb's commitment to the North Jersey Affiliate and finding a cure is contagious so whenever Deb asked me to volunteer for a project I could never say no. She is the force in the success of the Affiliate.*

**Joan Rothbard Simms, Volunteer**

*In the seven years that I have been an in house volunteer, I have seen the North Jersey Affiliate grow considerably. I applaud Deb for her accomplishment and her continued passion for the mission.*

**Love and Respect**

**Jennie**

*The battle was a tough; a new journey just begun. Then I found Komen and Deb Belfatto. Under Deb's leadership, I was able to work shoulder to shoulder with strong women to do everything possible to help find a cure. This is truly the place where I healed. Deb, thank you for providing such a healing and nurturing environment.*

**Denise Osborn**





## Perseverance • Patience

*No one wears Pink like you, Deb! For all you've done and all you continue to do for the mission, we thank you. You have made such an impact in New Jersey and beyond and I hope that you will see the CURE in your lifetime. Good luck as you continue to work your magic in your new fundraising capacity*

**Angela Lewis**

*I could say more but from her basement, to a store in town, to the Komen house, Deb made all of her volunteers want to work and make her dream possible, that someday there will be no such thing as breast cancer. I know she is not finished working for her cause, just in a new way.* **Ginny Bondi**

*Deb, your energy, authenticity and passion are an inspiration! Trust that your promise fourteen years ago has made a difference and will continue to do so--until a cure is found.*

**With love, Veronica Escalona**

*Deb Congratulations on your new position at the Komen North Jersey Affiliate, I am sure you will be just as compassionate, encouraging and remarkable as you were as the Executive Director.*

**Sincerely, Ursula Liebowitz**

*Devoted, Extraordinary, Bold, One-of-a-Kind, Razzle-Dazzle, Advocate Healer. You will always remain the "Template and Cornerstone" of Susan G. Komen North Jersey Affiliate. With Gratitude, Appreciation and enormous*

**Love, Edie I. Leibman**

*Deb, You deserve all the BEST for all the GOOD you have done!!!* **Diane**

*Deb, I will never forget the many times you came to my rescue. Thank you so much,* **Judie Hofmeister**

*"One person with passion is better than forty people merely interested". You will always be "One in forty" to me.*

**John Oliva**

*"May my happiness touch your life today as warmly as you have touched the lives of others." Rebecca Forsythe May you continue to touch and be touched by the lives of others.*

**Mary Hess**

*A lot can be written about Deb, but to me it's been her "patience, passion, perseverance, and persistence that's made the Komen North Jersey Affiliate what it is today. To me, she's been an inspiration in so many ways. Deb's creativity is astounding, but more important her love of life is contagious. I thank her from the bottom of my heart for her belief in me.*

**Lisa A. Ryan**

**From Janet Jannelli**

*Always be who you are  
And say what you feel  
Because those who mind don't matter  
And those who matter don't mind...*

*To an inspiring woman who cares so deeply and passionately about all women, and men and their families. I am so fortunate to have worked with you. Kudos to what you have accomplished. Big hugs,* **Lisa Renwick**





## Advances in breast imaging

*Although mammography remains standard for breast cancer screening, several newer technologies are helping to fine-tune diagnosis.*

Doctors have been making radiologic images of women's breasts for almost a century. The first, taken in 1913, were x-rays of breasts that had been surgically removed. In studying these early images, doctors found that they could distinguish malignant from benign tissue, even when cancer hadn't been suspected. Here was a possible alternative to the then-standard detection method — removing a palpable lump (if not the entire breast) and examining the tissue under a microscope.

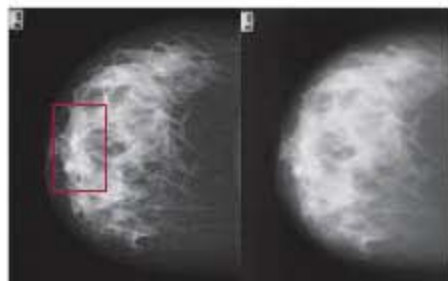
At first, breast x-rays were disappointing. The images were often blurred by the beating of the heart, and it was difficult to distinguish tumors from breast ducts. But decades of research eventually produced x-ray equipment specifically designed for breast imaging. The new machines used low-energy x-rays and produced crisper images. New devices compressed the breast between two plates, reducing breast movement and smoothing out the tissue. By the late 1960s, mammography as we know it had been born.

Since then, new imaging methods have been developed, and today, a variety of technologies — including ultrasound, magnetic resonance imaging (MRI), and molecular imaging — are used to examine the breast.

### Mammography

Mammography remains the “gold standard” screening method for women at average risk for breast cancer. It is relatively inexpensive, requires only a low dose of radiation, and reliably identifies malignant tumors, especially those that are too small to feel. It can also be used to investigate breast lumps and other symptoms.

### How digital mammograms help



On regular mammograms, fat looks dark gray, and breast tissue, which is denser, is white. Abnormalities, such as lumps, also appear white, making it difficult to distinguish them from the surrounding tissue. In the digital mammogram (left), a cancerous mass can be seen as solid white (boxed in red), just behind the nipple. The tumor is harder to spot on a standard mammogram (right) of the same breast.

**How it works:** X-ray radiation passes through the breast, producing an image on film or on a digital recording plate.

**What it involves:** Whether the mammography is film or digital, your experience will be the same. You'll remove your clothes above the waist and don an open-front hospital gown. A technologist will adjust the imaging platform to your height, arrange your breast on it, and position your arms and torso. A specially designed clear paddle will be lowered to compress your breast. For a routine screening mammogram, two images of each breast are taken — one from above and one obliquely from the side. Diagnostic mammograms may require more images. The procedure takes anywhere from 15 minutes to an hour.

### Ultrasound

Ultrasound imaging — also called sonography — may be used to evaluate abnormalities detected during a breast exam or mammogram. Though it can't detect microcalcifications (tiny flecks of calcium that may signal early cancers), it excels in distinguishing solids from liquids, so it's useful for differentiating solid tumors from fluid-filled cysts, which are benign. Ultrasound can also be used to guide needle biopsies.

**How it works:** Ultrasound creates an image from reflected high-frequency sound waves emitted by a device called a transducer. The technician will run the transducer across the surface of the breast to produce a real-time image of its interior structures. Doppler ultrasound, which tracks the speed of blood coursing through the vessels, is also occasionally added to assess blood flow to breast lesions.

**What it involves:** With your clothing removed from the waist up and wearing an open-front hospital gown, you'll lie on your back on a padded table under dim light (so that the technician can get a good view of the monitor). A gel will be applied to your breast and the transducer will be placed over it. The ultrasound waves are too high a frequency to be heard, and the procedure itself is painless — all you may feel is the slight pressure of the transducer sliding over your breast. The test takes three to 15 minutes.



# Thank You to our 2010 Komen North Jersey Race for the Cure® Sponsors

LOCAL PRESENTING SPONSOR



DIAMOND SPONSOR



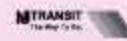
PLATINUM SPONSOR



MEDIA SPONSOR



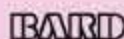
GOLD SPONSOR



SILVER SPONSOR



BRONZE SPONSOR



**What it involves:** You'll need to avoid eating or drinking anything except water in the six hours before the test. The technologist will check your blood glucose level with a finger-prick test, and if the results are normal, a radioactive glucose tracer will be injected into your arm. You'll wait for an hour as your body absorbs the tracer. From then on, PEM is much like a mammogram, except that you'll be seated in a chair at the scanner. Two scans are made of each breast, and the entire procedure takes about two hours.

### Breast-specific gamma imaging (BSGI)

Like PEM, BSGI is used as an adjunct to mammography, is not widely available, and may not be covered by insurance.

**How it works:** BSGI also employs a radioactive tracer to identify cancer cells. In this case, the substance used is technetium sestamibi, a compound that accumulates in mitochondria, the power plants of the cells. Rapidly proliferating cells are rich in mitochondria, and the tracer will concentrate there, emitting gamma rays that produce dark spots on a digital image.

**What it involves:** Before the exam, an IV catheter will be inserted into your arm or hand. The tracer will be injected into the IV solution and you'll sit quietly for 10 minutes while it's being absorbed. The imaging process is similar to PEM. Two scans are made of each breast, and additional scans are sometimes taken of your underarm lymph nodes. The whole procedure takes about an hour.


### Thermography: Not a screening option

Thermography, a technique originally designed for night-vision devices used by the U.S. military, records the temperature of the body by measuring the infrared radiation it emits. Malignant tissue generally has a higher temperature than normal tissues because of its richer blood supply and higher metabolic rate, so scientists reasoned that infrared "hot spots" in the breast might signal the presence of cancer. Thermography is approved as an adjunctive tool for diagnosing breast cancer, but it produces too many false-positive results to be useful as a screening tool.

## The future of breast imaging

According to the American Cancer Society, early detection and treatment of breast cancer has saved about 130,000 women's lives since 1990. Much of the credit for that goes to screening mammography. But new imaging technologies are playing an increasing role in follow-up studies and the early detection of cancer recurrences. In the coming years, surgeons and oncologists may utilize additional new imaging technologies such as PEM and BSGI as part of a less invasive and more effective approach to treating women with breast cancer.

Photographs courtesy of Radiological Society of North America.

 Reprinted with permission from the May 2010 issue of *Harvard Women's Health Watch*. Copyright by the President and Fellows of Harvard College. For more information go to [www.health.harvard.edu/womens](http://www.health.harvard.edu/womens)

## LAX for the Cure Raises Over \$237,000 for Komen New Jersey Affiliates

Over 3,400 young female athletes representing 175 Lacrosse teams from across the country competed in the 3rd annual LAX for the Cure Tournament in New Egypt, New Jersey, to benefit Susan G. Komen for the Cure®. The event, held July 9 – 11, raised more than \$237,000 for the Komen North Jersey and Central South Jersey Affiliates.

LAX for the Cure was the initial concept of Jessica Shoulberg, Mendham High School Coach, Director of STEPS Lacrosse and Director of the Lax By The Sea tournament, whose STEPS Lacrosse Club in 2007 had three mothers fighting breast cancer. With the growth of girls lacrosse and the summer tournament circuit, Jessica saw an opportunity to start a tournament that would meet the ideals of players, parents, clubs, and college coaches. The goal was to ultimately find a way to raise funds and awareness for the fight against breast cancer.

In 2008, Jessica and her husband, Charlie Shoulberg, founder of STEPS Lacrosse, Asst. GM Men's US National Team, Director of Lax By The Sea tournament, established the first LAX for the Cure Tournament and chose Susan G. Komen for the Cure as its beneficiary. To date the tournament has raised a total of \$477,000.

Kudos and a very special thank you to Jessica, Charlie, the LAX for the Cure team and all the wonderful athletes and their families for a most successful event.



If you would like to receive future newsletters via email, please visit [www.komenorthjersey.org](http://www.komenorthjersey.org) and click on "e-newsletter sign-up". Help us to dedicate more funds to our promise to end breast cancer forever and to protect the environment.



Printed on recycled paper

Visit our revised website: [KomenNorthJersey.org](http://KomenNorthJersey.org)

## Upcoming Events

Additional information available at [www.komennorthjersey.org](http://www.komennorthjersey.org)

Join the conversation....follow us on Facebook.



[www.facebook.com/komennorthjersey](http://www.facebook.com/komennorthjersey)

Everyone who 'friends' us between **October 1 and October 31** will be in a drawing for a copy of PROMISE ME by Nancy G. Brinker.

### October 1 – October 31

Style for the Cure®  
The Mall at Short Hills

### October 3

5k Walk/run Go Pink  
Millburn  
[firstgiving.org/gopink](http://firstgiving.org/gopink)

### October 6

*1 a minute*, a docudrama that portrays one woman's journey through various phases of breast cancer diagnosis and treatment.

### October 10

Work-out for the Cure  
Grove Street Park  
Chester

### October 11-14

New Jersey Fashion Week  
Pleasantdale Chateau  
West Orange  
[www.newjerseyfashionweek.com](http://www.newjerseyfashionweek.com)

### November 14

Pedal for the Cure  
Life Time Fitness  
Florham Park

### January 22, 2011

Tubbs, Romp to Stomp  
Snowshoe Series  
Mountain Creek Resort  
Vernon, NJ  
3k or 5k Snowshoe Walk  
3k Snowshoe Race

### May 15, 2011

Komen North Jersey  
Race for the Cure®

### July 8,9, 10 2011

LAX for the Cure

### Year-round

Passionately Pink for the Cure®  
Invest Your Change

## Volunteer Opportunities

For additional information, contact Colleen Miller at [cmiller@komennorthjersey.org](mailto:cmiller@komennorthjersey.org) or 908.277.2904 extension 31.

### Komen Race for the Cure®

It takes a village – and a committee of grassroots volunteers – to make the Race a reality. We need committee members, community ambassadors, team mentors, office workers and Race Day volunteers to make the event come to life. Want to join us?

If you have a lot of time to give, or a little, we have a place for you! We are in need of volunteers in our Summit office on an on-going basis, as well as Race committee members, individuals to represent Komen North Jersey at community activities, and other fun opportunities.

### Host an Event

Do you want to raise money and awareness for Komen North Jersey at your school, company or with your friends and family? We are here to provide ideas and tips to make your event a success.

### Invest your Change

This grassroots campaign reaches out to everyone who has a pocket full of change. Canisters are placed in local diners, stores, delis or favorite shopping locations. This campaign truly represents the expression "every penny counts"



## Save Lids to Save Lives®

Yoplait's signature pink lid program Save Lids to Save Lives®, is taking place during September and October 2010 to once again raise funds for Susan G. Komen for the Cure®, the world's largest grassroots network of breast cancer survivors and activists. Collect the special pink yogurt lids as proceeds will benefit the local North Jersey Affiliate of Susan G. Komen for the Cure®.

Yoplait is committed to a world without breast cancer and for the 12th consecutive year is turning the brand's lids pink in September and October. For every pink lid collected and mailed in by December 31, 2010, 10 cents will be donated to Komen for the Cure, up to \$1.6 million with a guaranteed minimum donation of \$500,000. Lids submitted are tracked by return address zip codes, which allows a percentage of the total amount of donated funds to go directly to each sender's local Komen Affiliate.

## "Promise Me"

"*Promise Me*" is the story of how Nancy Brinker's vow to her sister Susan G. Komen launched a 30-year mission to end breast cancer and change the way the world thinks about, talks about and treats this disease. "*Promise Me*" is more than Nancy Brinker's story; it is 'our story' – how Susan G. Komen for the Cure became the global leader of the breast cancer movement. "*Promise Me*" can be purchased through [amazon.com](http://amazon.com), [BN.com](http://BN.com), [Borders.com](http://Borders.com) and other retailers across the United States.

