

David M. Gershenson, MD

CHAIRMAN'S MESSAGE

The 2009 Gynecologic Cancer Awareness Movement (GCAM) Weekend truly exceeded expectations — complete with picture-perfect weather in our Nation's capital in November! For the first time, the entire gynecologic cancer community was galvanized to flex its collective muscle, and engage national interest in gynecologic cancer prevention, early detection, optimal treatment and research funding.

All elements of the community participated — survivors, their families and friends; gynecologic oncologists and other members of the treatment team; the leadership of both the Society of Gynecologic Oncologists and the Gynecologic Cancer Foundation; national advocacy organizations; celebrities; industry partners and new running community friends.

The weekend began on Friday, November 6 with SGO's Annual State of the Art Conference, "*Personalized Gynecologic Cancer Care: Moving from the Disease to the Patient.*" More than 140 attendees participated in the one-day course that focused on a variety of educational programming around personalized medicine and its potential impact on improving personal health.

On Saturday over 300 survivors participated in courses focused on cervical, endometrial or ovarian cancer, followed by the first "Sisterhood of Survivorship" Celebration. More than 2,500 runners and walkers took part in the inaugural *GCF Race to End Women's Cancer* on Sunday. The photo gallery in the *Bulletin* gives you a glimpse of the spirit of race day.

The opportunities resulting from GCAM Weekend have raised the bar for all of us. Indeed the weekend topped off a great year for GCF. We reached more cancer survivors

this year than ever before with a record-breaking 11 survivors courses. As you will read later in the *Bulletin*, thanks to many returning and new partners, we also anticipate a full course schedule for 2010, including our first Wellness Forum in San Diego in January in partnership with the WebMD Foundation.

We now are in the final review of the applications for the 2009-2010 GCF Research Grants and Awards, and I hear from our Awards Committee that its job again is made difficult by the quality of the applications. Additionally, a new prize has just been announced. The recipient of the first \$50,000 "Claudia Cohen Foundation Prize for Outstanding Gynecologic Cancer Researcher" will be announced at the SGO Annual Meeting on Women's Cancer in March in San Francisco (see story on page 3).

GCF's focused campaign on cervical cancer also continues to add new programs, including those that target medically underserved women. Language can be a significant barrier to care, so all materials are now available in both English and Spanish with plans to expand to Vietnamese, Mandarin, and other Asian dialects and languages.

You will read more about programs underway at GCF in this last edition of the *Bulletin* for 2009. Let me close by thanking each of you whose support has made these programs possible and by asking the rest of you to please consider GCF as you complete your giving for 2009.

Best wishes for the holiday season and thank you for a great year!

Sincerely,

David M. Gershenson, MD
Chairman



GCF's Race to End Women's Cancer



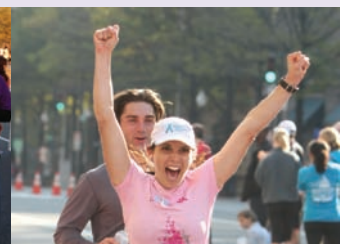
The Tri-Color Guard Presents Flags



Mandy Moore and the Surgeons Team



The Ovarian National Alliance and Rhonda's Club Team for the Race



"I DID IT!"

2009 State of the State of Gynecologic Cancers: Seventh Annual Report to the Women of America

The publication of this year's report was timed to coincide with the Gynecologic Cancer Awareness Movement Weekend. In addition to the traditional updates on each of the gynecologic cancers, this year's report emphasizes the connection between a healthy lifestyle and cancer recovery.

GCF thanks Jenn Sommermann, a tri-athlete who is an ovarian cancer survivor, for her article, "Fitness and Moving Forward," and Dr. Diane Bodurka for her article that describes the value of women and their physicians forming "survivorship teams" to improve health and well-being after gynecologic cancer. Dr. Larry Maxwell, a leader in the Gynecologic Cancer Awareness Movement, provides an inspirational account of the movement and the GCAM weekend.

GCF also thanks the following SGO/GCF members who wrote the sections on each of the cancers: Drs. Levi Downs, Scott McMeekin, Barbara Goff and Stephanie Blank, with a special thanks to Dr. Carol Brown, medical editor.

To view a copy of this year's report, visit GCF's Women's Cancer Network (www.wcn.org). ■

Voices of Women, GCF's Annual Report Now Available

GCF could think of no better way to thank the many individuals, families, corporate sponsor and others for their generous support of the foundation than by sharing stories from the heart of five women with intimate knowledge of gynecologic cancers.

Dr. Bobbie Gostout, a gynecologic oncologist who chairs the department at the Mayo Clinic, shares her own journey of healing, and introduces you to Tamika Felder, Paige Whitaker, Grace Katzenberger and Marilyn Dewey, each a survivor. Through the voices of these women, readers experience the journey from survivor to advocate to activist. Each woman makes the journey in her own way, but all offer both hope and inspiration to women who are just beginning their journey of survivorship.

To request a copy, please visit GCF's Web site at www.thegcf.org. ■



Dr. Bobbie Gostout

"Reality Check" In January

News about Cervical Cancer

For January, Cervical Cancer Screening Month, GCF is teaming-up with singer-songwriter-actress Mandy Moore to encourage young women to take steps to reduce their risk of cervical cancer.

The campaign, called "Reality Check: What Young Women Don't Know About Cervical Cancer," encourages these women to talk to their healthcare professional about how to protect their cervical health. The campaign will include articles in print and on-line magazines, radio and TV interviews, and blogs by Mandy Moore to her more than one million followers on Facebook and Twitter. GCF's Dr. Yvonne Collins will provide the clinical expertise for these interviews.

A recent survey conducted for GCF provides the basis for the campaign. The vast majority (85%) of the more than 1,000 women 19 to 25 years old surveyed revealed that they do not believe they are at risk for cervical cancer now. In fact, approximately 1 out of 5 young women surveyed has "no clue" what the cervix does and half said they couldn't identify their cervix on a picture of the reproductive organs.

GCF's National Cervical Cancer Public Education Campaign works throughout the year to educate women of all ages about the prevention, early detection and optimal treatment of cervical cancer. For more information, visit www.cervicalcancercampaign.org. ■

Endometrial Cancer Advocacy Group Forming

The Gynecologic Cancer Foundation invites all endometrial cancer survivors to join its newly formed Endometrial Cancer Advocacy Group. This initiative marks the first time that there has been a national endometrial cancer group whose purpose is to create awareness about the early warning signs of endometrial cancer and prevention steps as well as to create a dialogue among women diagnosed with endometrial cancer.

For more information or to join the group, please contact Marsha Wilson, GCF's Director of Communications and Advocacy Relations at mwilson@thegcf.org or by calling 301.332.0117. ■

New Prize Announced by GCF and the Claudia Cohen Research Foundation

Claudia Cohen **R**esearch Foundation **F**oundation In association with the Gynecologic Cancer Foundation, the Claudia Cohen Foundation recently announced the “Claudia Cohen Research Foundation Prize for Outstanding Gynecologic Cancer Researcher.”

This \$50,000 annual prize will be awarded to an individual in recognition of his or her outstanding contributions to research improving the care of women with gynecologic cancer. The awardees will have made important contributions that improve gynecologic cancer patient care, including early detection. The award will be made to the individual rather than his/her institution.

The prize is funded by the Claudia Cohen Research Foundation (CCRF) in honor of Claudia Cohen who lost her battle with uterine leiomyosarcoma in 2007. Ms. Cohen was a highly respected journalist and philanthropist. The Claudia Cohen Research Foundation was founded by Ms. Cohen’s daughter Samantha, and her sisters Caleigh and Debra Perelman to foster research aimed at reducing the burden of gynecologic cancer.

Individuals can apply for this prize or nominators can propose potential candidates by completing the application on the GCF Web site www.thegcf.org. The deadline for applications is January 8, 2010.

The GCF Award’s Committee will determine the winner. The first prize will be announced at the 2010 SGO Annual Meeting on Women’s Cancer in San Francisco, California. For more information about the prize, contact Dina Zambon at dzambon@thegcf.org. ■

2009 Research Grants and Awards

Eight ovarian cancer grants are available this year, which brings the total number of GCF grants awarded to 68.

After careful review of the 47 submitted abstracts, the GCF Awards Committee is reviewing the full proposals submitted by the top candidates. Award winners will be notified in December 2009 with research to begin in January 2010.

Also at the Annual Meeting, GCF will announce the recipient of the GCF/ Margaret Greenfield/ Carmel Cohen, MD “Excellence in Ovarian Cancer Research Prize” and name the winner of the GCF/Carol’s Cause Award for Outstanding Paper by a Fellow.

GCF also is pleased to join with the National Cancer Institute in offering the GCF/NCI Scholars Program. The purpose of the program is to support the development of outstanding translational scientists through work with a mentor at NCI. For more information and to apply for this program, please review the 2009–2010 Research Grants & Awards brochure at www.thegcf.org. ■

EDUcATION



GCF Offers First Wellness Forum

From Tai Chi to Chai Tea: Steps You Can Take to Prevent Women’s Cancer

The Gynecologic Cancer Foundation in partnership with the WebMD Health Foundation is pleased to offer its first Wellness Forum. This free event will take place Thursday, January 28, 2010, from 5:30 p.m. – 9:00 p.m. at Moores UCSD Cancer Center in La Jolla, CA.

This innovative program will feature noted gynecologic oncologists who will discuss ways to prevent gynecologic cancers and early warning signs that can aid in early diagnosis.

Ideas about how to eat to prevent cancer will be offered along with a cooking demonstration. Other healthy living options will be available, including tai chi, yoga and meditation.

There will be reception during the event that will feature light, healthy choice hors d’oeuvres.

For more information, contact Dina Zambon by e-mail at dzambon@thegcf.org or by phone at 312.658.0751. ■

Kaleidoscope — An Evening of Skating, Song and Survivorship

For the third year, the Gynecologic Cancer Foundation participated as a



partner in a national broadcast to highlight key issues surrounding women and cancer. The show aired on FOX Thanksgiving Day (November 26) from 4:00-5:30 pm following the FOX Football telecast and reached a record audience of 5 million viewers.

The show was taped on November 16 at the Verizon Center in Washington, DC before an audience that included GCF leadership, survivors, other advocates and the general public. ■

GCF Announces 2010 Ovarian Cancer Survivors Courses and Telephone Workshop

The Gynecologic Cancer Foundation is pleased to offer these FREE courses for all cancer survivors, friends and family members who are interested in hearing from the leading U.S. experts in ovarian cancer research and patient care. All courses are held on Saturdays from 9:00 a.m. – 4:00 p.m.

Ovarian Cancer Survivors Courses

April, 2010	North Carolina
June 12, 2010	Indianapolis, IN
July 17, 2010	Boston, MA
September 11, 2010	Richmond, VA
September 25, 2010	Madison, WI
TBD	Los Angeles, CA

Recurrent Ovarian Cancer Telephone Workshop

Friday, September 17, 2010, 12:00 noon – 1:00 p.m. CT

More information and registration are available 60 days prior to the course/telephone workshop at www.wcn.org or by calling 312.578.1439.

GCF hopes to soon confirm courses in the following cities in 2010: Chicago, New York and Washington, DC. As these are confirmed they will be added to the GCF Web site at www.wcn.org. ■

'Tis The Season

At this time of the year, we count our blessings and express thanks to those who make life rich and worthwhile. The GCF staff pauses to say thank you to our donors, physician volunteers, advocates, survivors, friends and families who allow us the privilege of working to lessen the burden of gynecologic cancers.

GCF's work is only possible because of your generosity and shared commitment. Please consider sending your tax-deductible gift to GCF using the enclosed envelope, by visiting www.thegcf.org or by calling 312.578.1439.

Best holiday wishes! The GCF Staff. ■

The *GCF Bulletin* is the official publication of the Gynecologic Cancer Foundation (GCF). This non-profit charitable foundation was established by the Society of Gynecologic Oncologists (SGO) to ensure public awareness of gynecologic cancer prevention, early diagnosis and proper treatment, as well as to support research and training related to gynecologic cancers. Information about GCF and its programs may be obtained by contacting GCF Headquarters at 230 W. Monroe, Suite 2528, Chicago, IL 60606.

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If you suspect or have been diagnosed with a reproductive cancer, like cervical cancer, endometrial (uterine) cancer or ovarian cancer, seek care first from a gynecologic oncologist, a specialist trained in treating these cancers. To find a nearby gynecologic oncologist, visit the Women's Cancer Network (www.wcn.org) "find-a-doctor" section.

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