

~ Albert Szent-Gyorgi
Hungarian Biochemist, Winner of the 1937
Nobel Prize for Medicine
1893-1986

Discovery consists in seeing what
everybody else has seen and
thinking what nobody has thought.

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NVCI Breakthrough

NEWSLETTER OF THE NEVADA CANCER INSTITUTE

SPRING 2005



PRESIDENT'S MESSAGE

SPRING BRINGS A SENSE OF HOPE, OPTIMISM AND RENEWAL.

A warm and inviting season, it is a time of the year when we think of things to come. So it is at the Nevada Cancer Institute where we enter the season with

much to look forward to.

As we look forward to historic efforts to bring healing and discovery to the residents of Nevada, our state-of-the-art facility on Twain Avenue at Interstate 215 and Town Center in Las Vegas is rapidly nearing completion. Similarly, late this winter we extended our presence throughout the state with the opening of our Northern Nevada office in Reno. Under the leadership of Susan Robinson, associate director of Outreach and Education, the office houses a variety of community resources and will allow us to provide personalized assistance, information, education, support and programs that will improve the ability of patients and their families to navigate through a variety of cancer care services and resources. It will also allow us to promote early detection and prevention through access to cancer screening programs.

None of this would be possible without the continued support of many generous people throughout Nevada. In this edition of *Breakthrough* we are delighted to introduce you to Turkey and Peter Stremmel, a remarkable couple from Reno who have dedicated significant time and effort by lending their time and expertise to help raise awareness of and support for

NVCI. They have used their talents and skills as art experts to raise funds for NVCI and have helped to welcome and introduce members of the NVCI faculty and staff to the community.

We are also appreciative of the support we have received during the past several years from government and public policy leaders in Carson City, as well as in Washington, D.C. Among those helping to make a difference in the fight against cancer is U.S. Senator John Ensign. Senator Ensign has been a strong supporter of our efforts, along with Senator Reid. Senator Ensign has distinguished himself by helping to secure federal funding, as well as helping to ensure the availability and adequacy of important mammography screenings and services.

Finally, we continue to be inspired by the vision and leadership of the Greenspun Family Foundation, with an unprecedented challenge grant of \$25 million. It is the largest commitment received by NVCI. We are grateful for their unwavering support and leadership in the effort to bring hope and healing to Nevadans and have no doubt that we will be able to raise the funds necessary to receive this gift.

As we enter Spring 2005, we join you in looking forward to a season of renewal. We thank you for your continuing support and dedication to the cause of cancer care and cure.

Warm regards,

Heather Murren, *President and CEO*



Photo Credit: Industrial Photographics

NVCI's Flagship Facility: The Vision Becomes Reality

We continue to make remarkable progress on the construction of our flagship facility located in Summerlin on Twain Avenue at Interstate 215 and Town Center. As you can see by the photo, the exterior walls are in place, complete with beautiful red stone columns. "It is thrilling to watch this symbol of hope become a reality," said Tricia Leland, the director of Outreach and Education for NVCI. "I've been with NVCI for two years, and I can't believe how far we've come in such a short time." The dedication of this world-class facility will be held the evening of September 23, 2005, so mark your calendars for this momentous occasion.

Just imagine

GRAND OPENING OF THE NVCI NORTHERN NEVADA OFFICE



Cutting the ribbon to open NVCI's new Northern Nevada office are (from left to right): Tricia Leland, director of Outreach and Education, NVCI; Nicholas Vogelzang, M.D., director, NVCI; John Lilley, D.M.A., president, UNR; Susan Robinson, associate director of Outreach and Education, NVCI; Shelley Gitomer, vice president for Development, NVCI.

ANOTHER MILESTONE FOR THE NEVADA CANCER INSTITUTE AND THE CANCER COMMUNITY OF NEVADA WAS ACHIEVED ON MARCH 15 WITH THE GRAND OPENING OF THE NORTHERN NEVADA OFFICE OF THE NVCI. The office is located at 1301 N. McCarran Blvd., St. 101A, in Sparks. More than 100 people attended the opening including NVCI Director Nicholas Vogelzang, M.D., University of Nevada, Reno President John Lilley, D.M.A., former Assemblywoman Dawn Gibbons among other dignitaries. In addition, cancer survivors, their families and many other caseworkers who work in the cancer community attended the event.

“Our office provides support and information for cancer patients and their families in an environment of warmth, comfort and hospitality,” said Susan Robinson, associate director of Outreach and Education. We are here to assist cancer patients and their families with information, services, support and education about their disease, their options and the resources that are at their disposal in their battle against cancer. Also, we want to be a catalyst and community partner to ensure that more people never get cancer and fewer die from the disease by focusing on the message and delivery of cancer early detection and prevention methods,” Robinson said.

The trained staff at the Northern Nevada office provide the following services:

NAVIGATION – Help in better managing appointments, understanding the role of providers, referrals to financial counseling and support, support groups and counseling, information on specific cancer types and treatment options.

COMMUNITY RESOURCE GUIDES – The guide covers cancer resources including support groups, economic and legal assistance, screening and medical providers currently available throughout the state of Nevada with references to national agencies.

LANCE ARMSTRONG FOUNDATION SURVIVORSHIP PROGRAM – To respond to the changing needs of cancer patients, this program focuses on the specific needs of cancer survivors including their family, friends, and caregivers and provides support, education, and activities for years to come. This program is made possible by a generous grant from the Lance Armstrong Foundation.

CANCER INFORMATION SERVICES – This is a free public service of the National Cancer Institute, the nation’s premier agency for cancer research. The public has access to highly trained CIS specialists who provide one-on-one information about cancer to cancer patients and their families, health professionals, journalists, and the public.

More than one-third of all cancers can be prevented by adapting healthy lifestyle changes including not smoking, getting routine cancer screenings, eating five fruits and vegetables per day and using sense in the sun. NVCI will provide preventive and education services including wellness classes, access to smoking cessation programs and a women’s health education program.

**The office is open Monday – Friday from 9 a.m. – 5 p.m.
Also, cancer information and services can be obtained by calling the NVCI 866.403.4325**

PARTNER PROFILE

CONRAD N. HILTON FOUNDATION

THE NEVADA CANCER INSTITUTE IS THRILLED TO ANNOUNCE THAT IT HAS BEEN AWARDED A \$1 MILLION GRANT BY THE CONRAD N. HILTON FOUNDATION.

The gift will provide valuable assistance in support of the Nevada Cancer Institute's goal of providing research-linked, cancer education, prevention, detection, and treatment services throughout the state of Nevada.

"We are honored to receive a grant from this visionary foundation," said Shelley Gitomer, vice president for Development, the Nevada Cancer Institute. "Their support is critical to our continued ability to bring new resources in the battle against cancer to Nevada."

The Conrad N. Hilton Foundation was founded by the late Conrad N. Hilton, founder of the Hilton Hotels Corporation, as a means to support his philanthropic endeavors. In his Last Will and Testament, Mr. Hilton stated his philosophy:

There is a natural law, a Divine law, that obliges you and me to relieve the suffering, the distressed and the destitute. Charity is a supreme virtue, and the great channel through which the mercy of God is passed on to mankind.

After his death in 1979, most of his estate was willed to the foundation. Based in Reno, Nevada and Los Angeles, California, the Conrad N. Hilton Foundation has funded nearly \$400 million in charitable projects throughout the world.

In accordance with Mr. Hilton's philosophy, the foundation seeks to alleviate the suffering of the world's most disadvantaged people. In fulfilling its mission, the foundation targets critical population needs, designs appropriate projects to address these needs and seeks partners to implement the projects.

"Conrad N. Hilton believed it was the duty of each and every person to relieve human suffering," said Steven M. Hilton, president, Conrad N. Hilton Foundation.

"Considering the magnitude of suffering and death caused by cancer, the Conrad N. Hilton Foundation is proud to support the Nevada Cancer Institute in its mission to strive for a future without cancer while providing hope through education, support and patient-centered care."

"Charity is a supreme virtue,
and the great channel through
which the mercy of God
is passed on to mankind."

~Conrad N. Hilton

For more information about the Conrad N. Hilton Foundation, please go to www.hiltonfoundation.org.

NVCI SPOTLIGHT

BEATING CANCER—ONCE AND FOR ALL

JOHN ENSIGN, U.S. SENATOR

For too many years, I have seen friends display unfathomable courage and grace in their personal battles against cancer. Most recently, I mourned the loss of a former staff member who lost her valiant battle against cancer at the age of 40. Cancer took her mother and brother before her, and now her 4-year-old son, still coping with the loss of his beloved mom, is engaged in his own fight against bone cancer.

There is no shortage of deeply tragic stories about loved ones battling cancer. Fortunately, there are many people who have devoted their lives to treating cancer patients and to finding a cure for this dreadful disease. I cannot say enough about the work to which Heather and Jim Murren have dedicated themselves. They took the lead in bringing a much-needed cancer institute to Las Vegas, and generations of Nevadans will benefit from their vision and their heartfelt commitment to making cutting-edge cancer research a reality in our state.

Knowing how important the Nevada Cancer Institute (NVCI) will be to so many Nevada families and to the international fight against cancer, I will continue to work with Senator Reid and the Nevada Congressional Delegation to secure available federal funding for this project. Already, I have helped obtain more than \$3 million and will continue to look for additional ways to direct funding to the building of this critical institute.

I will also continue to work on legislation that encourages early detection of cancer—one of our best tools for survival.

I introduced the Mammography Quality Standards Reauthorization Act, which President Bush signed into law, in order to maintain access to high-quality mammography services for every woman in America.

My legislation prevents a gap in services and ensures that mammography services are readily available when facilities are seeking reaccreditation as long as the quality of the mammography is not compromised. It also requires a medical audit procedure which mandates that each FDA-approved facility have a system for following up when mammograms reveal problems. Performing a self-check helps each facility ensure that quality care is being provided.

By supporting the efforts of the NVCI and encouraging early detection, I am hopeful that we will all know more and more people who are beating cancer. And, in our lifetime, I pray that we see a cure for the cancers that plague our loved ones.



NEVADA CANCER INSTITUTE RECEIVES \$25 Million Challenge Grant FROM THE GREENSPUN FAMILY FOUNDATION

THE GREENSPUN FAMILY FOUNDATION HAS ONCE AGAIN EXPRESSED ITS UNWAVERING COMMITMENT TO THE NEVADA CANCER INSTITUTE, PLEDGING AN UNPRECEDENTED \$25 MILLION CHALLENGE GRANT. This grant, which must be matched by other funding sources in order to be received, is the largest gift NVCI has received to date and will be instrumental in helping the institute achieve its mission.

The grant is one of the largest ever awarded by the foundation and is designed to encourage both large and small donations within the community. Of the \$25 million, only \$5 million is an outright grant while the other \$20 million is contingent on two requirements. First, the institute must receive a donation of at least \$25 million from a single source. Second, it will have to raise at least \$20 million from multiple donors.

“We are so grateful for this extraordinary act of generosity and dedication that will help to accelerate NVCI’s development,” said Heather Murren, president of the NVCI. “We are thrilled to have the Greenspun family, who are such positive and visionary leaders in our community, join us in this momentous effort. We welcome the future support of generous individuals, corporations, and foundations that are certain to step forward to match this transformational gift.”

In addition to this recent grant, The Greenspun Family Foundation has a history of generosity with NVCI. They became Visionary Founders of NVCI with a \$5 million gift announced in July 2004.

“NVCI brings new hope for cancer research, prevention, detection, and treatment to Nevadans. With the leadership of NVCI, the landscape of research and healthcare in Nevada will change for the better, but they cannot do it alone,” said Brian Greenspun, director of The Greenspun Family Foundation. “With this challenge grant, we hope to inspire others to invest in Nevada by providing financial support for this historic and worthwhile cause.”

Coming Together

For Hope.



NVCI employees Lori Goodwine, Bill Van Bibber and Victoria Van Bibber with Clint Holmes at the Las Vegas Review Journal's Best of Las Vegas Awards Show, which benefited NVCI.



Ray Dinardi, general manager, Land Rover Las Vegas presents a check from a recent fundraising event to NVCI's London Porter, management analyst (left) and Heather Wu, special events coordinator.



Brian Greenspun, Roberta Barr, Myra Greenspun and Wally Barr at NVCI's gala, Rock for the Cure 2004, an Electric Garden Party. Roberta and Wally Barr co-chaired the event.



Phyllis McGuire recently held a fundraising event for NVCI in her home. Pictured above are Shelley Gitomer, vice president for development, NVCI; David C. Forster, Léron; Phyllis McGuire; and Heather Murren, president and CEO, NVCI.



More than 35 medical professionals attended a luncheon hosted by David Ward, Ph.D., deputy director of NVCI. Dr. Ward is shown with (from left to right) Oncology Service Line Administrator Jim Hiney of Washoe Cancer Services, Dr. Ward, Dr. Peter Lim of the Women's Cancer Center, and Associate Director Susan Robinson of Outreach and Education of the Nevada Cancer Institute.

We hope you will join us in this historic effort to establish a world class comprehensive cancer center in Nevada.

Your contribution, at this critical time, will resonate for decades to come in the fight against cancer.

For more information, please contact: **Shelley B. Gitomer** - Vice President for Development - The Nevada Cancer Institute
702.821.0000 or **www.nevadacancerinstitute.org**

NVCI is a non-profit organization with a 501 (c)(3) designation. Contributions are tax deductible as provided by law.

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Nevada Hero

Peter and Turkey Stremmel

SINCE THE INCEPTION OF THE NEVADA CANCER INSTITUTE, TURKEY AND PETER STREMMEL HAVE BEEN DEDICATED SUPPORTERS, generously lending their time and expertise to help raise awareness and funding for the organization.



Nationally recognized for his remarkable auctioneering skills, Peter Stremmel has been one of the highlights of the Nevada Cancer Institute's annual gala event. For the past two years, Peter has served as the fast-talking, quick-witted host of the gala's live auction, helping bring in millions of fundraising dollars for the institute.

Turkey and Peter own the Stremmel Gallery in Reno and are known for their prestigious art auctions. They were inspired to join NVCi's efforts through the encouragement of their good friends Jennifer and Phil Satre, who are both passionate supporters of the institute.

"We saw so many people leaving the state to find treatment," says Turkey. "We both thought how wonderful it would be to provide Nevada cancer patients the opportunity to stay in their home state rather than leave to seek treatment."

In addition to their valuable contributions to the annual Rock for the Cure gala, the Stremmels have been instrumental in helping NVCi spread their message throughout Northern Nevada. Last year, they hosted a reception at their art gallery to welcome NVCi Director Dr. Nicholas Vogelzang to the team and introduce him to several key members of the Reno community.

The Stremmels are eager to continue their support of the institute and look forward to helping raise even more money at next year's gala.

"The generosity, dedication and support of Peter and Turkey continue to motivate the staff and supporters of the Nevada Cancer Institute," said Heather Murren. "Through their efforts, we have been able to accomplish many of our goals in a short period of time. We are enormously grateful for their continued hard work."

SUSAN ROBINSON



THE NEVADA CANCER INSTITUTE RECENTLY WELCOMED SUSAN ROBINSON AS ASSOCIATE DIRECTOR OF OUTREACH AND EDUCATION.

She will also manage the Northern Nevada office to provide information, education, support and navigation programs for cancer patients and their families. In addition, the office will provide cancer education promoting early detection and screenings. The Northern Nevada office, located in Sparks, held its grand opening on March 15.

"We are very happy that Susan has joined the NVCi team to help develop and deliver comprehensive cancer programs statewide," said Heather Murren, NVCi's president. "She is well-respected for her hard work, compassion and dedication to cancer patients and their families."

Prior to coming to NVCi, Susan was the executive director of the Northern Nevada office of the American Cancer Society. She was instrumental in establishing Quality of Life centers at hospitals throughout Northern Nevada.

"We are dedicated to improving the lives of cancer patients and their families by helping them have access to the best possible treatments, information, services, assistance and latest research," said Robinson. "I am proud to be a member of a team which will enable our excellent oncologists and specialists to provide cancer patients and their families with more information and options."

"Our office will provide a warm and helpful environment for not only cancer patients, but also healthy individuals."

The new office will house a variety of community resources, including information about free or low cost cancer screenings, healthy lifestyle choices for the prevention of cancer and information about the disease and resources after diagnosis.

"Our office will provide a warm and helpful environment for not only cancer patients, but also healthy individuals."

Susan received her Masters in Business Administration from the University of Nevada, Reno, and her Bachelor of Arts degree from the University of California-Santa Barbara. She has lived in Reno since 1982.

NATIONAL VOLUNTEER WEEK-APRIL 17-23, 2005



NVCI's Volunteer Program Manager, Lori Goodwine (second from left), volunteers with NVCI's (left to right) Dara Young, Rita Morgan and Julia Wallace at the Vegas Dozen event held recently at Saks Fifth Avenue.

"It's not what you get from volunteer work or even what you give, it's what you become."~Mary Scott Welch

"The surest way to find happiness is to make someone else happy by offering them help when they need it most," said Arlene Mack, a two-time cancer survivor who considers this her motto when volunteering for the Nevada Cancer Institute.

There is no pledge that a person can make that outweighs the commitment of in-kind service. National data from the Bureau of Labor and Statistics showed that 64.5 million people volunteered in some capacity in 2004*. As a result, commitment-minded citizens are giving to their communities throughout the world with only one purpose: to help another citizen who otherwise may not receive support, aid or assistance when needed.

This year's theme of National Volunteer Week, "Volunteers Inspire by Example," reminded me of my own past experiences as a volunteer. What I remember most was the sheer delight I felt each time my shift ended. I felt that I was a partner and an essential part of the organization's big picture. Regardless of the work I'd done, the team I worked with made me feel that the projects I'd been assigned could not have been completed without my help. This kind of elation, and my pride in and passion for the services that the organization provided became the key motivator that led to my long term volunteer commitment.

When we ask you to volunteer your services to the Nevada Cancer Institute, we hope that we are appealing, on at least one fundamental level, to your belief in our cause. Our second hope is that you leave at the end of each shift feeling inspired and that your contribution has made a difference... because it does. You, our volunteer partners, are vital to our mission, core values and vision. Without your hard work, support and commitment, it would be virtually impossible to meet the challenges and demands of many programs.

At NVCI, we know that community is at the heart of it all. Each of you plays an essential role in creating what will be the future of cancer care in Nevada. Here's to you, and together, doing great work for the citizens of Nevada! *Based on a survey of about 60,000 households.

Sincerely,

Lori Goodwine, Volunteer Program Manager

"We salute our tireless volunteers who donate their valuable time and talent to our cause. Thank you for lending us your time, passion and enthusiasm. Your dedication is an inspiration to us all."

~Nicholas J. Vogelzang, M.D. Director NVCI

SPRING NEWSLETTER EVENT UPDATE

JUNE 2005

National Cancer Survivors Day June 5, 2005

Nevada Cancer Institute and Summerlin Hospital Medical Center are joining forces to celebrate National Cancer Survivors Day with Southern Nevadans. The celebration will be held on Sunday, June 5, in the Judy Baily Theater on the UNLV campus. Entrance into the celebration is free-of-charge to cancer survivors, their friends and family members. Reservations are required, however, as seating is limited. For more information and to reserve seats, please call Erica Archuleat at 702.821-0042.

Nevada Cancer Institute's - Rock for the Cure Reno June 10, 2005

Bartley Ranch and the Robert Z. Hawkins Amphitheatre will play host to the Nevada Cancer Institute's First Annual Rock for the Cure Reno event. To learn more about this event or how you may participate, please contact Heather Wu or Dawn Russi at (702) 821-0000.

JULY 2005

Racquets for Research July 13-17, 2005

This tennis tournament will be held at Red Rock Country Club and Spanish Trails Country Club with a players' cocktail party. Proceeds will benefit the Nevada Cancer Institute. All level players are invited with a \$50 minimum donation. For more information, please contact Terri Weisbord at (702) 869-9734.

SEPTEMBER 2005

Nevada Cancer Institute's Formal Dedication of the Flagship Facility September 23, 2005

An evening event with details to follow.