

cancerlines



UNC
LINEBERGER

A new understanding of cancer

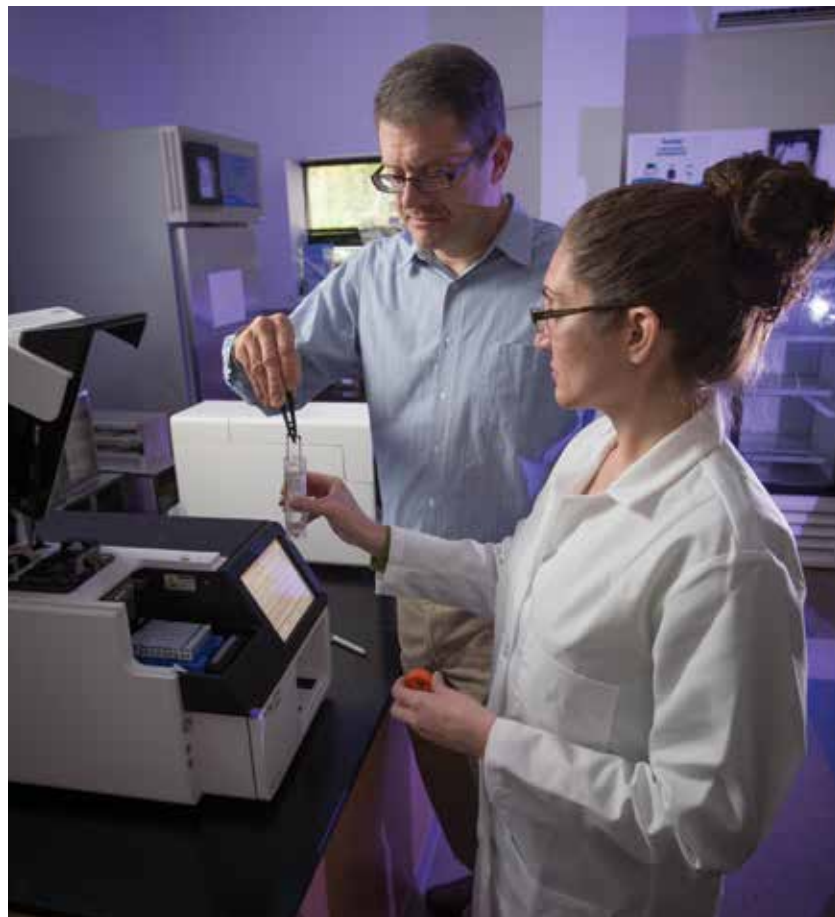
Researchers at UNC Lineberger Comprehensive Cancer Center helped lead the largest, most diverse tumor genetic analysis ever conducted, revealing a new approach to classifying cancers. The effort, part of The Cancer Genome Atlas (TCGA) Research Network, not only revamps traditional ideas of how cancers are diagnosed and treated, but could also have a profound impact on the future landscape of drug development.

“We found that one in ten cancers analyzed in this study would be classified differently using this new approach,” said Chuck Perou, Ph.D., professor of genetics and pathology and UNC Lineberger member. “That means that ten percent of the patients might be better off getting a different therapy—that’s huge.”

Since 2006, much of the research has identified cancer as not a single disease, but many types and subtypes and has defined these disease types based on the tissue—breast, lung, colon—in which it originated. Using this approach, treatments were tailored to which tissue was affected. But, questions have always existed because some treatments work for some patients, and fail for others, even when a single tissue type is tested.

In their work, TCGA researchers analyzed more than 3,500 tumors across 12 different tissue types to see how they compared to one another.

“This was the largest data set of tumor genomics ever assembled,” explained Katherine Hoadley, Ph.D., assistant



UNC Lineberger researchers helped lead the largest, most diverse analysis of tumor genetics completed to date, examining more than 3,500 tumors across 12 different tissue types.

professor in genetics and lead author of the Cell paper published this summer. Researchers found that cancers are more likely to be genetically similar based on the type of cell in which the cancer originated, *continued on page 2*

Treating the whole patient – not just the disease



UNC Lineberger’s Bryce Reeve, PhD, works to improve the quality of cancer care through his research in the science of Patient-Reported Outcomes (PROs) assessment.

The UNC Lineberger Cancer Outcomes Research Program is devoted to capturing the voice of the patient in health care. Their work to integrate the patient perspective in health care decision making focuses on improving the measurement of patient-centered outcomes in clinical trials, comparative effectiveness research, observational studies, as well as the practice of cancer care.

Ethan Basch, MD, MSc, is the director of UNC Lineberger’s Cancer Outcomes Research Program. Basch is a medical oncologist with expertise in patient-reported outcomes and comparative effectiveness research. He is a federally appointed member of the NCI Board of Scientific Advisors and the methodology committee of The Patient-Centered Outcomes Research Institute (PCORI), a nonprofit, nongovernmental organization that funds comparative effectiveness research.

UNC Lineberger member Bryce Reeve, PhD, associate professor of health policy and management, explains his interest in the science of Patient-Reported Outcomes (PROs). “My research focuses on how to better measure the impact of cancer and its treatment on patients’ lives. How does it impact their overall quality of life—physically, mentally and socially?”

PROs include three primary areas related to a patient’s health status: symptoms, functional status and quality of life. Physicians and nurses don’t have clinical tools like thermometers to measure these domains. All that information comes directly from the patient. “The patient is the gold standard for that information,” says Reeve. “My job is determining the best way to reliably and validly capture that information. How can I develop the questionnaire that gives *continued on page 3*

the inside line up



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UNC
CANCER CARE

director's message



Ned Sharpless, MD

“You don’t have the choice that you have cancer, but you have the choice in how you deal with it.” UNC women’s basketball coach Sylvia Hatchell made this point

during this year’s annual Fast Break for Cancer Research. Coach Hatchell was the guest speaker at this annual fundraising event, which has been hosted in the Smith Center by Coach Roy Williams for the last 10 years. It has been almost a year since her diagnosis of acute leukemia in October 2013, and Coach Hatchell described her treatment, recovery, and tremendous gratitude to her care team, and also shared photos from key points during her cancer journey. To watch Coach Hatchell’s inspiring remarks, please visit <http://ow.ly/CJ4XE>

Fast Break was just one of many highlights for the cancer center this fall. We continue to make amazing strides in cancer genetics and personalized medicine. We have now enrolled over 1,300 patients

in UNCseq, our genetic sequencing program designed to create customized cancer treatment plans based on a molecular analysis of an individual patient’s tumor. With this program, we are able to better diagnose cancer for each patient enrolled at the genetic level and, in some cases, radically change the course of their treatment.

And as you will read in our lead article in this issue of *Cancer Lines*, UNC Lineberger has been a driving force in The Cancer Genome Atlas (TCGA) project, the largest genetic analysis of tumors ever completed. The TCGA is an international and multi-institutional effort to characterize cancers molecularly, and several UNC scientists have played leading roles in the effort. Recently UNC’s Chuck Perou and Katie Hoadley led a highly innovative TCGA study to compare 12 different types of common cancer. This comprehensive study, published in the top scientific journal *Cell*, provided many surprising findings. For example, Perou and Hoadley showed that one common type of breast cancer is more similar to cancers of other tissues like the lung or ovary than it is to the other types of breast cancer.

This issue features a profile of Channing Der,

one of UNC’s most accomplished and best known scientists. Channing is one of the world’s leading experts on RAS, one of the most important genes in human cancer. Activation of proteins in the RAS family drives cancer growth in approximately 30% of human cancers. RAS was the first gene found to be mutated in human cancers, and cancer scientists have spent decades trying to figure out ways to block RAS signaling in cancer. As you will read in his profile, Channing has and continues to be at the forefront of this particular area in cancer genetics.

The N.C. Cancer Hospital also has a new member on its executive leadership team. Matt Milowsky, MD, co-director of UNC Lineberger’s Urologic Oncology Program, has been appointed as the clinic medical director of our nationally ranked cancer hospital. Matt joined UNC Lineberger from Memorial-Sloan Kettering Cancer Center in 2011 and could not be a better fit for this role.

As you’ll see in this issue of *Cancer Lines*, these are exciting times in UNC Lineberger, with progress against cancer being made at a significant pace. As a supporter of UNC Lineberger, you play an important part in this progress towards finding a cure for cancer. 8

Reclassifying Cancer *continued from page 1*

compared to the type of tissue in which it originated.

“In some cases, the cells in the tissue from which the tumor originates are the same,” said Hoadley. “But in other cases, the tissue in which the cancer originates is made up of multiple types of cells that can each give rise to tumors. Understanding the cell in which the cancer originates appears to be very important in determining the subtype of a tumor and, in turn, how that tumor behaves and how it should be treated.”

One striking example of the genetic differences within a single tissue type is breast cancer. The breast, a highly complex organ with multiple types of cells, gives rise to multiple types of breast cancer. In this analysis, one of those types—basal-like breast cancer—looked more like ovarian cancer and cancers of a squamous-cell type origin, a type of cell that composes the lower-layer of a tissue, rather than other cancers that arise in the breast.

“This latest research further solidifies that basal-like breast cancer is an entirely unique disease and is completely distinct from other types of breast cancer,” said Perou. In addition, bladder cancers were also quite diverse and might represent at least three different disease types that also showed differences in patient survival.

This new approach could shift how cancer drugs are developed, focusing more

on the development of drugs targeting larger groups of cancers with genomic similarities, as opposed to a single tumor type as they are currently developed. And UNC Lineberger is already part of exciting advances in this area.

As part of the Alliance for Clinical Trials in Oncology, a national network of researchers conducting clinical trials, UNC researchers are already testing the effectiveness of carboplatin—a common treatment for ovarian cancer—on top of standard of care chemotherapy for triple-negative breast cancer (TNBC) patients, of which 80 percent are the basal-like subtype. The results of this study published in August 2014 showed a benefit of carboplatin in TNBC patients. This new clinical trial result suggests that there may be great value in comparing clinical results across tumor types for which this study highlights as having common genomic similarities.

As leaders in TCGA, UNC Lineberger scientists have been involved in multiple individual tissue type studies including most recently an analysis of a comprehensive genomic profile of lung adenocarcinoma and head and neck cancer. Perou’s seminal work in 2000 led to the first discovery of breast cancer as not one, but in fact, four distinct subtypes of disease. These most recent findings should continue to lay the groundwork for what could be the next generation of cancer diagnostics. 8

Chad Pecot named V Scholar



Chad Pecot, MD, assistant professor hematology and oncology, has received a V Scholar Award from The V Foundation For Cancer Research. Dr. Pecot is one of 20 recipients in the United States to receive the two-year \$200,000 award. Dr. Pecot’s research focuses on lung cancer with a particular interest in how RNA interference (RNAi) can regulate cancer metastases. The development of new blood vessels, termed angiogenesis, is critical for cancer to grow and metastasize. The 2014 V Scholar award will support Dr. Pecot’s work on how a family of small RNAs, called the miR-200 family, blocks cancer angiogenesis and metastasis.

The V Scholar Program is designed to identify and bolster the careers of talented young investigators. The awards help talented young scientists establish their laboratories and gain the competitive edge necessary to earn additional funding from other sources.

For more information on The V Foundation, please visit www.jimmyv.org.

Treating the whole patient *continued from page 1*



Director of UNC Lineberger's Cancer Outcomes Research Program, Ethan Basch, MD, MSc talks with patient, Pat Chilton.

the patient a voice to describe what they are experiencing?"

Much of Reeve's research focuses on pediatric patients. He is a Principal Investigator on a project, funded by the National Cancer Institute, to develop a self-report questionnaire that will improve understanding of the impact of cancer and

its treatment on the lives of children and adolescents.

"This research matters a great deal to me," says Reeve. "I'm not an MD. While I can't treat these children, I feel like I am doing something very valuable by developing tools that will help improve their quality of care by identifying which symptoms the child is experiencing."

PROs in clinical practice

Patient-reported outcomes data has great value in the clinical practice arena.

Patients get a relatively short amount of time with their physician. PROs data can provide the patient additional voice in the process to describe exactly what they're feeling to their physician.

Reeve describes an example. "When arriving for an appointment, a patient could be given an iPad or similar electronic device and respond to a series of questions about symptoms and functional limitations they may be experiencing. We can then integrate that data in to their medical record and provide the clinician with a brief summary of exactly what the patient is experiencing." This is a way to facilitate and improve communication between physicians and patients by developing an agenda to guide the patient's appointment.

The value of PROs in research


In a clinical research setting, PROs provide physicians with a more complete picture of how a treatment works for different patients. In a situation where two treatment options show equivalent survival rates, PROs data can help determine which of those treatments might have fewer side effects and less toxicity for a particular patient.

PROs are also important in comparative effectiveness research that examines the efficacy, benefits and harms of different treatment options.

UNC Lineberger members Paul Godley MD, PhD, MPP, and Ronald Chen, MD, MPH are conducting a comparative effectiveness study focused on men with localized prostate cancer. There are various options for such patients: prostatectomy, radiation therapy or active surveillance, and the survival rates are roughly equivalent. However, prostatectomy and radiation have potential side effects. The question then becomes how do the various interventions impact patients' lives?

Drs. Godley and Chen are following prostate cancer patients for a period of years to examine short and long-term symptom, function and quality of life issues. What they learn will help future patients to make better informed decisions about which path to choose.

"Patients want to survive," says Reeve, "and that is always the priority, but they also want better quality of life and less toxicity. PROs are an essential tool for informing health care decisions."

Reeve feels fortunate to be doing this work at UNC Lineberger. "The University Cancer Research Fund (UCRF) has attracted top faculty from across the country to make this one of the leading sites in the country and perhaps the world to lead patient-centered outcomes research," he says. "With UNC's diverse patient population and all the resources here, we are an ideal institution to develop models for best practices for integrating PROs data in clinical research and practice. Our research will significantly enhance our ability to improve the lives of cancer patients and their caregivers." 

Dedication of Coach Sylvia Rhyne Hatchell Pediatric Oncology Classroom



UNC Women's Basketball Coach Sylvia Hatchell (center) with members of her treatment team (L-R) John Strader, PA, Peter Voorhees, MD, Jen Whitman, RN, BSN, OCN and Director of UNC Cancer Care, Shelley Earp, MD

Many guests gathered on October 23rd for the dedication of the Coach Sylvia Rhyne Hatchell Pediatric Oncology Classroom. UNC Women's Basketball Coach Sylvia Hatchell recently completed a five-year pledge to name the classroom in the UNC Hospital School which is located in the Pediatric Hematology-Oncology Clinic at the N.C. Cancer Hospital.



Coach Hatchell in the Coach Sylvia Rhyne Hatchell Pediatric Oncology Classroom

Coach Hatchell has supported UNC Lineberger for years, and she recently finished treatment for leukemia at the N.C. Cancer Hospital. She was delighted to share the dedication with both her treatment team and her basketball team. "I can't say enough great things about UNC Lineberger," said Hatchell. "It's a real honor to be here and to say thank you in this way."

At the dedication, Dr. Stuart Gold, chief of pediatric hematology-oncology, thanked Coach Hatchell for her longtime support of UNC Lineberger and the patients and families. He spoke of the role the hospital school plays in the life of a child going through treatment. "We want our patients to feel like normal kids, and being able to keep up with their schoolwork is an important part of supportive care and maintaining normalcy," said Gold.



The UNC Women's Basketball team were among the guests at the classroom dedication.

After the dedication, as guests visited the classroom, someone noted a quote that a child had written on the window: "School in the hospital is an implicit statement of hope."

Channing Der, PhD – A little luck and a lot of work



Channing Der's office at UNC Lineberger is lined with his photographs of marvelous places all over the world. He happily shares memories of his travels and says, "I've been fortunate that my work has taken me to some really interesting places: Turkey, Korea, China, Jerusalem, Guatemala, Patagonia and Cuba to name a few."

Der, the Sarah Graham Kenan Professor of Pharmacology has his research lab at the cancer center and is regarded as one of the world's leading experts on the RAS family of oncogenes and their role in driving cancer cell growth.

Ask him how he started on his career path, and he'll tell you he just got lucky. Perhaps there was a bit of luck involved, but Der's intellectual curiosity and perseverance played a large role as well.

RAS was the first gene identified to be mutated in human cancers—Der was there at the beginning. Researchers now know of over 500 genes that are mutated in human cancers, but RAS was the first one to be found in 1982, by Der.

An unexpected discovery

After receiving his PhD in microbiology from the University of California at Irvine in 1981, Der pursued postdoctoral studies at the Dana-Farber Cancer Institute and Harvard Medical School. It was there that he says he was fortunate enough to be involved in research that led to an important cancer discovery.

For his first project in the lab at Harvard, he examined a group of viral genes to determine if they had any connection to newly detected human cancer genes. The project was intended as simply a way to familiarize him with the lab. "The project was not expected to succeed," he said. "No one thought I would find any viral oncogenes with a relationship to human cancer."

He recalls the moment he realized that he had stumbled onto something big. "I ran the experiment on about 19 genes, getting negative results for each one. Then the last gene—a viral gene called RAS—showed a relationship to cancer. I told my mentor about my results, and he started shaking. I asked him if he was OK, and he said 'this could be the most one of the most significant finds in cancer research in decades.'"

"This was life-changing for me," says Der. "I didn't know the discovery

would change the course of cancer research, but it did—and it changed the course of my life."

Since that time, Der's research has focused on scrutinizing and understanding the RAS family of oncogenes.

"These genes play a role in just about every type of cancer," explains Der. "So if we can figure out how to target RAS, we can have a huge impact."

Mentorship

Der also credits luck for providing him with good mentors over the course of his career.

As an undergraduate biology major at UCLA, he took his first job in a research lab washing the glassware. One day, the person who hired him decided to offer Der a chance to step away from the sink and into some research. Soon he was working on a project looking at inhibitors of protease enzymes to see if they blocked cancer growth.

"That was my first experience with mentorship, and that has been critical for my career. I have been fortunate to have people who saw potential in me," says Der.

Now Der mentors other young scientists. "My first mentor took a personal interest in me and nurtured my development as a researcher, and it had a big impact on the direction of my career," he says. "I have adopted that in my own style as a mentor to others. When you take a personal interest in the people who work for you, it instills loyalty, and they do their best for me as well as for themselves."

The opportunity to mentor graduate students was one of the things that drew Der to UNC Lineberger. "I've mentored probably 50 post docs and 25 grad students," he says. "I had a great mentor as a graduate student, and it's important to me to give back."

Making an impact outside the lab

Der's work in cancer research extends outside the lab as well. As a member of the Pancreatic Cancer Action Network (PANCAN), he has the opportunity to make an impact with and for people affected by cancer.

He has participated in PANCAN's annual Advocacy Day in Washington, DC, to stress the importance of more funding for pancreatic cancer research. "They are a very effective group of advocates," says Der. "I feel fortunate to be working with them and making an impact in a different sort of way."

Der's whole lab gets involved in PANCAN. Team Der Lab was the second-highest fundraising team for the 2014 Raleigh-Durham PurpleStride 5K, raising more than \$13,000 for the organization's signature 5K run/walk. They also host open houses in their lab so PANCAN members can better understand their research.

The involvement with PANCAN provides Der with an extra measure of motivation to persist in unraveling the complicated properties of the RAS oncogenes. "Meeting the patients—the families who have suffered—is a really strong reminder of why we're doing this." 🗨️

Contributing to the NCI RAS Program

The National Cancer Institute (NCI) established the RAS Program in 2013 to encourage researchers to collaborate and explore innovative ways to help solve the RAS challenge. The goal is to develop effective new therapies that will attack RAS-driven cancers.

NCI has designated \$10 million per year for the next five years towards this initiative.

Leading RAS researcher, Channing Der, PhD, explains the importance of the program:

"When we correct the RAS mutations in the lab, we can see a significant impact on tumor growth—in fact tumors will regress. We need to know how to make a drug to block RAS in the cancer patient. This has so far eluded the abilities of the smartest minds in cancer research. But I am optimistic. With the help of the NCI RAS program, I think we will make a significant impact in the next 5 years."

To read Dr. Der's commentary on the NCI RAS Program's website, visit <http://1.usa.gov/1yqXnLm> 🗨️



Visitors from the Pancreatic Cancer Action Network (PANCAN), the American Society of Clinical Oncology (ASCO), the American Association for Cancer Research (AACR) and other cancer advocacy and research organizations recently toured the UNC Lineberger research labs of Channing Der, PhD, Adrienne Cox, PhD, and Andrew Wang, MD. Kent Rossman, PhD, research assistant professor in the Der Lab, explained RAS crystals and offered visitors a look at the crystals through a microscope.



Mayer leads development of survivorship care plan template

A new template is now available for healthcare professionals to use when providing a survivorship care plan to cancer patients following their treatment. The template, released by the American Society of Clinical Oncology (ASCO), was developed under the

leadership of Deborah K. Mayer, PhD, RN, chair of the ASCO Survivorship Care Plan Working Group, professor in the UNC School of Nursing and director of cancer survivorship at UNC Lineberger.

“As progress continues in the fight against cancer, the number of survivors continues to grow, along with the need for programs, resources and planning to help move beyond cancer diagnosis and treatment to wellness,” said Mayer.

“This cleaner, simpler form will help healthcare professionals get survivorship care plans into the hands of patients and their primary care providers,” said Mayer. In addition to Mayer, members of the ASCO Survivorship Care Plan Working Group include Lawrence N. Shulman, MD, Dana Farber Cancer Institute; Claire Snyder, PhD, Johns Hopkins School of Medicine; and Larissa Nekhlyudov, MD, MPH, Harvard Medical School.



Older patients with limited life expectancy still receive cancer screenings

A substantial number of older patients with limited life expectancy receive routine screenings for prostate, breast, cervical and colorectal cancer even though the procedures are unlikely to benefit them, according to research conducted at the University of North Carolina at Chapel Hill.

In a paper published in *JAMA Internal Medicine*, a team led by Trevor J. Royce, MD, MS, of the UNC School of Medicine, and Ronald C. Chen, MD, MPH, of the UNC School of Medicine and UNC Lineberger, examined rates of cancer screening in patients aged 65 years or older using data from the National Health Interview Survey from 2000 through 2010. The researchers found that 31 percent to 55 percent of patients who had a less than 9-year life expectancy received a recent cancer screening.

The study found that the rate of screenings has decreased in recent years compared to 2000, and that older patients typically received less screenings. Patients who were insured, married, had more education or had a usual place for care were more likely to be screened. [8](#)



Milowsky appointed medical director of the N.C. Cancer Hospital

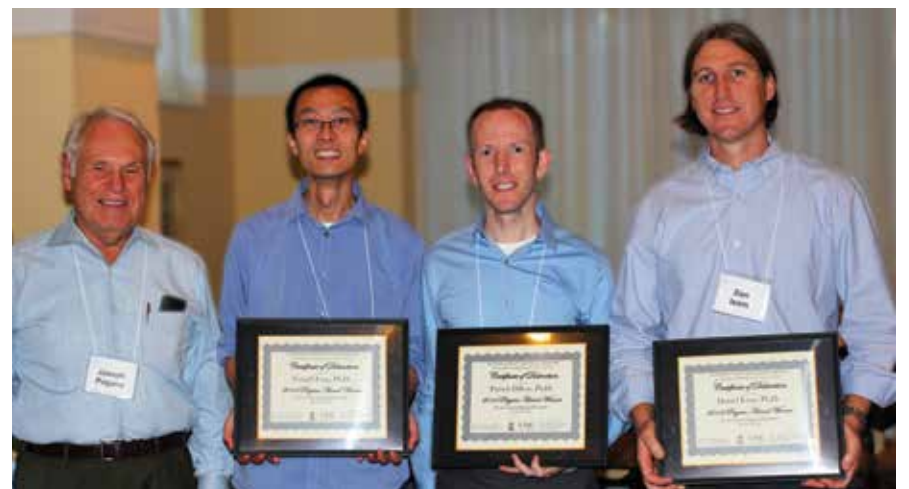
Matthew Milowsky, MD, associate professor and co-director of the Urologic Oncology Program at UNC Lineberger, has been appointed as the clinic medical director of the N.C. Cancer Hospital.

“We could not invent a better person for this role,”

said Lisa Carey, MD, medical director of the UNC Breast Center, division chief of hematology and oncology at the UNC School of Medicine, and physician-in-chief of the N.C. Cancer Hospital. “Matt is smart, thoughtful, a terrific doctor, and a true problem-solver, key attributes in this time of rapid change in our system and in health care in general.”

In this role, Dr. Milowsky will be responsible for the clinic policies of the nationally ranked cancer hospital, working in conjunction with clinic management to ensure the most effective, accessible and high quality care for patients.

2014 Pagano Awards



Joseph Pagano, MD (L) poses with the recipients of the 2014 Pagano Awards: (L to R) Zongdi Feng, PhD; Patrick Dillon, PhD; and Daniel Isom, PhD. The Pagano Award was established in 2002 to honor outstanding papers produced by post-doctoral fellows, who are the first authors of these papers. Winners are selected through a competitive process and recognized for their authorship in high-impact journals.



Satish Gopal, MD, MPH and Blossom Damania, PhD

Partnerships, cancer research in Malawi to expand with new grant

UNC Lineberger along with the UNC Institute for Global Health & Infectious Diseases has received a \$3.7 million grant from the National Cancer Institute (NCI) to study the growing worldwide cancer problem and expand the University's efforts in Malawi to study and treat HIV-associated cancers.

Funded from a newly established NCI grant program, the award will fund the UNC-Malawi Cancer Consortium, a collaborative effort aimed at expanding current efforts in Malawi to address a growing cancer burden. UNC-Chapel Hill is one of only eight institutions in the country to receive this award.

The grant will be led by three investigators - UNC Lineberger members Satish Gopal, Blossom Damania and Sam Phiri, PhD, MSc, executive director of Lighthouse Trust, the largest antiretroviral therapy program in Malawi. Other key UNC faculty involved in this work are Dirk Dittmer, PhD, Mina Hosseinipour, MD, Irving Hoffman, PA, MPH, Andy Olshan, PhD, Yuri Fedoriw, MD, and Kristy Richards, MD, PhD.

Dr. Susan N. Palmer – Trailblazer, Innovator



Dr. Susan Palmer (center) with Dr. Claire Dees (L) and Dr. Ben Calvo (R)

When Dr. Ben Calvo nominated Susan Palmer to serve on the N.C. Cancer Hospital Patient & Family Advisory Board he knew she would bring a strong and informed voice to the table along with an unwavering

commitment to improve the patient experience. With an entrepreneurial approach and proven track record in the business world, Palmer has been a trailblazer for patient-centered care ever since her appointment to the Board.

Palmer reflects, “We have made such progress putting patients front and center in all matters concerning their care. It needs to be at the core of everything we do here at UNC Health Care. I am honored to have the opportunity to help others get the kind of care and caring that I received at the cancer center.”

Earlier this year, Palmer volunteered to conduct a grand rounds presentation for a group of residents and medical students on breast reconstruction from the patient’s perspective. Palmer assembled a team of volunteers to give input and based on this discussion, the group is now moving forward on the development of a support/information network for patients who are exploring or undergoing reconstruction.

In addition, Palmer has been involved with several research initiatives. She currently serves as the consumer representative on UNC Health Care’s data warehouse oversight committee and has been the patient representative on several Patient-Centered Outcomes Research Institute grant submissions that are designed to help patients and the public have the information they need to

make informed health care decisions.

As a breast cancer survivor and grateful patient of Drs. Claire Dees and Ben Calvo, it seemed a logical step for Palmer to take her passion to the next level and invest in promising cancer research, particularly in cancers impacting her family: breast, melanoma and non-Hodgkin’s lymphoma. When Dr. Dees shared with her the power of the Seed Grant Program to find answers to complicated cancer questions, it was the lightning rod that led Palmer to establish the Palmer Family Fund for Innovative Cancer Research. “It was the perfect vehicle for me to continue to give back and to honor both my parents and my exceptional physicians. To me, the Seed Grant Program responds quickly to incredibly promising research and allows our researchers to pursue new lines of discovery before other sources of funding are available.”

Like her ideas, Palmer’s philanthropy has been innovative and multi-faceted. She regularly contributes to the annual fund, has made memorial gifts in honor of her mother, has established an endowed research fund, has set up a gift annuity to benefit the cancer center, and has made a generous planned gift.

In a recent gathering with Palmer and her two physicians, Dr. Dees reflected: “Susan’s contributions mean so much for the research conducted here. Without these funds, we just could not develop leading-edge, innovative ideas.” Dr Calvo agreed and added: “Susan is an entrepreneur in every sense of the word. Through her giving, she is providing the critical springboard for young researchers.”

Always seeking to innovate and collaborate, Palmer is now spearheading an effort to forge a partnership between UNC Lineberger and the UNC Kenan-Flagler Business School. By tapping the knowledge and skills of business school faculty and students, this kind of partnership holds the potential to strengthen the cancer center.

Whether she is blazing down a trail at a Komen Race for the Cure, teaching a class to business students or sitting down with cancer center leaders to strategize, Palmer’s relentless advocacy and enthusiasm never fails to inspire. She constantly reminds us of her fundamental belief that cancers can eventually be cured. “UNC Lineberger has the foresight to bring together some of the most brilliant cancer research minds in the country. It will take work. It will take time. But it will be done, and our researchers will be the innovators!”

Turn the Town Pink

Thank you to all who hosted “Pink” parties, ran special promotions and sold decals to benefit the UNC Lineberger Comprehensive Cancer Support Program throughout the month of October. Your gifts provide our patients and their caregivers with counseling services, wigs and head coverings, educational materials, nutritional supplements and additional support during their cancer journey.



The Carolina Inn was the site for the Turn the Town Pink Kickoff Party.



The North Carolina Tar Heels took on the Georgia Tech Yellow Jackets on October 18th and raised awareness for the fight against cancer! Tar Heel players, coaches and marching band members supported cancer awareness while wearing their pink gear. We even had our spirit logo on the field!



Members of the Chapel Hill Fire Department collected donations for Turn the Town Pink with their “Fill the Boot” drive at the UNC v. Georgia Tech football game.



The team at Mina’s Studio in Chapel Hill sold “kiss cards” to benefit Turn the Town Pink. Customers showcased their best pucker in hopes of winning one of several prizes.

Prepare to be Dazzled



Steve Capps serves as emcee.

On October 16, 120 guests gathered at the Landfall Country Club in Wilmington to learn about advances in cancer care and treatment at UNC Lineberger. The event called "Prepare to be Dazzled," featured UNC Lineberger faculty speakers including Lisa

Carey, MD, physician-in-chief of the N.C. Cancer Hospital and Hy Muss, MD, director of the Geriatric Oncology Program. Landfall resident, Phil Kantz shared his personal story of confronting an extremely rare form of lymphoma. Kantz spoke movingly about his arduous journey, his complete recovery and his gratitude to UNC Lineberger physician Kristy Richards, MD, PhD.

Co-hosting the event were UNC Lineberger Board of Visitors members Ned and Margaret Barclay, George and Cynthia Boylan, Clay and Helen Brumbaugh, Edwin and Carolyn Burnett, Michael and Barbara Cain, Steve and Jan Capps, Polly Carter, John and Pat Hatcher, Ronnie and Cyndi McNeill and Mike Rhoades.



Paul and Cheryl Colvin, Dr. Lenard Edralin, Helen Brumbaugh and Dr. Takey Crist



Heide and Cason Trask



Ronnie and Cyndi McNeill, Clay Brumbaugh, Barbara and Phil Kantz, Helen Brumbaugh

Save the date: John Isner to host 5th Annual Ebix Charity Challenge on Dec. 13



John Isner's annual charity challenge benefiting UNC Lineberger will take place Saturday, Dec. 13 at 2pm in the UNC-Greensboro Gymnasium. This will be John's fifth year hosting a tennis clinic and an exhibition match against tennis greats, such as Andy Roddick, Sam Querrey and others. Tickets and additional information are available at unclineberger.org/isner.

New Board of Visitors Members



UNC Lineberger Board of Visitors welcomed 24 new members at their meeting on September 26th. The new class, pictured here, began their three year term on July 1, 2014.



2015 Elaine O'Neil Calendars

Celebrate the North Carolina places you love and help support the N.C. Cancer Hospital when you purchase the Luv This Place® 2015 NORTH CAROLINA Calendar by Elaine O'Neil. Once again, a portion of the proceeds from the sale of this calendar goes to the N.C. Cancer Hospital. Go to unclineberger.org/elaine-oneil to purchase.

calendar of events

December

13th Annual Ebix Charity Challenge hosted by John Isner

January

24th Annual Lineberger Club Brunch and Basketball Game

April

10th Spring Board of Visitors Meeting

To find out more about these events and other UNC Lineberger news, visit www.unclineberger.org, or follow us on [f](#) [t](#)



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2014 Keynote speaker Sylvia Hatchell with Roy Williams.

10th Annual Roy Williams' Fast Break Against Cancer

Roy Williams celebrated the 10th Annual Fast Break Against Cancer with UNC Women's Basketball Coach Sylvia Hatchell on October 3rd. Diagnosed with leukemia one year prior to speaking at this year's Fast Break, Coach Hatchell shared her experiences as a UNC Lineberger patient—from diagnosis and treatment to recovery and advocacy. To date, Fast Break has raised nearly \$1.8 million to support cancer research, treatment and outreach programs in our community.

Presented by Atlantic Packaging, this year's sold out breakfast concluded with a live auction featuring one-of-a-kind items such as a seat on the bench during a home men's basketball game and a slumber-party at the Smith Center.



Woody Durham has served as Master of Ceremonies since the very first Fast Break.

Fast Break: a look back through the years



2011

Woody Durham poses with 2011 guest speaker ESPN sportscaster Stuart Scott.

Coming in 2015!



At the 2015 Fast Break, Coach Hatchell will auction a leather desk chair that was used by Hall of Fame Coaches Dean Smith and Sylvia Hatchell while they led the Tar Heels to victories and national championships.



2013

Ted and Judi Seagroves pose with Coach Williams and former Pittsburgh Steelers Coach Bill Cowher. Ted was a featured speaker in 2012 and Coach Cowher addressed the audience in 2013.