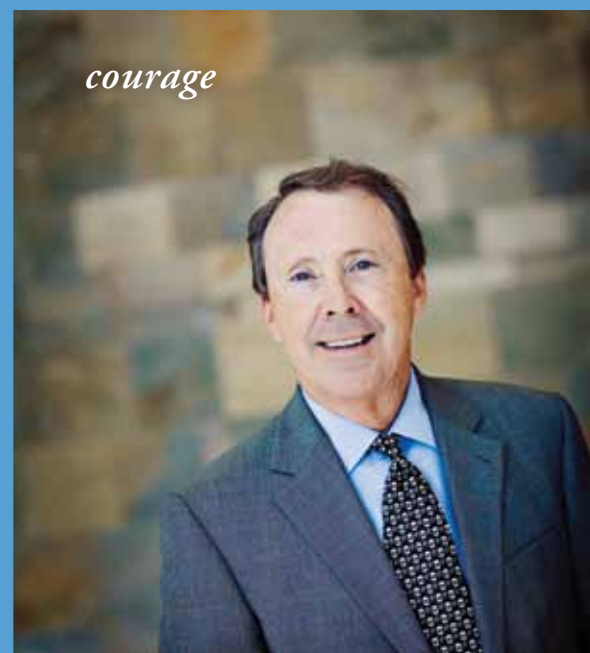
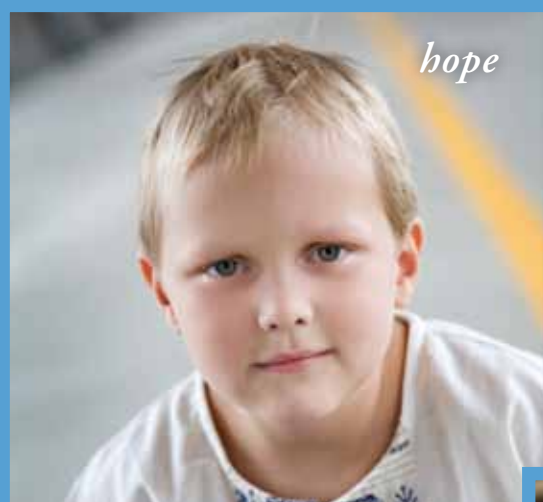


# *The new face of...*



UNC LINEBERGER COMPREHENSIVE CANCER CENTER  
*2009-2010 Donor Honor Roll*

## UNC Lineberger Comprehensive Cancer Center Administration

H. Shelton Earp, MD, *Director*

Richard M. Goldberg, MD, *Physician in Chief, N.C. Cancer Hospital and Associate Director, Clinical Research*

Joseph S. Pagano, MD, *Director Emeritus*

Al Baldwin, PhD, *Associate Director, Basic Research*

Lisa Carey, MD, *Associate Director, Clinical Science*

William Marzluff, PhD, *Associate Director, Core Facilities, Basic Science*

Andrew Olshan, PhD, *Interim Associate Director, Population Sciences*

Michael O'Malley, PhD, *Associate Director*

Ned Sharpless, MD, *Associate Director, Translational Research*

Thomas Shea, MD, *Associate Director, Clinical Outreach*

## Program Leaders

Marci Campbell, PhD, *Cancer Prevention/Control*

Richard M. Goldberg, MD, *Clinical Research*

Gary Johnson, PhD, *Molecular Therapeutics*

Terry Magnuson, PhD, *Genetics*

Andrew Olshan, PhD, *Cancer Epidemiology*

Nancy Raab-Traub, PhD, *Virology*

Jon Serody, MD, *Immunology*

Ned Sharpless, MD, *Molecular Therapeutics*

Thomas Shea, MD, *Clinical Research*

Jenny Ting, PhD, *Immunology*

Yue Xiong, PhD, *Cancer Cell Biology*

## External Affairs Staff

Debbie Dibbert, *Director of External Affairs*

Ellen de Graffenreid, *Director of Communications & Marketing*

Mary Ruth Helms, *E-Content Developer*

Eli Jordfald, *Senior Major Gifts Director*

Katisha Newkirk, *Annual Giving Director*

Alyson Newman, *Director of Development Services*

Nicole Pratapas, *Major Gifts Director*

Holly Rio, *Program Assistant*

Mary Seagroves, *Special Events Coordinator*

Dianne Shaw, *Deputy Director of Communications*



## UNC Lineberger's AMAZING YEAR IN REVIEW

### September

*Governor Bev Perdue, UNC President Erskine Bowles, legislative leaders and over 500 friends and supporters gathered for the dedication of the \$180 million N.C. Cancer Hospital*

### October

*UNC Men's Basketball Coach Roy Williams was honored for raising more than \$1 million for cancer research, treatment and prevention programs in the last five years. The funds have been raised through Coach Williams' annual Fast Break Against Cancer breakfast and the 2010 UNC Alumni Basketball game.*

### November

*A special recognition event honoring twenty-seven naming donors to the N.C. Cancer Hospital was held in November. The gifts, totaling \$4,055,000, are recognized on a beautiful donor wall in the main lobby of N.C. Cancer Hospital.*



Dear Friends,  
Everywhere we have looked over the past year, we have seen the new face of cancer care in North Carolina. Thanks to your generous gifts, these faces express hope, courage, compassion, determination, discovery and inspiration to every one of us who face cancer as patients, families, physicians, scientists and caregivers.

During 2009–2010, more than 4500 generous donors have given over \$7.5 million to help us make a difference for people with cancer in North Carolina and beyond. We know that cancer doesn't take a break in times of economic uncertainty, and this truly impressive level of support demonstrates that you know it too. Thank you.

At the heart of our success are our people. UNC Lineberger faculty are renowned researchers and nationally-known medical experts who offer the best care available anywhere to all North Carolinians. They are also compassionate caregivers whose commitment to caring for the whole person sets UNC apart. On page 11, you can read more about how one such experience prompted Rich and Marilyn Preyer of Hillsborough to establish a distinguished professorship.

Another aspect of the new face of cancer care is the N.C. Cancer Hospital, which has helped us deliver care to even more patients and to do more of the important research that helps get discoveries from the lab to the patient. The impact of the 29 naming gifts received this year on clinical research and expanded patient services can not be underestimated. We are particularly grateful for the generosity of

sanofi-aventis, whose \$2 million gift puts the N.C. Cancer Hospital endowment in a position to build for future success.

I must also mention how fortunate we are to have a tremendous Board of Visitors and a dedicated cadre of volunteers throughout the state. Community volunteers have created more than 30 special events from the mountains to the coast to raise money for cancer research, treatment and prevention.

Behind every dollar given to UNC Lineberger is a story — and both those dollars and those stories remind us how valuable each and every donor is to us. A few of those stories are highlighted in this honor roll, and I hope they inspire you as they do me.

We are mindful of our responsibility to do more with limited funding and our strategic priorities help us be good stewards of your gifts, investing private dollars wisely to accelerate the pace of discovery and the delivery of improved treatments to the patients who need them. Some of those breakthroughs are also featured in this report.

As always, thank you for your confidence in us and the trust that you place in us by entrusting us with your donations. We hope we can count on your continued support as we work every day to ensure that more stories of hope are told.

Sincerely,

H. Shelton Earp III, M.D.  
*Lineberger Professor and Director*  
*Professor of Medicine and Pharmacology*

#### **December**

*sanofi-aventis Chief Executive Officer Chris Viehbacher presented a gift of \$2,000,000 to support the N.C. Cancer Hospital in the pursuit of new and innovative clinical research and expanded patient services. In recognition of their generosity, the N.C. Cancer Hospital's conference center was named "The sanofi-aventis Conference Center."*

#### **April**

*Marilyn and Rich Preyer of Hillsborough, N.C. committed \$1 million to establish "The Richardson and Marilyn Jacobs Preyer Distinguished Professorship for Breast Cancer Research" at UNC Lineberger Comprehensive Cancer Center. The gift will be matched with \$500,000 from the state of North Carolina.*

#### **June**

*The UNC Lineberger Board of Visitors, a group of 117 dedicated community leaders from throughout the state and region, led the way with 97% participation and gifts and pledges of over \$2,165,000.*

#### **May**

*Through the tireless work of hundreds of volunteers, UNC Lineberger raised almost \$600,000 from over 30 special events throughout the year.*

# N.C. CANCER HOSPITAL DEDICATION

On a beautiful September day, under a Carolina Blue sky, North Carolina Governor Bev Perdue, UNC President Erskine Bowles, and other dignitaries welcomed a crowd of more than 500 friends and supporters to the dedication of the \$180 million, 315,000 square foot N.C. Cancer Hospital.

More than triple the previous cancer clinic space, which was located in the 1950s-era Gravelly Building, the new hospital was funded by the state of North Carolina and designed with patients and families in mind. Completed ahead of schedule and under budget as an expansion of UNC Health Care's Chapel Hill campus, the hospital provides cancer patients and families with abundant natural light, easy navigation, public artworks by N.C. artists and top-notch amenities that facilitate both outstanding care and outreach across the state.



“We are enormously grateful to the people and state of North Carolina, whose investment in this hospital allows us to deliver the excellent care for which UNC is known in an environment that reflects the caring and pride we have in how we treat cancer patients and their families,” said William Roper, MD, MPH, CEO of the UNC Health Care System and Dean of the School of Medicine.

The hospital, clinical home of UNC Lineberger Comprehensive Cancer Center, boasts state-of-the-art imaging, an outstanding radiation oncology facility, specialized pediatric treatment space, a light-filled infusion area and inpatient facilities — including a special unit for bone marrow transplant patients.

In addition, patients and families benefit from the much-expanded Patient and Family Resource Center, part of UNC's Comprehensive Cancer Support Program, which provides educational materials, counseling and symptom management services, survivorship programs, yoga classes, relaxation, an expanded “Brighter Image” boutique providing wigs, scarves and other products, and a place for patients and families to relax.

The dedication ceremony, including ribbon cutting honors done by cancer survivors from across the state, was also streamed online to hundreds of viewers via the hospital's new state-of-the-art teleconferencing facilities.

“These high-definition videoconferencing capabilities allow teams of UNC specialists from various disciplines to talk with physicians across the state in real time, so that we can



*Top:* Cancer survivor Aaron Mervin cuts the ribbon as Gov. Perdue looks on

*Bottom:* Carolyn Sartor, MD, shared her experience as a patient and a physician

## THE NEW FACE of CANCER CARE



Visitors stop to read the stories displayed with each portrait. Due to popular demand, a portion of the exhibit will be permanently displayed in the corridor that connects the N.C. Cancer Hospital to the Neurosciences Hospital.

AT UNC LINEBERGER AND THE N.C. CANCER HOSPITAL, we are thrilled to have a wonderful new facility to better serve our patients. But we also know that the building and its technology are only part of the story. For us, the real face of cancer is the human face—full of grace, dignity and determined will. That’s the idea behind our celebratory photo project: The New Face of Cancer Care.

Through the generosity of N.C. photographers Tamara Lackey, Rachel Garrison and Neil Boyd, more than 60 patients, families, survivors, scientists, caregivers, nurses and physicians were photographed at the N.C. Cancer Hospital. Large canvases of the photos have been displayed in the hospital and at other venues, including Durham’s American Tobacco Historic District’s Strickland Gallery.

*“During this project I came to understand that this group of doctors, nurses, staff, and patients, at various stages in recovery, truly functions as a team. On more than one occasion during shooting, we had an overlap where participants struck up a conversation, sharing hugs and words of encouragement. I found those exchanges very moving.”*—Rachel Garrison, photographer

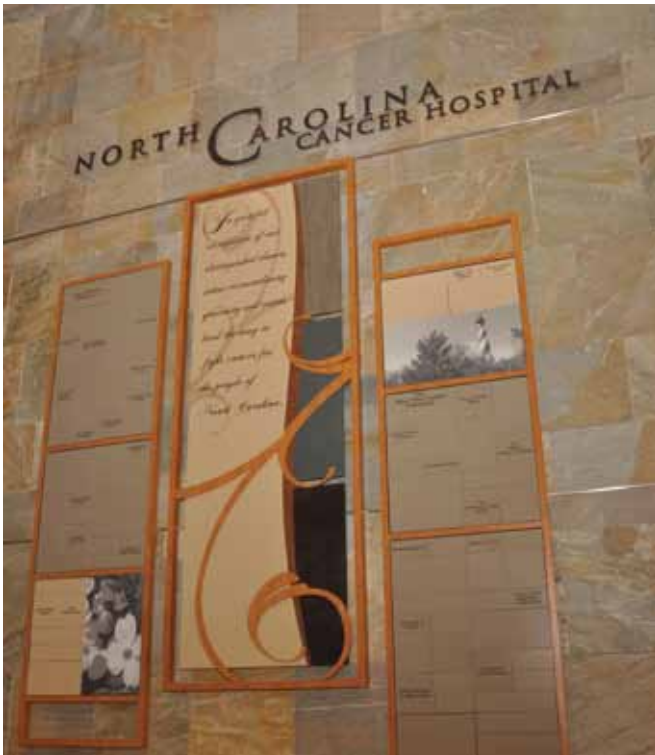
All of the photos and stories are available online at a special photo gallery web site: <http://thenewfaceofcancercare.org> — also available by clicking on the icon on the UNC Lineberger web site. This interactive gallery is a place where others can share their photos, images and stories of courage, strength and hope. We invite you to visit today — read the stories and provide a tribute to someone special.

collaborate with them to develop the best, individualized treatment plans for each patient—an approach that has been shown to improve patient care,” said Richard M. Goldberg, MD, the N.C. Cancer Hospital’s Physician-in-Chief.

“The ability to collaborate across the state is central to our Hospital’s and Center’s role,” notes Shelton Earp, MD, Director of UNC Lineberger Comprehensive Cancer Center.

“Our clinicians and scientists are working together to make exciting discoveries. However, this progress is meaningless unless we can make it available to North Carolinians through clinical trials in collaboration with centers and physicians throughout the state. Partnerships help us hasten the translation of new laboratory findings into patient care. The new hospital and network will provide more patients with access to the very latest advances,” he said.

# PRIVATE SUPPORT *for the* NC CANCER HOSPITAL



The state's generous investment in improving cancer care is being enhanced through private support. To date, 27 naming gifts totaling \$4,055,000 have been made to support the N.C. Cancer Hospital.

Because the facility was completed under budget and debt free, these gifts will not be used for ongoing operational expenses, but will be strategically invested to support start-up funding for unique and expanded patient and family services and to enhance innovative, early phase clinical research.

"We can't begin to express our gratitude both to the state and to our generous donors, whose investments help us provide the exceptional services that our patients deserve. Their gifts to the N.C. Cancer Hospital endowment funds will ensure perpetual support for these important priorities," said Shelley Earp, MD, UNC Lineberger Director.

These generous donors have been recognized on a beautiful donor recognition wall located in the main lobby of the N.C. Cancer Hospital. The donor recognition wall was unveiled at a special ceremony on November 8, 2009.

## *2009–2010 N.C. Cancer Hospital Gifts*

### **\$2,000,000**

sanofi-aventis to name the N.C. Cancer Hospital Conference Center

### **\$100,000**

Anonymous gift to name the Meditation Room

Mr. and Mrs. William E. Graham III to name the lobby of the Patient and Family Resource Center

### **\$50,000**

Coach Sylvia Rhyne Hatchell to name the classroom in the Pediatric Oncology Clinic

Dr. and Mrs. Donald L. Henson to support the N.C. Cancer Hospital Clinical Endowment Fund

Mrs. Jan N. Stedman to support the N.C. Cancer Hospital Clinical Endowment Fund

### **\$30,000**

Mr. and Mrs. John A Taylor to support the N.C. Cancer Hospital Art Collection

### **\$25,000**

Mr. and Mrs. George Rountree III to support the N.C. Cancer Hospital Patient Support Endowment Fund

Mr. and Mrs. Frank H. Livingston to name a mammography waiting room in honor of Harriet Livingston



## sanofi-aventis supports innovation at the N.C. Cancer Hospital

Bringing new cures to market requires a collaborative effort between universities and companies, doctors and patients, scientists and medical professionals, according to sanofi-aventis Chief Executive Officer Chris Viehbacher. In December 2009, sanofi-aventis U.S. committed \$2 million toward the N.C. Cancer Hospital Endowment, which helps support the institution's clinical research and many patient programs.

"This investment in the N.C. Cancer Hospital is a tremendous expression of belief and confidence in our faculty, scientists and staff, and their track record of success in fighting cancer in North Carolina and the nation. This gift will support critical clinical research and program enhancements that will directly benefit cancer patients — both today and for years to come," said William L. Roper, MD, MPH, Dean of the School of Medicine, Vice Chancellor for Medical Affairs and Chief Executive Officer of the UNC Health Care System.

"sanofi-aventis is honored to offer support to the N.C. Cancer Hospital in their pursuit of new and innovative research and expanded patient services," said Chris Viehbacher. "sanofi-aventis has been committed to supporting clinical research in key therapeutic areas with a focus on oncology for

more than 50 years. This donation is another example of the company's steadfast commitment to advancing research and helping patients in this area."

In recognition of the donation, N.C. Cancer Hospital named the facility's advanced telecommunications conference center "The sanofi-aventis Conference Center." Located off the main lobby, the four-room suite of conference rooms is the hub of multidisciplinary care, interdisciplinary communication, and outreach from UNC to the state and beyond — allowing UNC physicians to collaborate in real-time with referring physicians across the state.

In thanking sanofi-aventis for its support, Physician-in-Chief of the N.C. Cancer Hospital, Richard M. Goldberg, MD, noted, "With this announcement coming on the heels of good news from the National Cancer Institute about declining cancer rates, it is fitting to recognize that both our organizations work very hard to create knowledge that provides new hope and opportunities for people diagnosed with cancer. This gift will help us do more for the people of North Carolina."

## Coach Sylvia Hatchell Makes Gift for Kids with Cancer

More than 1,000 career games and 35 seasons of coaching make UNC Women's Basketball head coach Sylvia Hatchell one of the most experienced educators on the UNC campus.

That's just one reason why the N.C. Cancer Hospital's Pediatric Oncology Classroom, part of the Hospital School at UNC, will be named in honor of her \$50,000 commitment to the N.C. Cancer Hospital Pediatric Oncology Endowment Fund.

"One of the things I've learned is that winning is better when you've had to overcome some challenges along the way. I can't think of a group that helps people rebound from cancer — one of life's big challenges — better than UNC Lineberger and the N.C. Cancer Hospital," said Hatchell.

"It makes me so happy to support what our UNC doctors and staff are doing for kids and I hope that kids who use the classroom will feel a connection to everyone in the Tar Heel family who is pulling for their recovery."

"Taking care of children with cancer is a true multidisciplinary effort and the Hospital School at UNC is an integral part of the care of our patients. To support this effort, the school and our families, I can't imagine a better room to be named in recognition of a person as synonymous with UNC as Coach Hatchell. I am deeply appreciative of her support of young people who — despite the challenge of cancer— are trying to achieve their goals," said Stuart Gold, MD, chief of the division of pediatric oncology.

"Creating what may be the only classroom of its type in the country in a pediatric cancer clinic is just one example of how the team tries to maintain normalcy during a difficult time in the lives of our patients. We are very grateful for Coach Hatchell's support of this effort," said Ellen Holody, one of the Hospital School teachers who works with the program.



Coach Hatchell and Governor Bev Perdue enjoy the N.C. Cancer Hospital Dedication



# PRIVATE SUPPORT *for the* NC CANCER HOSPITAL

## UNC Oncology Faculty and Staff Give Sculpture

Faculty and staff who work in the N.C. Cancer Hospital are proud of their new home, particularly since the facility was designed with input from many of them and reflects their commitment to outstanding patient care.

“While this commitment is reflected every day by each employee in the work we do, some physicians and staff wanted to make a tangible contribution to the hospital, which will remain as a permanent part of the facility,” said Dr. Richard Goldberg, the N.C. Cancer Hospital’s physician-in-chief.

More than 55 faculty and staff members donated funds to commission the sculpture, *Balancing Act*, created by artist R.T. Morgan. The sculpture has been installed at the heart of the new hospital, in the atrium adjacent to the waiting areas for the multidisciplinary clinics on the hospital’s second floor.

“The atrium helps bring the outside environment into the heart of the hospital and is visible from the clinic waiting areas, the infusion floors and the inpatient rooms. This piece of art provides a focal point for this space,” said Goldberg.

“People tell us that the N.C. Cancer Hospital doesn’t feel like a hospital, and we hope to carry this atmosphere into the outdoor areas,” he added.

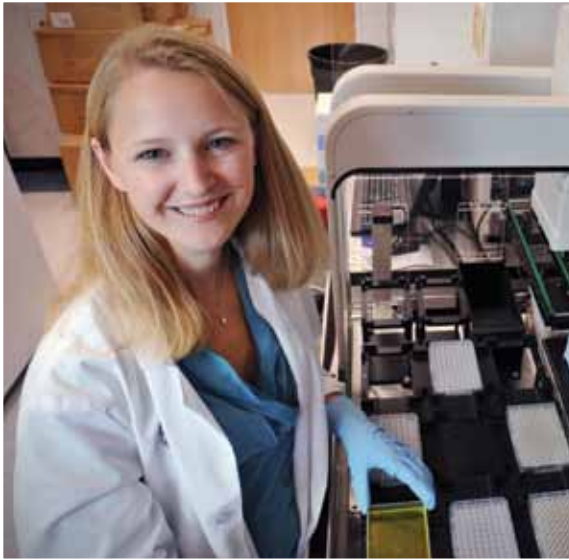
“We recognize that our faculty and staff go above and beyond their job descriptions every day. Contributions to the sculpture project are just one way that some of our employees have chosen to express their dedication to the work we do here and we recognize that others carry out this commitment in different ways,” he noted.

The artist, R.T. Morgan, says his concept for the steel-framed sculpture came from 13 years of stone carvings. “*Balancing Act*’, though next to impossible in stone, lent itself perfectly to steel. With sweeping lines, a pleasing presence and just a touch of ‘How do they do that?’ the sculpture is exactly what its name implies.”



2009 – 2010

## UNC LINEBERGER MAJOR GIFTS



*Top Right:* UNC Lineberger Member Matt Redinbo, PhD, professor and chair, Department of Chemistry and professor, Department of Biochemistry & Biophysics works to develop small-molecule to cell-based methods to improve anticancer chemotherapeutics.

*Bottom Left:* Angelique Whitehurst, PhD, a UNC Lineberger member and assistant professor of pharmacology researches what goes on in cells to make tumors grow and has helped develop a screening test for certain genetic signatures that may indicate response to chemotherapy.

*Photos by Dan Sears*

Major gifts are critical to the cancer center's ability to attract the best faculty, generate cutting-edge research, provide enhanced patient care, and ultimately, find the cures for cancer. We greatly appreciate the following donors who have made generous major gifts this year.

**\$200,000**

Mr. and Mrs. George W. Loewenbaum for Pre-Clinical Drug Testing

**\$100,000**

Mr. G. Waring Boys, Jr.\* and Mrs. Elizabeth C. Boys for New Ideas in Cancer Research

The Titmus Foundation, Inc. for Early Phase Clinical Trials

**\$60,000**

Dr. and Mrs. Michael A. Stegman for the Nancy W. Stegman Fund for New Ideas in Cancer Research

**\$30,000**

Mrs. Nancy Sample to establish The Murphy and Nancy Sample Endowment Fund for Prostate Cancer Research in memory of her late husband Murphy

**\$25,000**

Mr. and Mrs. Lovick P. Corn to establish the Lovick P. Corn Endowment Fund for New Ideas in Cancer Research

Mr. and Mrs. James E. Clement, Jr. for New Ideas in Cancer Research

Mr. Philip M. Kaufman to establish the Philip K. Kaufman M.D. Fund for the Bone Marrow Transplantation Program

Drs. Martin J. and Ann Murphy for New Ideas in Cancer Research

*\*deceased*

*Seed Grant Enables Benchmark Study of Tobacco Use Treatment at NCI Centers*

Imagine that you are a doctor who treats cancer patients every day at a leading academic medical center. In the course of evaluating your patients, you find that many of them — despite being diagnosed with cancer — are current smokers.

What do you do then? You're not an expert in health behavior change or smoking cessation — how can you help your patients find the resources to quit at a time when they might have more incentive to do so than any other time in their lives?

That's the scenario that many doctors, even those at National Cancer Institute member institutions, face according to Adam Goldstein, MD, of UNC's Department of Family



Adam Goldstein, MD

Medicine, who presented findings from a national study he conducted regarding tobacco use treatment at National Cancer Institute (NCI) designated Cancer Centers.

Goldstein notes that many people automatically assume that top-notch smoking cessation programs exist at nationally-known cancer centers — but

they're often wrong. The problem, he notes, is partially a result of a traditional division of responsibilities between primary care physicians — who routinely do this kind of health behavior counseling — and specialists who are focused on one health problem.

That's why, he says, top cancer centers need to have effective smoking cessation programs in place and why the NCI has created a steering committee for Tobacco Use Treatment. Goldstein is a member of this steering committee, and recently presented the findings from a research project he and colleagues at UNC took on to determine what is being done at NCI-designated centers cross the country to more than 100 attendees from 45 cancer centers.

“This research project was started as a UNC Lineberger Seed Grant. Thanks to this funding, UNC is able to help lead the field of tobacco use treatment and we are being consulted regarding the characteristics of model programs, funding options, mechanisms for informing cancer center staff about the importance of talking to patients about tobacco cessation and available resources and ongoing research about the effectiveness of these programs,” he said.

**DONORS TO SEED GRANT FUNDS**

UNC Lineberger's Seed Grant Program, established in 1986, gives researchers the opportunity to develop novel ideas for cancer treatment, early detection, and prevention. This year, seven researchers received funding. Their projects ranged from improving head and neck cancer therapy to techniques using gene regulation to fight cancer.

Mr. W. Vernon Averett  
Mr. and Mrs. Stephens L. Baldwin, Jr.  
Mr. and Mrs. Victor E. Bell III  
Mr. and Mrs. George S. Blackwelder, Jr.  
Ms. Joan P. Boone  
Mr. G. Waring Boys, Jr.\* and Mrs. Elizabeth C. Boys  
Carter Foundation, Inc.  
Mr.\* and Mrs. W. J. Carter  
Mr. and Mrs. John A. Cates  
The Cemala Foundation, Inc.  
Mr. and Mrs. James E. Clement, Jr.  
A. E. Finley Foundation, Inc.  
Mr. and Mrs. Edward S. Finley, Jr.  
Mr. Joseph W. Grier, Jr.

The Betty and Clarence Griffin, Jr. Endowment  
Mr. and Mrs. Lawrence W. Harris  
The Ladies Auxiliary to V.F.W., Dept. of NC  
Mr. and Mrs. Henry H. Massey, Jr.  
A. W. McAlister Foundation, Inc.  
Dr. and Mrs. Hamilton W. McKay, Jr.  
Mr. and Mrs. Bryan Morris  
Mr. and Mrs. Thomas L. Odum  
Mrs. William G. Pappas  
Ms. Josephine Ward Patton  
Mrs. Allen W. Post, Jr.  
Mr. and Mrs. William H. Rogers  
Mrs. Nancy W. Sample  
Mrs. Pearl Schechter, Schechter Foundation

Mr. and Mrs. Cecil W. Sewell, Jr.  
Mr. J. Troy Smith, Jr.  
Mr. and Mrs. Joseph W.L. Stanley  
Mr. and Mrs. Verner E. Stanley, Jr.  
Dr. and Mrs. Michael A. Stegman  
Dale and James Strickland  
Drs. Chris M. and Lillian M. Teigland  
Triad Golfers Against Cancer  
Mr. William D. Whisenant and Ms. Kelly L. Ross  
Mr. and Mrs. S. Montgomery White, Jr.  
Mr. and Mrs. Charles M. Winston, Sr.  
Mr. M. Rhem Wooten, Jr. and Ms. Kathy J. Farley

\*deceased

# UNC Lineberger Comprehensive Cancer Center

## 2009–2010 HONOR ROLL OF DONORS

UNC Lineberger is proud to have the support of the 4,508 donors who helped us raise more than \$7,540,900 this year!

Your generosity impacts the work we do in places as diverse as laboratories, communities, clinics and hospital rooms, making a difference for cancer research, prevention and treatment. Thanks to you, we are able to serve cancer patients, their loved ones and the entire state. Because of your vision, we are building better tomorrows for those who will be diagnosed with cancer in the future — in North Carolina and beyond.

The lists in this honor roll record the names of those who led the way with gifts and pledges of \$100 or more to UNC Lineberger this year (July 1, 2009 – June 30, 2010).

Those generous supporters who have been members of the Lineberger Club (contributing at least \$1,000 annually) for 10, 15, 20 and 25 years are noted in this honor roll. We are especially grateful for their loyalty to UNC Lineberger and their dedication to the fight against cancer.

### Director's Circle (\$25,000+)

\$2,000,000

sanofi-aventis

\$1,000,000

Mr. and Mrs. L. Richardson Preyer, Jr.

\$250,000–999,999

The Estate of Frances H. Supper

The V Foundation for Cancer Research — 10y

\$100,000–249,999

Anonymous

The Estate of Katherine B. Andrews

Mrs. Elizabeth C. Boys and

Mr. G. Waring Boys, Jr.\* — 10y

Mr. and Mrs. Lovick P. Corn

Mr. and Mrs. William E. Graham III

Mr. and Mrs. Lee A. Henningsen — 10y

The Estate of Joan J. Hill

Mr. and Mrs. George Walter Loewenbaum

The Mary Claire Satterly Foundation

The Titmus Foundation, Inc. — 20y

\$50,000–\$99,999

The Carlson Family Foundation

Coach Sylvia Rhyne Hatchell

Dr. and Mrs. Donald L. Henson

Mrs. Jan N. Stedman

Dr. and Mrs. Michael A. Stegman

Triad Golfers Against Cancer

\$25,000–\$49,999

Atlantic Corporation of Wilmington

Blue Cross Blue Shield of N.C.

Mr. and Mrs. James E. Clement, Jr.

Mr. and Mrs. Thomas J. Hall

Mr. Philip M. Kaufman

Mr. and Mrs. Frank H. Livingston

John D. and Catherine T. MacArthur

Foundation

Mr. Owen Mitchell

Drs. Martin J. and Ann Murphy

Mr. and Mrs. George Rountree III

Mrs. Nancy W. Sample

Mr. and Mrs. Eddie C. Smith, Jr. — 10y

Mr. and Mrs. John A. Taylor — 10y

### Director's Club (\$10,000–\$24,999)

Mr. and Mrs. Robert A. Baillie — 10y

Bank of America

Bassett Furniture Industries

Ms. Heather A. Bergeron

Mr. and Mrs. George S. Blackwelder, Jr. — 10y

Dr. M. Robert Blum

Mr. and Mrs. Stephen A. Capps

Carolinas Wireless Association

Mr.\* and Mrs. W. J. Carter, Jr.

The Cemala Foundation, Inc. — 10y

Chapel Hill Breast Cancer

Research Foundation — 10y

Chapel Hill Herald

Mr. and Mrs. G. Munroe Cobey

Ms. Elizabeth Winter Cohen

Mr. and Mrs. Herman Cone III — 10y

Curtis Media Group, Inc

Mr. and Mrs. Butch Davis

A. E. Finley Foundation

GlaxoSmithKline

Mr. Joseph W. Grier, Jr. — 15y

The Estate of Agnes B. Griffin

Grubb Holdings

Mr. and Mrs. Lawrence W. Harris — 15y

Sheila and Nat Harris — 15y

The Seby B. Jones Family Foundation — 10y

Mrs. Ae Rim Kim

Laboratory Corporation Of America

LC Squared Inc.

Long Beverage, Inc.

Kate MacIntyre Foundation

National Institute of Environmental

Health Sciences

PPD

The Estate of Caroline M. Punte

Mr. and Mrs. Cecil W. Sewell, Jr. — 10y

Skanska USA Building Inc.

Sports Endeavors

Dale and James Strickland — 20y

Mrs. Rebecca S. Thompson

Mr. and Mrs. Jeffrey K. Tillman

Mr. and Mrs. John C. Williams, Sr.

Wren Foundation Inc.

Zeta Tau Alpha Foundation, Inc. — 10y

Zimmer Gunsul Frasca Architects LLP

### Lineberger Leaders (\$5,000–\$9,999)

Affiliated Engineers, Inc.

Mr. and Mrs. Douglas E. Anderson — 15y

Dr. and Mrs. Gerald W. Arney — 10y  
AT&T

Mr. W. Vernon Averett

Mr. and Mrs. John E. Bailey, Jr.

Mr. and Mrs. Stephens L. Baldwin, Jr. — 10y

Bell Family Foundation

Mr. and Mrs. Victor E. Bell III

Munroe Best Foundation, Inc.

Mr. and Mrs. B. Mayo Boddie, Sr. — 10y

Mr. and Mrs. Nicholas B. Boddie,

Bryanna Foundation

BookMark My Word

Ms. Joan P. Boone — 10y

Mr. Francis C. Brantley, Jr.

Cafe Carolina and Bakery

The Carolina Inn

Carter Foundation, Inc. — 15y

Mr. and Mrs. John Allen Cates

Ms. Susan B. Coppedge

Mr. and Mrs. Chris W. Cox

Ernst & Young Foundation Matching

Gifts Program

Mr. and Mrs. Edward S. Finley, Jr. — 15y

GlaxoSmithKline Foundation Matching

Gifts Program

The Betty and Clarence Griffin, Jr.

Endowment

Dr. and Mrs. Bernard Gutterman

The Michael W. Haley Foundation, Inc. — 15y

Mia Hamm Foundation

Mrs. Alice L. Harney — 15y

Ms. Lily I. Hsu

Mr. and Mrs. Thomas W. Hudson, Jr. — 10y

IBM Matching Gifts program

Mr. and Mrs. Rodney L. James

Mr. and Mrs. Earl Johnson, Jr. — 10y

Mr. and Mrs. Kenneth B. Lee, Jr.

Mr. Rodney M. Long

Mr. and Mrs. Henry H. Massey, Jr. — 15y

The A. W. McAlister Foundation, Inc. — 15y

Mr. Dennis M. McGill and

Ms. Edwina D. Woodbury — 10y

*\*deceased*

#### THE NEW FACE

of

#### POSSIBILITY



“In January 2000, as Chapel Hill shut down due to 14 inches of snow and our neighborhood lit up with sledding possibilities, we marveled at the innocence of it all... Sadly, the piled snow — treacherous in spite of its appearance — became a metaphor for the deep journey we would begin. After waiting for the snow to clear and disbelieving that at 42 I could have a lump in my breast; we found our path to UNC. Scared, breathless but hyper focused, I faced a battery of tests and a dire prognosis. And then, beautiful as that snowfall, in walked a doctor, who was full of confidence, compassion and possibility,” recalled MARILYN PREYER of Hillsborough.

That visit was the beginning of a very special relationship with her oncologist, Lisa Carey, M.D. From day one, Dr. Carey was direct, and she told Marilyn she had a fighting chance. Together

Marilyn, her husband Rich and their three children navigated a long tough road. Today Marilyn is cancer-free, and credits Dr. Carey and the wonderful team of physicians and researchers at UNC Lineberger. As Marilyn explained “Although I had cancer invading my cells, my DNA told me I was in excellent hands.”

In appreciation, the Preyers have committed \$1 million which will be matched with \$500,000 from the state of North Carolina to establish The Richardson and Marilyn Jacobs Preyer Distinguished Professorship for Breast Cancer Research at UNC Lineberger Comprehensive Cancer Center. Appropriately, the first recipient of this professorship will be Dr. Lisa Carey, who in addition to being Marilyn’s oncologist is an internationally-recognized breast cancer clinical researcher.

Dr. Carey was recently named UNC Lineberger associate director for clinical science and serves as medical director of the UNC Breast Center. “Dr. Carey is an outstanding physician-scientist whose compassion as a doctor is rivaled only by her scientific insight. The Preyers’ investment in establishing this distinguished professorship is a fitting way to recognize her record of collaboration, scholarship and exceptional clinical leadership,” said Shelton Earp, MD, UNC Lineberger Director.

When announcing this gift in May 2010, Marilyn told Dr. Carey, “Someone, whom I love and lost this year, always told me ‘knowledge is your greatest capital.’ It brings our family such honor to share our small contribution to expand your vast knowledge, for the benefit of the public of North Carolina.”

“I am very grateful to Marilyn and Rich for recognizing the past accomplishments and future potential of UNC’s breast cancer research program through this generous gift,” said Carey.

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THE NEW FACE  
of  
INVESTMENT



For MARTY AND ANN MURPHY of Durham there was never a question of where — or whether — they would invest in cancer research. Their business is to have the pulse of the global cancer community. Dr. Martin (Marty) Murphy is the head of the CEO Cancer Roundtable, a global think tank comprised of major corporate leaders with an interest in cancer. Dr. Ann Murphy is publisher of *The Oncologist* and *Stem*

*Cells*. *The Oncologist* is a monthly international peer-reviewed journal for physicians devoted to cancer patient care. *Stem Cells* is the oldest journal in the fast-paced area of stem cells and regenerative medicine. The Murphys assert, “You invest in people not in institutions. Lineberger, with science-savvy leaders like Chancellor Thorp, Dr. Earp and Dean Roper create an environment where creativity and innovation flourish.”

To the Murphys, cancer is a pandemic. They believe that making progress in cancer research will change the course of our species. “Like every parent and grandparent we feel strongly about investing in our children’s future. We have a sense of honor and duty to work with people we hold in high regard. Faculty members like Drs. Lisa Carey, Hy Muss and Chuck Perou represent the best talent in the country. Dr. Rich Goldberg is a prime example of someone who has led clinical trials that have changed the course of treatment of GI cancers.” says Marty. For the Murphys and their family, investing in the work of these scientists is a powerful way of honoring and thanking them.

Marty and Ann reflect that while their focus is to conquer cancer through research and education, they also value the compassionate patient care at UNC. “To have the best in contemporary research is wonderful, but patients who come to the N.C. Cancer Hospital for care will always remember the comforting touch of human hands by caring faculty and staff.” For the Murphy family, that’s what makes UNC Lineberger a great cancer center deserving of recognition and investment from the international cancer community.

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THE NEW FACE  
 of  
 BOLDNESS



Donning a hard hat and protective gear, SUSAN HUDSON was among the first to tour the building site of the N.C. Cancer Hospital, then under construction. It took a bold visionary to appreciate what wonders the space would ultimately hold. A task that proved to be no challenge for Susan, who immediately noted: “I have a sense this place is poised to take on the cancer battle for people of our state. The building exudes strength and power, just like the people who will fill its clinics and rooms in a few months.”

No stranger to the plight of cancer patients, Susan will never forget the heartbreaking weeks and months by her mother’s side as she was dying of pancreatic cancer. It became important to Susan and her children to play a part in finding answers to this devastating disease.

A native of Wilson, Susan is known for her passionate support of many causes. She was a pioneer in establishing a domestic violence center in Wilson. For years, her own home served as a sanctuary for battered women and their children fleeing abusive relationships. The community turned to Susan for help with many important projects, including restoration of historic buildings. There is even a marine biology exploration vessel trolling the coast of eastern North Carolina that bears Susan’s name.

When UNC Lineberger turned to Susan for support of its research efforts, she did not hesitate for long. Always up to speed on the latest breakthroughs in the cancer arena, Susan and her family had looked at several cancer centers as prospective beneficiaries. After meeting with Dr. Shelley Earp and other faculty members, they felt strongly that UNC Lineberger was a “rising star” worthy of investment. Susan remarks that “there are many fine cancer institutions, but what puts Lineberger in a league of its own is their bold approach to finding cures. Add to the equation talent, determination and optimism and you have a formula for success that I for one, want to get behind. A big plus for us is that Lineberger has a culture of collaboration, internally as well as with other centers.”

In a timely gesture to support future scientific leaders, Susan and her family gifted a life insurance policy intended to underwrite research by talented investigators at a critical stage in their discovery process. The Hudson family’s intent to shore up promising research is indeed a bold move to boost “rising stars” to further heights in their quest to find cures for cancer.



NANCY SAMPLE of Elizabeth City, NC doesn't see herself as anyone special — she just wants to do what she can to help find a cure for pancreatic cancer.

Mrs. Sample gave her first small contribution to UNC Lineberger in January, 2006 — a gift to show her support for a cause she believed in.

Her life soon changed when her husband, Murphy, was diagnosed with pancreatic cancer.

Murphy had noticed a pain in his back, and because he had had coronary bypass surgery a few years earlier, he sought help from his cardiologist. He was told that it was his gall bladder but he sought a second opinion. A

surgeon in Norfolk diagnosed him with pancreatic cancer. In his eighties, Murphy was told that he was too old for surgery. His surgeon referred him to UNC. He was on chemotherapy for nearly a year but passed away in November 2008.

Mrs. Sample set up the Murphy and Nancy Sample Seed Grant for Pancreatic Cancer Research. She feels that medicine has made great advances in so many things, but there isn't enough known about pancreatic cancer. She likes the idea of funding research that is in early stages and might not get the chance to progress without private support.

While the gift to UNC Lineberger carries her husband's name, Mrs. Sample thinks it's more important that her support creates possibilities for new therapies for pancreatic cancer research so that others won't perish.

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THE NEW FACE  
 of  
 FAMILY



For LISA JACKSON and her mother, HARRIET GRIMM of Pinehurst, cancer has loomed big as a family legacy to be reckoned with. Both are ovarian cancer survivors and both were treated by the UNC Lineberger physician they adore: Dr. Wesley Fowler. Harriet's mother and Lisa's grandmother died of advanced breast cancer. Intent on altering the course of women's cancers and in gratitude for their care, Lisa and Harriet each chose to make UNC Lineberger a beneficiary of their trusts. In doing so, they hope to inspire other mothers and daughters to follow in their lead.

In part due to family history, Lisa and Harriet always made it a point to be well informed on health issues. They enjoy a healthy life style and stay on top of the latest in cancer research and

prevention. Recognizing that ovarian cancer is often difficult to detect until it has advanced, they feel fortunate to have been diagnosed early and to have benefited from Dr. Fowler's excellent treatment. They have enjoyed a cancer free life for several years now and realize they have been blessed.

Lisa and Harriet's zest for life is felt by everyone in their circle of friends and family. They have good reason to live each day to the fullest, and it shows in their upbeat attitude, laughter and love for each other. Family bonds take on a special meaning for them and they treasure time together and with devoted husbands and adoring dogs.

It's not surprising that their wish is for all women to know the symptoms of ovarian cancer and to act on that knowledge. "So much needs to be done in the areas of education, screening and to accelerate the exciting research now in progress. People like us who wish to invest in these efforts have an unprecedented opportunity to support these promising advances that will improve the outlook for women and their families," reflects Lisa.

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THE NEW FACE  
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DISCOVERY



MARY AND ARTHUR CLARK of Chapel Hill are both explorers. Over a lifetime, Mary, an accomplished artist, has explored the museums here and abroad to study and copy the techniques of artists from around the world. Closer to home, she has trained many of North Carolina's most accomplished contemporary artists. Arthur has been to both the North and South Poles and points around the globe. He travelled extensively while in the Air Force, eventually earning the rank of two-star general. Over the past thirty years he has explored all seven continents in order to satisfy a lively curiosity about the world that persists during his retirement.

Although both Clarks are not afraid to be entrepreneurial, Arthur says he followed the advice that Dr. Bill Friday gave him when he retired: "For the first six months just say no." The Clarks were drawn to UNC Lineberger, becoming members of the Board of Visitors in 1985 and, like many of the community leaders present during the Cancer Center's formative years, embraced the mission from day one.

Over the past 25 years the Clarks have invested in many ways, supporting annual operations, special campaigns and making a planned gift. When their daughter-in-law, Irma M. Parhad, was diagnosed with colon cancer, their involvement became more personal. Parhad, a medical professor at the Calgary Medical Center in Alberta, faced her illness with tenacious courage, but lost her life at a young age. When the Lineberger research building was being completed in the early 1990's, the Clarks decided to name the Cancer Center Director's Office in her memory.

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THE NEW FACE  
of  
FRIENDSHIP



Barbara Wiedemann and Dave Brumitt met in 1997, married two years later, and had a wonderful life together. They traveled the globe, bicycled through North Carolina and entertained friends with their cooking. In winter of 2002, at the age of 56, Dave was diagnosed with adenocarcinomal esophageal cancer. He underwent surgery the day after a 100-mile bike ride, and fought tenaciously through a five-month recovery. When his cancer returned, he and Barbara decided to pull out all the stops. They bought

two Harley-Davidson motorcycles and rode all over the state. They traveled with friends. Unfortunately, less than two years after his diagnosis, Dave succumbed to the disease.

In 2003, Barbara decided to set up a fund at the Triangle Community Foundation in Dave's memory to support esophageal cancer research. And Barbara and Dave's friends decided they really ought to go on a bike ride again, in Dave's honor. So the Frostbite Tour for Dave was born! The idea of a long bicycle trip in February is a bit offbeat, perhaps, but as Barbara says, "It's the kind of thing that Dave really would have liked, and the idea of using it to help in cancer research would have appealed to him."

THE FROSTBITE TOUR FOR DAVE travels a route through Johnston, Wake and Nash counties to raise money to support research to prevent and cure esophageal cancer. The first ride in 2004 drew 90 riders; the latest in 2009 attracted more than 300.

Through The Frostbite Tour more than \$70,000 has been raised to support the research of Nick Shaheen, MD, MPH, a physician-researcher at UNC Lineberger. Dr. Shaheen's research focuses on improving the standard of care of patients with cancer of the esophagus. He is pioneering new, less-invasive, treatments for a precancerous condition, called Barrett's esophagus, which can develop into cancer if left untreated.

"Dave would be humbled by the outpouring of riders and the contributions raised," said Barbara, who is married to Chris Fitzsimon. "We're pleased to support Dr. Shaheen's cutting-edge research."



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Dr. Alice Garrett of Raleigh and her daughter, Chaunte, say that Drs. Neil Hayes and Mark Weissler “move like angels.” Alice’s husband, and Chaunte’s father, Bobby, was treated at UNC Lineberger for throat cancer. He died in 2008, and his family organized a gospel sing in December of 2009 to raise funds for throat cancer research.

Dr. Garrett explains, “We wanted to do something good to say ‘thank you’ and to support research for throat cancer. Our family strongly believes, ‘to whom much is given, much is expected.’ So many wonderful people were involved in his care, and we are very grateful to them and to God.”

Ms. Garrett said, “We had never heard of this type of cancer until my father was diagnosed. We want to increase awareness of this cancer and to contribute to research.”

Mr. Garrett was first diagnosed in 1997 with laryngeal cancer and underwent radiation therapy. His cancer recurred a few years later, and he came to UNC Lineberger. The tumor was fast growing, so Dr. Weissler performed surgery the day after Christmas. Garrett made a complete recovery and was back to his favorite sport, fishing, for several years, when he experienced familiar symptoms. This surgery involved a tracheotomy, but again Garrett overcame this obstacle. At the next recurrence the tumor was deemed inoperable, so Dr. Neil Hayes recommended chemotherapy. A series of infections led to Mr. Garrett being admitted to the hospital where he died on December 1, 2008.

A year later, his family held the Esophageal Cancer Benefit Concert at the St. Matthew AME Church in Raleigh. Proceeds from the concert and sale of pins depicting Bobby’s praying hands were given to UNC Lineberger. Their son, Joseph Garris, a singer, performed during the concert with the Pleasant Union Church Men’s Choir. Dr. Hayes attended and spoke at the event. Dr. Garrett recalls, “My friends said, ‘We can’t believe Mr. Garrett’s doctor came,’ but Dr. Hayes is just that kind of person.” Dr. Garrett will be selling pins at her family reunion later this year, and plans are already underway to hold the next benefit concert event.

THE GARRETT FAMILY is working to increase public awareness of cancers of the throat. “We want people to know the symptoms, so they can get treatment early.”

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THE NEW FACE  
of  
AWARENESS



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THE NEW FACE  
of  
A LEGACY



KELLY DIXON lost her mother, Julie Davis Dixon, to a recurrence of breast cancer when she was 15. The Roanoke Rapids High School graduate decided in the fall of her senior year that all she wanted for Christmas was a Cure.

This became the theme of an effort that brought Kelly's community together. Through a walk-a-thon, bake sale, t-shirt and bracelet sales and a silent auction that Kelly put together when community members started donating items and services, the homecoming queen, four-year cheerleader and AP student raised \$8,000 for breast cancer research.

Julie Dixon was well-known in the community and worked as a nurse at the hospital. When Kelly started getting the word out about her project to raise funds for research in her mom's memory, her nursing school friends, colleagues and other community members stepped up.

"I used Facebook, text messages, a radio public service announcement, the

newspaper and a lot of fliers to get the word out," said Kelly. "Facebook was amazing. There is a page in my mom's memory and it helped me get information to everyone."

This came in handy the night before the walk, when Roanoke Rapids saw an unaccustomed snow storm. Using Facebook and text messages, Kelly pushed the time of the walk back from 8 a.m. to 10 a.m. Despite the time change — and the fact that half of the town was without power due to the storm — more than 50 people participated.

"I'm really proud of this young lady," said teacher Jan Tugwell, who served as Kelly's advisor on the project. "I would give her an idea about something to do to promote the event and the next day, she would have it done."

Kelly decided to give the proceeds to UNC Lineberger after researching several options. "I like that all of the funds go directly to research — that made it a no-brainer."

Leslie Williams, a nurse navigator with the UNC Breast Center, met with Kelly when she came to Chapel Hill to present the check to UNC Lineberger. "Julie was one of my first patients at UNC and she was amazing. She was very proud of Kelly and her sister and I see a lot of her in the way that Kelly is creating a legacy in her memory."

\* deceased

2009 – 2010

## UNC LINEBERGER EVENTS

### Annual Lineberger Club Luncheon

More than 300 people attended the 2010 Lineberger Club event on Saturday, January 16. The event recognizes Lineberger supporters who contribute \$1000 or more annually to UNC Lineberger's cancer treatment, research and prevention programs.

The highlight of the event was remarks by patient Dayton Cole, from Boone, NC. Dayton shared the story of his treatment for multiple myeloma at UNC by Dr. Don Gabriel, professor in the division of hematology and oncology. Dayton's wife, Cathy, and his daughters, Amy, Erin, and Sara, were also in attendance.

UNC-Chapel Hill's mascot, Ramses, mingled with the crowd. Guests enjoyed lunch at the Carolina Inn before watching the Tar Heel men's basketball team take on Georgia Tech.

The event was sponsored by **Lee Moore** and **Embarq** at the \$4,000 level and **Cafe Carolina** at the \$2,500 level.



Left: Featured Speaker Dayton Cole and his wife Cathy with Ramses and Dr. Tom Shea

Below: UNC Lineberger Board of Visitors members Emily and Henry Massey and Gerald Arney



Above: Betsy Boys, Janet Stikeleather, Pansy Morton

Right: Emily Booth, Tricia Martin, Doug Booth





## Fast Break Against Cancer

### *Coach Williams Raises over \$1 Million for Cancer Research*

In just five years, Coach Roy Williams has raised more than \$1 million for cancer research, treatment and prevention programs in our community. These funds have been raised through Coach Williams' highly successful Fast Break Against Cancer event, which was launched in 2004. Coach Williams also directed half of the proceeds from the sold-out 2010 UNC Alumni Basketball game to support UNC Lineberger Comprehensive Cancer Center.

Coach Williams was recognized for this significant milestone by UNC Lineberger director Dr. Shelley Earp at the 2009 Fast Break Against Cancer.

"Like our Tar Heels on the court, the researchers, doctors and caregivers at UNC Lineberger and the N.C. Cancer Hospital never stop fighting. We are touched and grateful for the outstanding support from Coach Williams for our efforts to bring the very best in cancer research, prevention and treatment to North Carolina and the world," said UNC Lineberger director Dr. Shelley Earp.

The 2009 breakfast celebrated the UNC Men's Basketball 2009 NCAA National Championship and the opening of the N.C. Cancer Hospital. More than 300 guests heard personal reflections on the toll cancer takes in people's lives by former UNC basketball player, member of the 1993 NCAA National Championship team and former NBA star Eric Montross. UNC Men's Basketball assistant coaches, coaching great Bill Guthridge and "voice of the Tar Heels" Woody Durham also participated.

Bidding was lively for one-of-a-kind live auction items including a pair of shoes signed by UNC All-American and National Championship MVP Tyler Hansbrough



Top: Shelley Earp presents a memento to Coach Williams marking \$1 million raised.

Above: Coach Williams, Brian Bersticker, Shelley Earp and Featured speaker Eric Montross.

(now playing for the Indiana Pacers), one of only 75 UNC basketballs autographed by all of the members of the 2008–2009 NCAA National Championship basketball team and coaches and a package for one person to attend a pre-game locker room team meeting, watch the game from the UNC bench and attend Coach Williams' post game press conference.

Coach Williams also presented surprise auction items for bid to attendees — two unique UNC basketballs signed by all of the living members of the Naismith Memorial Basketball Hall of Fame.

Event sponsors include **Atlantic Packaging** (\$25,000), **GlaxoSmithKline** (\$15,000), **AT&T**, **Blue Cross Blue Shield of North Carolina**, **The Carolina Inn**, **Curtis Media Group**, **Dixie Asset Management**, **Grady-White** and **Long Beverage, Inc.** (all \$10,000).

## Sixth Annual Tickled Pink Events Benefit UNC's Comprehensive Cancer Support Program

More than 300 people attended the sold-out sixth annual Tickled Pink luncheon held at the Pope Box in Kenan Stadium. Led by event co-chairs Jean Durham and Julie Amos Sermons, the event was a fun-filled success, featuring the Blue Cross Blue Shield Button Chair — a work of art with buttons representing women who have faced breast cancer with courage and strength. Breast cancer survivor Angela Jamison spoke to the capacity crowd about her cancer experience and about the book called *The Girls from Ames*. The book, by author Jeffrey Zaslow profiles the friendship of Angela and her girlfriends who grew up together in Ames, Iowa, and who have stayed in touch over the years.

The Tickled Pink at Twilight event chaired by Gail Fearing, also held at the Kenan Center Pope Box, attracted a high energy crowd of close to 250 people. Auction items included vacations to Wrightsville Beach and to Colorado, baseballs autographed by Derek Jeter and Alex Rodrigez, a stunning Old Well necklace and an Alexander Julian UNC shirt. Raffle items included restaurant gift certificates, sessions with a personal trainer, and a poster and photo signed by Davis Love.

The event was supported by presenting sponsors **Blue Cross, Blue Shield of North Carolina** and **UNC Health Care**. \$1,000 sponsors included **Capstrat, Inc., Coldwell Banker Howard Perry Walston** — whose employees helped serve at the Tickled Pink Luncheon, **Coleman Huntoon Charamut & Brown, PLLC, Jean and Woody Durham, Pat and Jack Evans, Gail Fearing, Galloway Ridge at Ferrington, Home Team Properties, Inc., Yvonne Knutson, Sue Neufeld, and UNC Athletics**. \$500 sponsors included **Bell Leadership and Kim Dawson, Realtor**.



From top: Featured speaker Angela Jamison with her family; UNC Lineberger Board of Visitors Chair Betty Ray McCain visits with Keith Amos, MD; Tish Rogers, Mary Ollila, Kim Norfleet Collie, Ginger Norfleet; Stephen Rich and Helene Hill show off autographed baseballs



## Triangle Towns Turned Pink for UNC Lineberger

In a new twist, 2009 saw more than 40 businesses in and around Chapel Hill and Carrboro *Turn the Town Pink* in October, partnering with UNC Lineberger for a month-long promotion to raise funds for the UNC Comprehensive Cancer Support Program (CCSP). The observance kicked off on Friday, October 2 at the Carolina Inn's "Fridays on the Front Porch." Community Partner restaurants, bars, hotels, car dealerships and retail stores agreed to donate a percentage of their profits either on a particular day in the month of October or throughout the month to raise funds for patient and family support. In addition to their financial support they also decorated their businesses and storefronts pink.

The inaugural Community Partners program was led by two of the more than twenty-five Ticked Pink volunteers, Chantel McCraney and Sandra Rich.



Coldwell Banker Howard Perry Watson elaborate Franklin Street display



Jean Durham, Elizabeth Rubio and Ann Fortman



Ye Olde Waffle Shop employees promote Ticked Pink to their customers

### Community Partners

1360 WCHL  
 Balloons & Tunes  
 Bandidos Mexican Café  
 Bliss Boutique Bakery  
 Bloom Garden and Gift Shop  
 Bonne Soirée  
 Cameron's Craft Gallery  
 Carolina Brewery, Inc.  
 Carolina Inn  
 Carolina Parent Magazine  
 Chapel Hill Museum  
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Courtyard by Marriott Hotel  
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 Dillard's  
 Dina Porter  
 Doncaster Outlet  
 Dry Cleaners Warehouse  
 Fleur  
 The Franklin Hotel  
 Gamestop  
 Ham's Restaurant  
 Johnny T-shirt  
 Kidzu Children's Museum  
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Noodles & Company  
 O2 Fitness  
 Peacock Alley  
 Performance BMW  
 Salutations  
 Sheraton Chapel Hill/Shula's 347  
 The Siena Hotel  
 Uniquities  
 University Mall  
 Vietri  
 West End Wine Bar  
 Women of Carolina Football Luncheons  
 Ye Olde Waffle Shop

## 7th Annual Beach Ball

Number seven was lucky for UNC Lineberger's Annual Beach Ball, which sold out its new venue at the Chapel Hill Country Club with 600 tickets spoken for. The Hamptons and South Beach-inspired White Party was held Saturday, April 17th.

Honorary Chairs Coach Roy and Wanda Williams joined attendees on the "white carpet" as the paparazzi photographed event guests dressed in their brightest whites and most creative beach attire for an evening of fun and fundraising, supporting UNC Lineberger's cancer research, treatment and prevention programs.

The event raised more than \$115,000 — bringing the seven-year total to over \$875,000.

\$10,000-plus sponsors included **Blue Cross and Blue Shield of North Carolina, Coach Butch and Tammy Davis, the Chapel Hill Herald, Eurosport, and Skanska.**

\$5,000+ sponsors were **1360 WCHL, Affiliated Engineers, Bank of America, Café Carolina and Bakery, Chris and Ann Cox, Curtis Media Group, Mia Hamm Foundation, Louis Moinet 1806, Jeff and Janis Tillman, Siemens Medical Solutions, USA, UNC Health Care / Rex Healthcare.**

\$3000 + sponsors were **Chapel Hill Country Club, Long Beverage, Inc., Metro Productions, Inc., Panera Bread, Performance Automall and West End Wine Bar.**



*Far right above:* Shelley Earp, Sponsors Butch and Tammy Davis, and Jo Anne Earp

*Right:* Corey Holliday, Angela Gantt Holliday, Mary Ann and Jay Klompmaker





Leah Forbes Waldrop, Mollie Neumann Lutwick, Kristin Kinney, Courtney Scott Fox / Photo by KPO Photo

## Cocktails for Cancer

The third annual Cocktails for Cancer fundraiser was held on October 16, 2009 at the Franklin Hotel and featured music, food, cocktails, prizes, drawings, and more. Former UNC basketball player Eric Montross served as the auctioneer for the evening. Dr. Paola Gehrig, associate professor in the division of gynecologic oncology, was the guest speaker.

This event was organized by Leah Fowler Waldrop and Courtney Fox and an energetic committee dedicated to raising awareness and fundraising for women's cancer treatment and research. More than \$25,000 has been raised in the past two years with net proceeds from the event donated to UNC Lineberger for breast, gynecologic and colon cancer research.

## UNC-Chapel Hill Football Program Supports Sarcoma Research

The University of North Carolina football program and the UNC Dance Marathon joined together to raise \$12,494 — topping the ACC — in honor of Boston College linebacker Mark Herzlich, the 2008 ACC Defensive Player of the Year who was diagnosed last spring with Ewing's Sarcoma, a rare form of cancer that typically affects young adults and children.

Coach Davis and the Tar Heel football team presented Herzlich with a check to the UNC Lineberger Comprehensive

Cancer Center in his honor prior to the Boston College football game in Chestnut Hill, Mass., on November 21st, 2009.

The funding supports the work of UNC Lineberger faculty member Ian Davis, MD, PhD. Davis, an assistant professor of pediatrics and genetics, who provides care for children and young adults with Ewing's Sarcoma and conducts research to determine the causes of the disease.

His lab capitalizes on leading-edge genomic analysis tools available through UNC Lineberger to understand how changes in cellular DNA, including swapping of genetic material between chromosomes leading to a cancer associated gene, causes Ewing's Sarcoma to grow out of control. His team is currently working on strategies to turn off this gene in humans and design new therapies to target the gene.

Dr. Davis expressed his gratitude for the research support, saying, "There is very limited government-sponsored research funding for rare cancers like Ewing's sarcoma and private philanthropy is extremely important to our work.



## Hardee's Teams Up with Tar Heels Athletics to support UNC Lineberger



Hardee's® donated \$6,450 to the UNC Lineberger Comprehensive

Cancer Center, with Bill Boddie, president and chief executive officer of Boddie-Noell Enterprises, the largest Hardee's franchisee in North Carolina as well as the U.S., and Mike Boddie, president of the restaurant division at Boddie-Noell Enterprises, presenting a check to Dr. Shelley Earp during halftime of a UNC men's basketball game in February.

Hardee's donated \$50 for each touchdown made by the Tar Heels football team in regular season games as well as at the Continental Tire Bowl. Additionally, a \$25 donation was made for every 3-point shot made by a UNC men's basketball

player at all regular season games, both home and away. Since 2009, Hardee's has contributed close to \$25,000 to UNC Lineberger.

The check presentation took place immediately following the exciting Hardee's Shoot Out Against Cancer in the Dean E. Smith Center where former UNC All-American and current women's assistant basketball coach Charlotte Smith sunk several shots to increase the amount of money donated by Hardee's. Smith made the winning shot during the 1994 Women's National Championship game, the only one in UNC history. During the contest, Smith proved she still had it by making four free throws worth \$500 each. Thanks to Smith's efforts, \$2,000 was added to the total donation.

## Carolina Wireless Association Golf Tournament



The Carolina Wireless Association is made up of members of all sectors of the wireless industry. Most of the year, their focus is on industry advocacy, information and business relationships.

One day a year, the association's focus turns to a fun event with a serious purpose — a golf tournament that has raised almost \$50,000 over the last four years for ovarian cancer research at UNC.

Mike Sayers, tournament director and association member, noted that the event has grown every year. In 2010, they had to turn people away from a day of golf that attracted 144 participants and 22 tournament volunteers to 12 Oaks Country Club in Holly Springs, NC. The event this year raised a record \$12,500 for ovarian cancer research.

“The association wanted to do a charity event, it's important for us to give back to the communities we served. We picked ovarian cancer research because it's not an area that many people think of and — because symptoms are often hard to pick up on — it can be really hard on people,” said Sayers.

Sayers knows this first hand. His wife, Pat, is a five year ovarian cancer survivor and a patient of Wesley Fowler, MD, the Palumbo Professor of Obstetrics and Gynecology at UNC and a member of UNC Lineberger.

The golf tournament proceeds support basic research into the genetics of ovarian cancer, part of UNC's participation in the National Human Genome Research Institute's Cancer Genome Atlas Project.

“These genetic microarrays have to be done so that we can take the next steps toward better, more accurate screening for ovarian cancer,” said Dr. Fowler.

“Ultimately, this effort may help us develop treatments targeted toward characteristics of specific tumor types, helping us treat patients more effectively with fewer side effects.”

“We've grown this event through persistence,” said Sayers, who is now getting certified as a golf tournament director. This year, the tournament attracted golfers from as far away as Texas, leading to a sellout event with a waiting list to play!

“It's a great fit because this kind of persistence is what our doctors and scientists must have to make progress against this disease,” added Dr. Fowler.

## Komen Founder Visits N.C. Cancer Hospital, Meets 2009 Komen Award Recipient

Ambassador Nancy G. Brinker, founder and CEO of Susan G. Komen for the Cure®, toured the N.C. Cancer Hospital on April 22nd.

Perou, who is an associate professor of genetics, pathology & laboratory medicine, and a member of UNC Lineberger Comprehensive Cancer Center, received the 2009 Komen award for his research, called “one of the most important findings in breast cancer and health disparities in the last decade,” by the American Association for Cancer Research (AACR). Dr. Perou’s major contribution to the field has been leading a team that has characterized the diversity of breast tumors through molecular subtyping. With UNC Lineberger members Dr. Bob Millikan, who is the Barbara Sorenson Hulka Distinguished Professor of Epidemiology in the Gillings School of Global Public Health, and Dr. Lisa Carey, associate professor of hematology/oncology and director of the UNC Breast Center, Dr. Perou found that pre-menopausal African American women are diagnosed with one particular subtype, the basal-like tumor, twice as often as their Caucasian counterparts — providing significant insight into racial disparities that have long been known to exist in breast cancer mortality.



Pictured (left to right): Hy Muss, MD, geriatric oncology program director; Shelley Earp, MD, UNC Lineberger director; Sue Haney, clinical nurse manager at N.C. Cancer Hospital and Komen N.C. Triangle board member; Ambassador Nancy Brinker; Chuck Perou, PhD, associate professor of genetics and winner of the American Association for Cancer Research 2009 Outstanding Investigator Award for Breast Cancer Research, funded by Susan G. Komen for the Cure®; Keith Amos, MD, UNC Lineberger surgical oncologist and Komen N.C. Triangle board member; Diane Groff, PhD, Get REAL & HEEL co-director, Komen grant recipient and Triangle Race committee member

## BaseBald for the Cure

For Chase Jones, the bullpen catcher for the UNC baseball team, a comeback wasn’t enough. Jones, who was diagnosed with brain cancer in 2006 and treated at UNC, used baseball to help him focus on recovery.



Chase Jones with Stuart Gold, MD, Chief of the Division of Pediatric Oncology

After six months of chemotherapy he was able to rejoin the team. Now he’s using the sport to help others get well. His idea — BaseBald for the Cure, had a goal of raising \$3500 — \$100 for each of UNC’s 35 baseball players who volunteered to have their heads shaved on the Boshamer Stadium field after the April 11 game against N.C. State.

Chase and his teammates hit that goal out of the park, raising more than \$6500 for the pediatric outpatient program at the N.C. Cancer Hospital.

The money’s destination has special meaning for Jones. “That’s where I was treated, and that’s where my doctors are,” Jones said. “It’s going for children with cancer. It’s for the kids. Cancer taught me that life isn’t about you,” he said. “It’s about what you can do for others. To put me on the lowest of lows and then putting me back to this place is an amazing thing.”

## UNC Part of National Effort to Shape the Future of Cancer Research and Treatment

The University of North Carolina at Chapel Hill is one of twelve centers announced in September as part of an unprecedented large-scale, collaborative effort by the National Cancer Institute (NCI) and the National Human Genome Research Institute (NHGRI) to systematically characterize the genomic changes that occur in cancer.

The Cancer Genome Atlas Grant (TCGA) is a five-year award, expected to bring \$13 to \$20 million to UNC, which puts scientists from UNC Lineberger and their collaborators across campus at the center of a major push to provide a deeper, more systematic understanding of cancer.

“This project represents one of the most ambitious and challenging human genetics efforts to date, only rivaled by its predecessor, the Human Genome Project,” said Dr. Charles Perou, associate professor of genetics, and pathology & laboratory medicine.

“It takes a comprehensive approach to the study of human cancers and applies multiple cutting-edge technologies to the same large set of tumors. The real power of this project is in the integration of these different genetic data types into a common framework that should provide a much more complete picture of why a tumor is a tumor,” he added.

“Cancer genetics has been a key area for University Cancer Research investment, allowing us to diversify the technologic base needed for this project. This phase of TCGA will yield many new cancer discoveries that may change the face of clinical cancer care in the near future,” said UNC Lineberger Director Shelley Earp, MD.

The project has already yielded results. A study published in January by UNC Lineberger researcher D. Neil Hayes, MD, and his colleagues, suggests that the most common form of malignant brain cancer in adults, glioblastoma multiforme (GBM), is probably not a single disease but a set of diseases, each with a distinct underlying molecular disease process. The study provides a solid framework for investigation of future targeted therapies that may improve the near uniformly fatal prognosis of this devastating cancer.



Scott Randell, PhD and Neil Hayes, MD confer in the lab

UNC's specific focus is to characterize what genes are being expressed, and not expressed, in each tumor type studied. Using a methodology called “gene expression profiling,” scientists get a very powerful look at a given tumor and can precisely determine what genes are “on” and what genes are “off”. Cancers are typically caused by some genes being inappropriately on, and other genes being inappropriately off. Thus, being able to look at all genes at once and determine which are on is critical to a better understanding of tumor biology.

The UNC project team is headed by Drs. Charles Perou and Neil Hayes and includes a broad multi-disciplinary team that reflects the tremendous complexity and depth of the data collected, and the desire to extract as many biological insights out of this data as possible. Team members hail from seven different departments across UNC-Chapel Hill including Genetics (Drs. Derek Chiang and Piotr Mieczkowski), Medicine (Dr. Neil Hayes), Biology (Drs. Jason Lieb and Corbin Jones), Pathology (Drs. Charles Perou and Michael Topal), Statistics (Drs. Steve Marron, Yufeng Liu and Andrew Nobel), and Biostatistics (Drs. Wei Sun and Fred Wright).

## UNC Physicians Leaders in New Radiation Treatment Guidelines



Tamara Lackey

Larry Marks, MD

Several UNC radiation oncology faculty members participated in a two-year effort to review available studies and establish new guidelines for the safe treatment of cancer with radiation therapy.

The new QUANTEC (Quantitative Analysis of Normal Tissue Effects in the Clinic) guidelines replace standards established almost 20 years ago, before the wide-spread use of 3D imaging technology that allows the more precise targeting of radiation to cancerous lesions.

“The new standards have resulted from a systematic review of radiation therapy dose/volume/outcome data on 16 organs. The new data was made possible by the more general use of 3D imaging during radiation planning. These guidelines provide a logical framework to assess the risks of complex 3D doses that we now routinely consider,” said Lawrence B. Marks, MD, chair of the department of radiation oncology and co-editor of the QUANTEC study.

“We are pleased that UNC physician investigators played pivotal roles in this important analysis, which establishes new standards for this vital cancer treatment technology,” said Richard M. Goldberg, MD, physician-in-chief of the N.C. Cancer Hospital. “It is a privilege to treat patients with these outstanding experts on our multidisciplinary teams.”

David Morris, MD, clinical associate professor of radiation oncology and member of UNC Lineberger Comprehensive Cancer Center, was part of the American Society for Radiation Oncology’s Health Services Research Committee, which originally recommended a review of the standards in light of new research and clinical experience. He helped to jump-start and obtain funding for the effort.

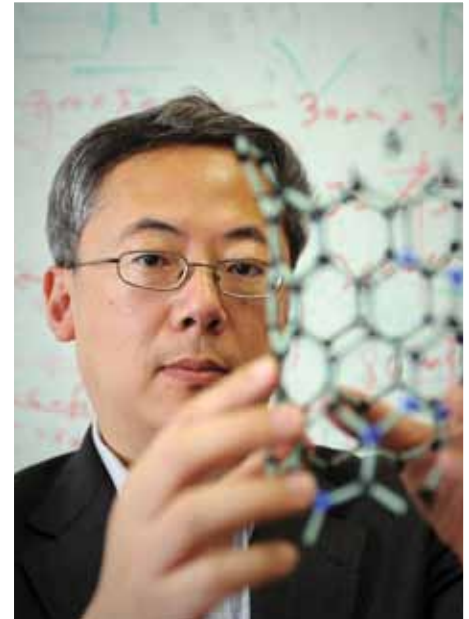
Marks, also a member of UNC Lineberger, served as a co-editor and provided oversight to the entire project in addition to leading the group that established guidelines for radiation therapy to the lung.

## Carbon nanotube X-ray technology provides hope for brain tumors

Physicist Otto Zhou, PhD, and his team are applying carbon nanotube X-ray technology to a promising experimental microbeam radiation therapy now housed in massive synchrotrons — facilities larger than most football stadiums.

The team has nearly \$2 million for that work, courtesy of a National Cancer Institute award from American Recovery and Reinvestment Act funding.

Zhou and Sha Chang, associate professor of radiation oncology, hope to be the first to deliver the same radiation dose with a doughnut-shaped X-ray source ring placed around the patient’s head. Pre-clinical studies conducted at large synchrotron facilities in the United States and France have shown the therapy has the potential to zap the tumor, but spare the surrounding normal brain tissue.



Dan Sears

Otto Zhou, PhD

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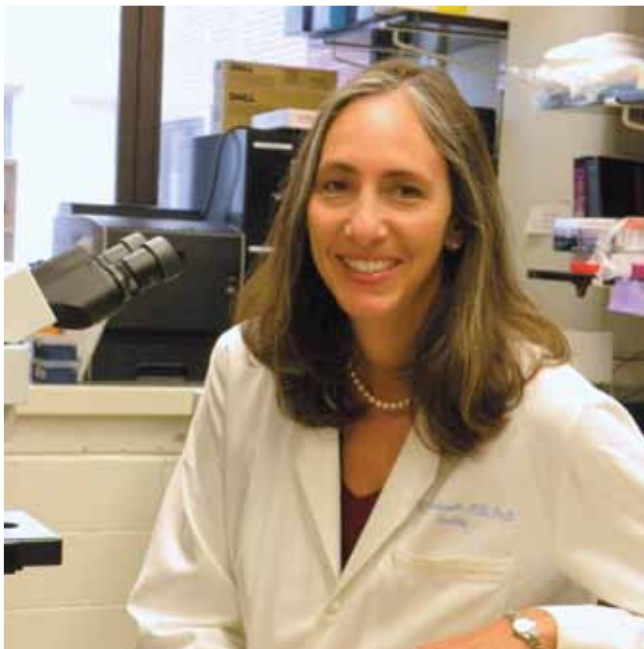
*Zhou, continued*

About 44,500 Americans are diagnosed with brain tumors annually; only 30 percent survive. “We’ve made little progress in 30 years in the survival rate,” Zhou says. “We want to build a system to cure brain tumors.”

Zhou is the David R. Godschalk Professor of Physics and Astronomy. He talks like a builder; he is an engineer fascinated by the carbon nanotube. This single layer of carbon atoms is linked in a hexagon pattern — like a roll of chicken wire but as hard as diamond and as tough as graphite. And so very tiny — about 10,000 times smaller than the diameter of a human hair.

X-ray machines using carbon nanotubes instead of hot cathodes would be smaller, easier to use and more accurate. Nanotubes can fire all at once, from different angles, in one-millionth of a second, quick enough to capture a still image of a beating heart. No more blurred images when the patient breathes or shifts position. No more painful compression of the breast to take a mammogram.

The images are so accurate and fast that oncologists, for the first time, could “see” the tumor during treatment. The technology also has the potential to allow radiologists to detect cancer such as human breast cancer at an earlier stage than is possible today. Based on this technology, a new digital mammography scanner is under development at Zhou’s lab. Grants from the National Cancer Institute and the Department of Defense sponsor the project.



Kim Rathmell, MD, PhD

## Drug for Advanced Kidney Cancer Shrinks Tumors Prior to Surgery

More than 57,000 Americans face a diagnosis of kidney cancer each year. Now patients with advanced disease may soon have another treatment option. Physicians who conducted a pilot study at UNC Lineberger discovered that therapy before surgery with the drug sorafenib can reduce the size of large tumors and could be safely administered without adding significantly to the risks of surgery.

Kimryn Rathmell, MD, PhD, is the study’s principal investigator. “We found that primary kidney tumors responded to this therapy, shrinking up to 40 percent prior to surgery. What this means for kidney cancer patients is that their surgery may be less extensive and, we hope, can provide a better outcome for patients because of tumor shrinkage,” she says.

At present, removal of the primary tumor (often with the kidney as well) is the standard treatment for patients with kidney cancer, whether the disease is localized to the kidney or has spread to distant sites. This broad spectrum includes patients with very large tumors that may not be ideal for surgical removal as well as patients who may benefit from early systemic interventions, but who would also benefit from removing the kidney later. This study addressed the question of whether systemic therapy, and in particular, therapy that targets the process by which tumors seek and find new blood vessels to fuel their growth, can benefit patients before they undergo surgery to remove tumors.

Co-author Matthew Nielsen, MD, notes, “This study is a major contribution to the field, demonstrating that Nexavar is well-tolerated for pre-surgery use, with no increase in the rates of complications or difficulties recovering from surgical removal of the kidney. We are optimistic that this and future similar studies will ultimately allow us to offer individualized treatment strategies for patients with this common and dangerous disease.”

Another important aspect of this study is the successful integration of systemic therapy with what is traditionally a surgical stage of the disease. According to Nielsen, “This study highlights the value of the team approach to urologic cancer management and exemplifies the need for well-coordinated multidisciplinary oncology services in advancing new forms of treatment.”



## Researchers Find Genetic Variants Linked to Smoking Behaviors

A team of scientists has used data from genome-wide association studies to identify genetic variants associated with key smoking behaviors that have a significant impact on health.

UNC-Chapel Hill genetics faculty members and UNC Lineberger members Helena Furberg-Barnes, PhD and Patrick Sullivan, MD led the largest genetic study of smoking, called the Tobacco and Genetics Consortium (TAG), collaborating with scientists from 16 large genetic studies world-wide. They compared the DNA marker profiles between smokers and non-smokers to examine whether genetic variants affect whether people start to smoke. They also compared the DNA among smokers to see if genetic variants affected the number of cigarettes smoked per day, the age when people began to smoke and whether smokers were able to quit.

The team reported that three genetic regions were associated with the number of cigarettes smoked per day, one region was associated with smoking initiation and one variant was associated with smoking cessation. The variants on chromosome 15 that were associated with heavy smoking lie within a region that contains nicotinic receptor genes, which other scientists have previously associated with nicotine dependence and lung cancer.

“We hope that this work will allow researchers from multiple disciplines to develop a better understanding of the genetics of addiction and evaluate how drug-gene interactions could be used to create and tailor therapies to improve the rates of smoking cessation,” said Furberg-Barnes.

“More work needs to be done before these findings can be used to treat smokers who wish to quit. At this time, testing for these variants will not tell you anything meaningful about your risk of smoking or nicotine dependence.

Of course, all smokers should be encouraged to quit regardless of their genetic make-up,” she added.

Genome-wide association studies (GWAS) search for genetic variants involved in a disease which may ultimately help prevent, diagnose, and treat the disease.

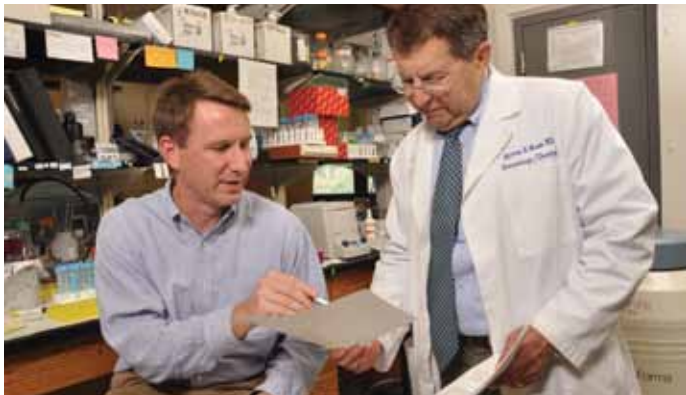


Dan Sears

Helena Furberg-Barnes, PhD

# THE BERRYHILL SOCIETY

In 2003, The Medical Foundation of North Carolina, Inc. created The Berryhill Society to recognize those individuals who have provided for the School of Medicine through a planned gift from their estates. This recognition society is named for the late W. Reece Berryhill, a longtime dean and leader of the School of Medicine who is widely recognized as “the father of modern medicine at UNC.”



At UNC Lineberger, planned gifts can leave a legacy or honor someone important to you. The legacy you create can initiate clinical trials for new, promising treatments; support development of new technologies, treatment approaches and prevention strategies; or accelerate movement of next-generation medicine from the laboratory to the patient.

We honor and recognized the following supporters who have generously included UNC Lineberger in their estate plans. We extend a special welcome to our newest members, whose names are italicized.



Chuck Choi

- |                                    |                                |                                     |                                      |
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