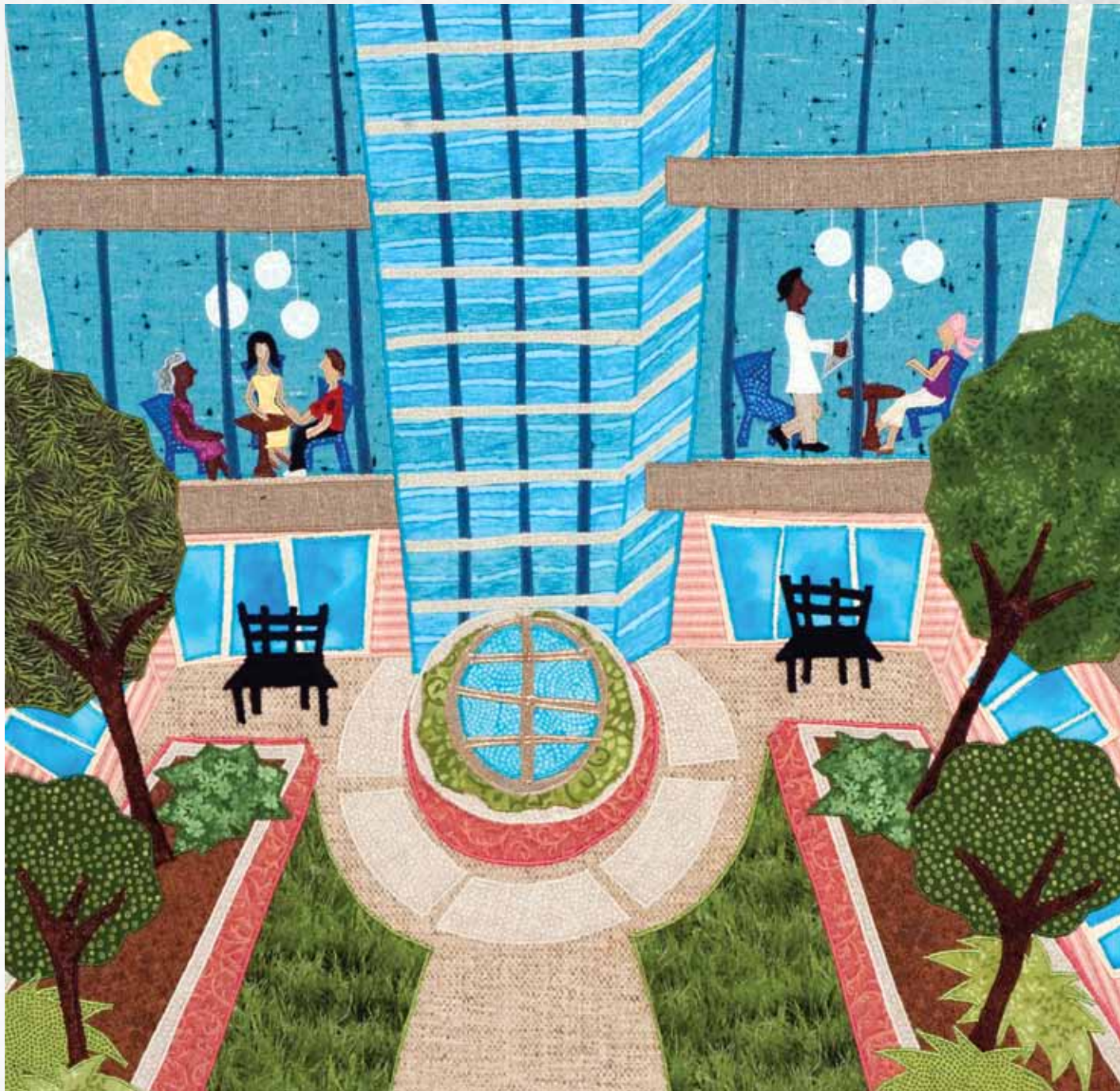


# EXCEPTIONAL

from the Mountains to the Coast

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**UNC LINEBERGER COMPREHENSIVE CANCER CENTER**  
2010-2011 Donor Honor Roll

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## FROM THE DIRECTOR



### DEAR FRIENDS,

From the mountains to the coast and all points in between, your generosity is making a difference in the fight against cancer. During 2010–2011, more than 5,500 donors contributed over \$6 million to help UNC Lineberger make a difference in cancer prevention, detection, treatment and survivorship.

Our gratitude for your support truly knows no bounds. We are aware that today's economic uncertainty means that there are more needs than ever in your community and in our state, so your investment in our work and support of our mission means a great deal. We are grateful for the confidence you have

in our physicians, researchers, nurses and staff who work every day in labs, offices, communities, clinics and hospitals to create a brighter future for patients and families.

This year, we were gratified to receive an exceptional rating — the highest possible — from the National Cancer Institute based on our “core” grant and site visit. This official NCI review, which occurs every five years, is conducted by a group of our peers from across the U.S. The exceptional ranking places us with the nation's top ten comprehensive cancer centers, a true affirmation of UNC's outstanding quality. And our faculty have benefited from the support of donors like you. One example is Kim Rathmell, profiled on page 5, whose early research in renal cell carcinoma was kickstarted with a Lineberger seed grant and whose research is now moving to the clinic thanks to support from multiple sources, including the Nancy T. Stegman Fund for New Ideas in Cancer Research.

In the last year, the N.C. Cancer Hospital and our outstanding physicians and staff served over 4,000 patients. We offer truly leading-edge clinical trials for patients who have few remaining treatment options. The care we provide isn't just the best that medicine has to offer, but is carried out in a way that our patient and family advisory board says “feels like family.” That's why we are so grateful for gifts that support this part of our mission,

including a generous gift from Otto and Betty Woerner of Morganton, NC to establish an endowment fund for patient and family support.

Few know more about the UNC Lineberger family and that legacy of caring than Boyce Lineberger Ansley of Atlanta, Ga. and Anna Lineberger Stanley of Charlotte, NC who have joined their support with that of their mother, Anna Boyce Lineberger, through her estate. Their gift, profiled on page 3, will name the pediatric oncology waiting room in Mrs. Lineberger's memory, a fitting tribute to her love of children and unwavering support of cancer research and treatment at UNC.

We are also grateful for the engagement of our Board of Visitors who, with others across the state, generously support the Cancer Center, spread the word about Lineberger and all our programs, spark community involvement and organize special events that benefit UNC Lineberger. As you'll see in the pages of this honor roll, our board members and local volunteers are at the heart of these efforts, and I hope that you are as inspired by their stories as we are.

Every single dollar given to UNC Lineberger makes a difference and every single donor who makes the decision to support our efforts to improve the lives of people with cancer is important. We still lose 1 in 3 people who are diagnosed with cancer and that's just too many.

Thank you for entrusting us with your investment. We are mindful of that trust and work hard to ensure that private support speeds up the pace of discovery and shortens the time it takes to get new treatments to the patients who need them. We hope that we can count on your continued support — from the mountains to the coast and beyond.

Sincerely,

H. Shelton Earp III, M.D.

*Lineberger Professor and Director  
Professor of Medicine and Pharmacology*



Cover: One of artist Elaine O'Neill's trademark crescent moons is reflected in the glass façade of the N.C. Cancer Hospital, the clinical home of UNC Lineberger Comprehensive Cancer Center

### UNC Lineberger Comprehensive Cancer Center Administration

H. Shelton Earp, MD, *Director*

Joseph S. Pagano, MD, *Director Emeritus*

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

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

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

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

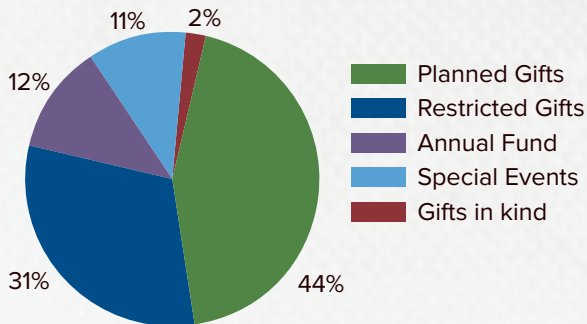
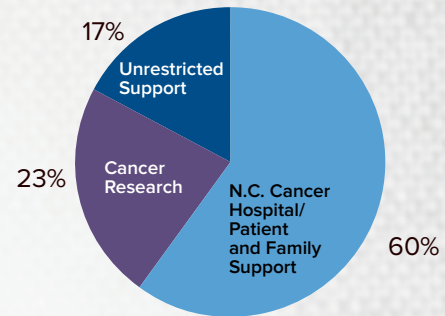
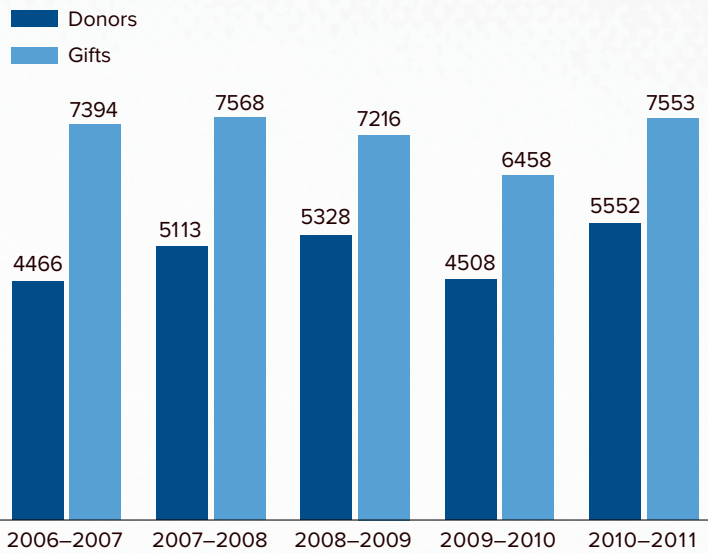
Andrew Olshan, PhD, *Interim Associate Director, Population Sciences*

Michael O'Malley, PhD, *Associate Director*

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

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



**2010–2011 Fundraising Results:  
Gifts to UNC Lineberger by Type**

**2010–2011 Fundraising Results:  
New Gifts, Pledges and Bequests**
**Total: \$6,092,458**

**Five Year History of  
Donors and Gifts Processed**


**N.C. Cancer Hospital/  
Patient and Family Support**  
*Direct support to a comprehensive program  
supporting cancer patients and their families.*

**Cancer Research**  
*Disease-specific program funds &  
UNC Lineberger seed grant program.*

**Unrestricted Support**  
*Allows UNC Lineberger leadership  
flexibility to direct funds as needed  
to priority areas of the Cancer Center.*

**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*  
 Lauren Hundley, *Program Assistant*  
 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*



# Private Support FOR THE NC CANCER HOSPITAL

**THE STATE'S GENEROUS INVESTMENT** in providing excellent cancer care is being enhanced through private support. This past year over \$1,375,000 was raised in gifts of all sizes from 651 donors to support the N.C. Cancer Hospital.

We are especially grateful for four new naming gifts to the N.C. Cancer Hospital. These generous donors have been recognized on a beautiful donor recognition wall in the main lobby of the N.C. Cancer Hospital. These endowment gifts will be strategically invested to support unique and expanded patient and family services and to enhance innovative clinical research.



Photo by Brian Strickland

**EVERY SINGLE DOLLAR GIVEN TO UNC LINEBERGER MAKES A DIFFERENCE AND EVERY SINGLE DONOR WHO MAKES THE DECISION TO SUPPORT OUR EFFORTS TO IMPROVE THE LIVES OF PEOPLE WITH CANCER IS IMPORTANT. WE STILL LOSE 1 IN 3 PEOPLE WHO ARE DIAGNOSED WITH CANCER AND THAT'S JUST TOO MANY.**

*—Dr. Shelley Earp*

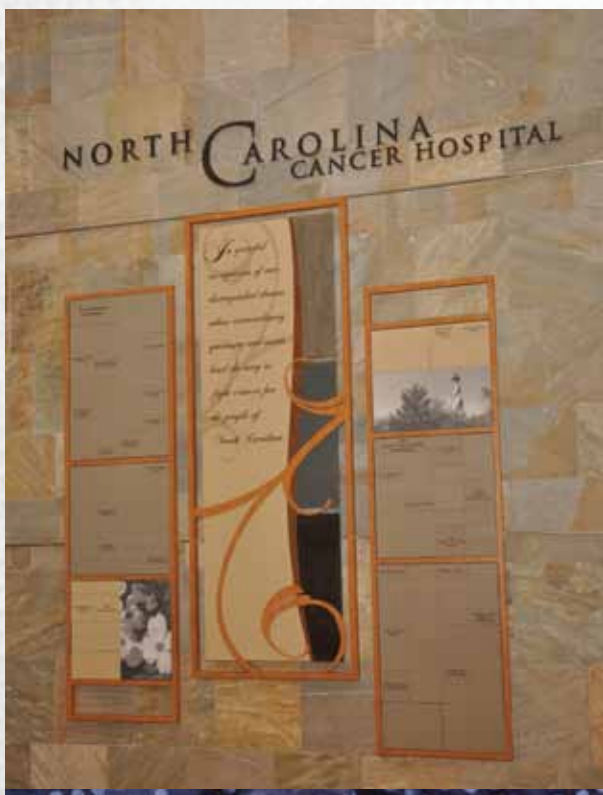


Photo by David Laudadio

## 2010–2011 NC CANCER HOSPITAL GIFTS AND PLEDGES

### **\$500,000**

Mrs. Boyce Lineberger Ansley, Mrs. Anna Lineberger Stanley and the estate of Mrs. Anna Boyce Lineberger named the pediatric oncology waiting room in memory of Anna Boyce Lineberger

Mr. and Mrs. Otto H. Woerner established The Betty and Otto Woerner Endowment Fund for Cancer Patient and Family Support

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

Mr. and Mrs. Stephen A. Capps gave an in-kind gift of a Yamaha Disklavier piano

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

The Susan Hoke Lambeth Foundation to Cure Ovarian Cancer named a patient consultation room in the Patient and Family Resource Center in memory of Susan Hoke Lambeth

Dr. James D. Sink named a pediatric oncology infusion station







The Pediatric Oncology Waiting Room in the N.C. Cancer Hospital will be named in honor of Anna Boyce Lineberger

## ANNA BOYCE LINEBERGER

Everyone knows that Anna Boyce loved children! Even before she started her family, she would be first in line to take care of her nieces and nephews. Then of course, she spent every moment she could — usually at the family home in Blowing Rock — with her two daughters, her 5 grandchildren and in recent years with her great grandchildren.



Anna Boyce Lineberger with one of her great grandchildren.

Anna Boyce also loved UNC Lineberger Comprehensive Cancer Center — beginning back in 1977 when her husband Joe Lineberger '33 and his brothers, Harold '26, Henry '24 and Archibald '21

decided to make the lead gift to a building fund for a proposed cancer research center at UNC. In recognition of their generosity, the building was named the Lineberger Cancer Research Building and it opened in 1984.

Anna Boyce and Joe stayed actively involved with the Cancer Center until Joe passed away in 2006 at the age of 95 and Anna Boyce passed away this past February at the age of 97. They were strong advocates for the Cancer Center throughout the state, founding members of the Lineberger Board of Visitors and had provided for a generous bequest to support the priorities of the Cancer Center.

Anna Boyce's last visit to Chapel Hill was in May 2009 to attend a Lineberger Family Reunion on the 25th anniversary of the opening of the original Lineberger Research Building. On that trip, Anna Boyce toured the N.C. Cancer Hospital — just a few months before it was officially opened. She loved the design of the new hospital with plenty of natural light and warm, soothing colors. Most of all, she loved the pediatric oncology clinic. The

wonderful, fun interactive features for the kids to enjoy in the waiting area and the bright, cheerful colors warmed her heart.

After Anna Boyce passed away this past February at the age of 97, her two daughters, Anna Lineberger Stanley of Charlotte and Boyce Lineberger Ansley of Atlanta, thought about how best to honor their mother. They each made a personal commitment to supplement their mother's bequest and decided to name the Pediatric Oncology Waiting Room in the N.C. Cancer Hospital in honor of Anna Boyce. Her daughters felt that this decision combined two great loves of her life — children and the Lineberger Cancer Center. What a wonderful tribute to Anna Boyce Lineberger, continuing the Lineberger Family tradition of supporting outstanding cancer research and care!



UNC-Chapel Hill Chancellor Holden Thorp and Interim Chief Diversity Officer Terri Houston — also a dynamic jazz duo — performed in the waiting area of the N.C. Cancer Hospital's multidisciplinary clinics to dedicate a Yamaha Disklavier piano donated by UNC Lineberger Board of Visitors members Steve and Jan Capps of Wilmington, NC.





# 2010-2011 UNC LINEBERGER MAJOR GIFTS

**MAJOR GIFTS ARE CRITICAL** to the cancer center's ability to attract the best faculty, generate cutting-edge research, provide enhanced patient care and support, and ultimately find the cures for cancer. We greatly appreciate the following donors who have made generous major gift and pledges this year.

## \$150,000+

John D. and Catherine T. MacArthur Foundation to support the Nancy W. Stegman Fund for New Ideas in Cancer Research

## \$50,000 – \$100,000

The estate of Joan J. Hill to support clinical and basic cancer research

Dr. Michael A. Stegman to support the Nancy W. Stegman Fund for New Ideas in Cancer Research

Triad Golfers Against Cancer to support the research of Dr. Angelique Whitehurst

The V Foundation for Cancer Research to support melanoma research



Photo by Brian Strickland

**Above:** Nancy Thomas, MD, PhD, a UNC Lineberger member and professor of dermatology is working with colleagues to develop a biomarker test that may help doctors diagnose melanoma early, before it has a chance to spread. Her work is supported by the V Foundation for Cancer Research.

**Right:** Steven Park, MD, assistant professor of hematology/oncology and UNC Lineberger member, is working to develop targeted therapies for non-Hodgkins Lymphoma that maximize effectiveness and minimize side effects for patients. His work is supported by a grant from the Triad Golfers Against Cancer.

## \$25,001 – \$50,000

Bosom Buddies Benefit Organization for Breast Cancer Research

The Dave Brummit Foundation for Gastric and Esophageal Cancer to support the research of Dr. Nicholas Shaheen

Mr. and Mrs. Stephen A. Capps to support The Allen E. and Julia W. Capps Endowment Fund for Cancer Patient and Family Support

The Carlson Family Foundation to support multiple myeloma research

The Triad Golfers Against Cancer to support the research of Dr. Steven Park

The Mary Claire Satterly Foundation to support the pediatric oncology art therapy program

## \$25,000

Dr. and Mrs. Gerald W. Arney to establish the Dr. and Mrs. Gerald W. Arney Fund for Liver Cancer Research

The Susan Hoke Lambeth Foundation to Cure Ovarian Cancer to establish the Susan Hoke Endowment Fund for Ovarian Cancer Research

Mrs. Carolyn S. Maddux to support breast cancer research in memory of Neil Maddux

Drs. Martin J. and Ann Murphy to support gastrointestinal oncology research in honor of Dr. Richard Goldberg

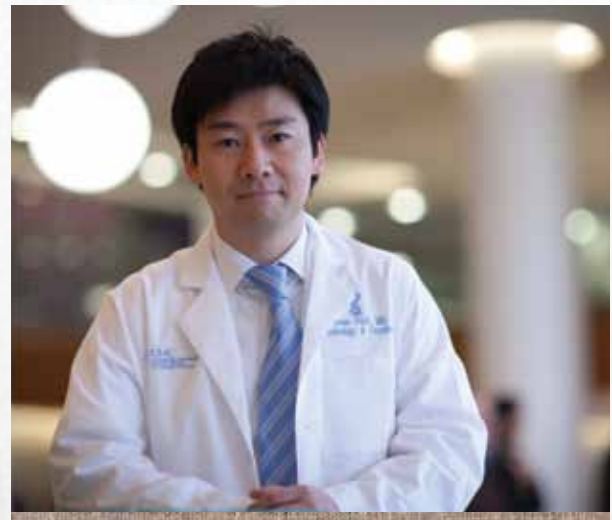


Photo by Brian Strickland



# Seed grant support helps FACULTY ACHIEVE EXCEPTIONAL RESULTS



Photo by Brian Strickland

Kim Rathmell, MD, PhD

## SEED GRANT MOVES RENAL CARCINOMA THERAPY FROM LAB TO PATIENT

Kim Rathmell, MD, PhD, is an associate professor of hematology/oncology and genetics. In the clinic, she treats patients with kidney and other related cancers. In the lab, she looks at gene expression in renal carcinoma and develops targeted therapies designed to exploit the cancer's vulnerabilities. Now, these findings are moved into two clinical trials for renal cell carcinoma, providing new options for these patients.

Rathmell's research efforts were originally supported by a seed grant that she received in 2008. Now, thanks to her findings, her work is funded by multiple sources, including The Nancy T. Stegman Fund for New Ideas in Cancer Research.

Last year, her work helped her earn one of three national INNOVATOR awards given by the American Association for Cancer Research and the Kirk A. and Dorothy P. Landon Foundation. These awards provide support for a physician-scientist who conducts meritorious studies that hold promise for near-patient benefit to accelerate progress in the area of personalized cancer medicine.

## 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, nine researchers received funding. Their projects ranged from a pilot study to discover how breast cancer spreads to the nervous system to understanding how some weight loss drugs might affect colon cancer risk. These gifts directly support our physicians' and researchers' work to translate laboratory discoveries into better treatments to benefit cancer patients.

Dr. and Mrs. Gerald W. Arney  
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  
The Dave Brumitt Foundation for Gastric & Esophageal Cancer  
Carter Foundation, Inc.  
Mr.\* and Mrs. W. J. Carter, Jr.  
Mr. and Mrs. John A. Cates  
The Cemala Foundation, Inc.  
Mr. and Mrs. James E. Clement, Jr.  
Mrs. Elizabeth W. Cohen  
Mr. and Mrs. William G. Daughtridge, Jr.  
Mr. and Mrs. Edward S. Finley, Jr.  
Mr. Holcombe T. Green, Jr.  
Mr. Joseph W. Grier, Jr.\*  
The Betty and Clarence Griffin, Jr. Endowment  
Captain Douglas B. Guthe, Jr.  
Mr. and Mrs. Lawrence W. Harris  
The Ladies Auxiliary to V.F.W., Dept of NC  
Mr. Richard A. Hutchinson, Sr.  
John D. and Catherine T. MacArthur Foundation  
Mr. and Mrs. Henry H. Massey, Jr.  
A. W. McAlister Foundation, Inc.  
Dr. and Mrs. Hamilton W. McKay, Jr.  
Drs. Thomas J. Mercolino and Janet L. Evans  
Mr. and Mrs. Bryan A. Morris  
Mr. and Mrs. Thomas L. Odom  
Mr. and Mrs. William G. Pappas  
Ms. Josephine Ward Patton  
Mrs. Allen W. Post, Jr.  
Mr. and Mrs. William H. Rogers  
Mr. and Mrs. John W. Rowe  
Mrs. Nancy W. Sample  
Mrs. Pearl Schechter, Schechter Foundation  
Mr. and Mrs. Cecil W. Sewell, Jr.  
Mr. and Mrs. Eddie C. Smith, Jr.  
Mr. J. Troy Smith, Jr.  
Mr. and Mrs. Joseph W. L. Stanley  
Mr. and Mrs. Verner E. Stanley, Jr.  
Ms. Julia M. Stasch  
Ms. Laurie M. Stegman  
Dr. and Mrs.\* Michael A. Stegman  
Drs. Chris M. and Lillian M. Teigland  
Triad Golfers Against Cancer  
Mr. and Mrs. Stuart F. Vaughn  
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



# UNC Lineberger Comprehensive Cancer Center 2010–2011 HONOR ROLL OF DONORS

**UNC LINEBERGER IS GRATEFUL** to the 5,552 donors who chose to invest a total of \$6,092,458 this year.

Your generosity helps the cancer center make a real difference for patients and families. Our “exceptional” rating from the National Cancer Institute is reflected in our commitment to improving cancer prevention, conducting breakthrough cancer research, and providing leading-edge treatment and expanded patient support.

Thanks to your vision, our commitment to building an exceptional cancer resource for North Carolina and beyond is

possible in labs, clinics, hospital rooms and in communities from the mountains to the coast.

The lists in this honor roll record the names of those who have led with gifts and pledges of \$100 or more to UNC Lineberger this year (July 1, 2010–June 30, 2011).

Members of the Lineberger Club — generous supporters contributing at least \$1000 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 people and work that make the cancer center exceptional.

## DIRECTOR'S CIRCLE (\$25,000+)

\$500,000+

Mr. and Mrs. L. Richardson Preyer, Jr. – 10y  
Mr. and Mrs. Otto H. Woerner

\$250,000–\$499,000

The Estate of Mrs. Joseph W. Lineberger

\$100,000–\$249,999

Mr. and Mrs. Stephen A. Capps  
John D. and Catherine T. MacArthur Foundation  
Mr. and Mrs. Eddie C. Smith, Jr. – 10y  
Dr. Michael A. Stegman and  
Mrs. Nancy Stegman\*  
The V Foundation for Cancer Research – 10y

\$50,000–\$99,999

Anonymous  
The Estate of Joan J. Hill  
The Susan Hoke Lambeth Foundation  
to Cure Ovarian Cancer  
Triad Golfers Against Cancer

\$25,000–\$49,999

Anonymous  
Dr. and Mrs. Gerald W. Arney – 10y  
Atlantic Corporation of Wilmington

Bosom Buddies Benefit Organization  
The Dave Brumitt Foundation for  
Gastric & Esophageal Cancer  
The Carlson Family Foundation  
Crown Imports  
A. E. Finley Foundation, Inc. – 10y  
GlaxoSmithKline  
Mr. and Mrs. Thomas J. Hall  
Mark Jacobson Toyota  
Long Beverage, Inc.  
Mrs. Carolyn S. Maddux  
Mr. Owen Mitchell  
Drs. Martin J. and Ann Murphy  
The Mary Claire Satterly Foundation  
Dr. James D. Sink  
Zeta Tau Alpha Foundation, Inc. – 15y

## DIRECTOR'S CLUB (\$10,000–\$24,999)

AT&T  
Mr. and Mrs. Robert A. Baillie – 10y  
Bank of America  
Bassett Furniture Industries  
BlueCross BlueShield of  
North Carolina – 10y  
Dr. M. Robert Blum  
Mr. and Mrs. B. Mayo Boddie, Sr. – 10y

Mr. and Mrs. Michael Campbell  
The Carolina Inn  
Mr. Wilbert J. Carter, Jr. \* and  
Mrs. Polly Carter  
The Cemala Foundation, Inc. – 15y  
Chapel Hill Breast Cancer  
Research Foundation – 10y  
The Chapel Hill Herald  
Mr. and Mrs. G. Munroe Cobey  
Mrs. Elizabeth W. Cohen  
Mr. and Mrs. Herman Cone III – 10y  
Mr. and Mrs. Chris W. Cox  
Curtis Media Group, Inc.  
Mr. and Mrs. William G. Daughtridge, Jr.  
Mr. and Mrs. Paul Davis, Jr.  
Endurance Magazine/ Tar Heel 10 Miler  
Grady–White Boats, Inc.  
Mr. and Mrs. William E. Graham III  
A Bright Light Foundation  
Mr. Joseph W. Grier, Jr.\* – 15y  
Mr. and Mrs. Lawrence W. Harris – 15y  
Ms. Sylvia R. Hatchell  
Dr. and Mrs. Donald L. Henson  
Mrs. Olive T. Johnson  
Mrs. Ae Rim Kim  
Kulynych Family Foundation  
Laboratory Corporation Of  
America Holdings





LC Squared Inc.  
 Morgan Creek Capital  
 Management, LLC  
 River Landing Ladies' Golf Association  
 Mr. and Mrs. John W. Rowe  
 Mr. Donald A. Royals  
 Mr. and Mrs. Cecil W. Sewell, Jr. – 10y  
 Siemens Medical Solutions USA, Inc.  
 Mr. and Mrs. Andrew M. Silton  
 Skanska USA Building, Inc.  
 Sports Endeavors  
 The Estate of Allyn Moore Staton  
 Tanger Properties  
 Ms. Rebecca S. Thompson  
 Mr. and Mrs. Jeffrey K. Tillman  
 The Titmus Foundation, Inc. – 20y  
 UNC Health Care  
 UNC Women's Basketball  
 Charlotte and Nick Weaver  
 Wren Foundation Inc. – 10y

**LINEBERGER LEADERS**  
 (\$5,000–\$9,999)

Anonymous  
 Mr. and Mrs. Douglas E. Anderson – 15y  
 Mr. W. Vernon Averett  
 Mr. and Mrs. Stephens L. Baldwin, Jr. – 10y  
 Mr. and Mrs. Victor E. Bell, III  
 Mrs. Joyce D. Bell  
 Bell Family Foundation  
 Bertsch Family Charitable  
 Foundation, Inc.  
 Munroe Best Foundation, Inc. – 10y  
 Mr. and Mrs. Thomas A. Betts, Jr.  
 Mr. and Mrs. Bruce A. Biggs  
 Mr. and Mrs. George S.  
 Blackwelder, Jr. – 10y  
 Mr. and Mrs. Nicholas B. Boddie,  
 Bryanna Foundation  
 Mr. F. Cooper Brantley  
 Café Carolina & Bakery  
 Carolina Premium Beverage, LLC  
 Mr. and Mrs. John A. Cates  
 Mr. and Mrs. James E. Clement, Jr.  
 Coastal Beverage Company, Inc.  
 Educational Foundation, Inc.  
 Mr. and Mrs. Edward S. Finley, Jr. – 15y  
 Finn Facial Plastics  
 Ms. Joan H. Gillings  
 Mrs. Carolyn B. Goldfinch  
 The Betty and Clarence Griffin, Jr.  
 Endowment  
 Mr. and Mrs. David A. Groves

Dr. and Mrs. Bernard Gutterman  
 Michael W. Haley Foundation, Inc. – 15y  
 Mia Hamm Foundation  
 Sheila and Nat Harris – 15y  
 Mr. and Mrs. Thomas W. Hudson, Jr. – 10y  
 Mr. and Mrs. Rodney L. James  
 Mr. and Mrs. Earl Johnson, Jr. – 10y  
 The Estate of Ralph Kenneth Kaplan  
 Ladies Auxiliary to V.F.W.,  
 Dept. of NC – 10y  
 Ms. Frances L. Lee

Mr. and Ms. Kenneth B. Lee, Jr.  
 Lilly USA, LLC  
 Mr. and Mrs. Frank H. Livingston  
 Mr. and Mrs. Henry H. Massey, Jr.  
 The A. W. McAlister Foundation, Inc. – 15y  
 Dr. and Mrs. Hamilton W. McKay, Jr. – 25y  
 Mr. and Mrs. Bryan A. Morris  
 Josephine W. Nixon  
 Norfolk Southern Matching  
 Gifts Program  
 Mr. and Mrs. Thomas L. Odom

 **Gerald and Mary Arney**



As health care professionals, Gerald and Mary Arney's appreciation of UNC Lineberger is multidimensional. A radiologist practicing in Gastonia, NC, Gerald was exposed to hepatitis in the course of caring for a patient during his medical training in the early 1970s. While he hoped for the best, he knew that there was a possibility he would develop hepatitis C — the chronic form of the disease that can lead to liver damage and liver cancer.

Being in the health field, the Arneys were able to keep their finger on the pulse of developments in treating the disease and Gerald watched the development of interferon therapy as it progressed, deciding to have the often effective — but sometimes difficult — treatment in 2003. All the while, they monitored his liver status with annual checkups.

In May 2010, they got difficult news. Gerald said, "Teresa is the ultrasound tech at my office and I could tell that she scanned over something quickly. I asked her if there was something there, and she said yes." Gerald's office called Mary and their daughter Jenny, who were waiting at home. On the way to the office, Gerald called Mary to tell her he had a tumor on his liver.

One of Gerald's first calls was to UNC Lineberger director Shelley Earp. "I could tell in his voice that he was concerned. He said, 'I know who I would like you to see, but he is traveling. We'll get you in just as soon as he gets back.'" The Arneys decided not to wait and made an appointment at Vanderbilt, where the doctor told them the tumor was inoperable and that he just needed to go home and be with family.

The next Monday, Gerald came to UNC to see Dr. David Gerber. "He walked in with a huge smile and said, 'We can do surgery,' — he said it would be risky but that he could do it." Gerald says, "I felt like hope just walked in the door." Mary adds, "As soon as Dr. Gerber left, Gerald said that we were staying at UNC for treatment. Dr. Gerber brought us a sense of confidence, compassion and hope, which helped us look for the tomorrow in our lives."

The Arneys' desire to help others look for tomorrow inspired them to make a \$25,000 gift in support of liver cancer research. While Gerald's cancer recurred in the spring of 2011, they are focused on living every day to the fullest, enjoying time together and with friends. A teddy bear given to Gerald during his liver surgery has been 'kidnapped' by their friends — traveling to different places in the United States and sending back photos and notes to let them know what she has been up to. "We get to live vicariously through her experiences," they note with laughter.



## The Maddux Family



Photo by Tom Fuldner

Carolyn Maddux of Greensboro and family are emphatic about wanting to find effective treatments for aggressive forms of breast cancer in young women. Her urgency is driven by her daughter's story: despite an aggressive fight, Neil died at age 29 from HER2 overexpressing metastatic breast cancer.

Recently Carolyn found an old newspaper clipping from Neil's high school paper. In the article, Neil's basketball coach stated: "Neil is the heart and soul of the team. While she's on the court, she brings out the best in everybody. Her skills aren't necessarily the best, but she makes up for it with heart and determination". In that same school

article, Neil was quoted as saying: "We have to go into each game and just give it our all, thinking we can win". That spirit of determination defined Neil's fight against the cancer that eventually took her life and now defines the Maddux family's drive to support cancer research.

Neil wanted to do her best at everything she undertook, attending Princeton and going on to attend law school at UNC. Carolyn reflects on the essence of her beautiful, smart daughter, "Throughout treatment, Neil remained hopeful and optimistic a new clinical trial that would cure her was right around the corner. She lifted all of our spirits."

Her physician, Claire Dees, MD, says, "She participated in several clinical trials of new targeted therapies, which unfortunately did not work well enough nor long enough. She was a brilliant and courageous young woman and it was an honor and a joy to have known her."

Now, the Maddux family has decided that the best way to further their mission is to invest in top cancer centers that are looking for cures: UNC Lineberger and Dana Farber, both of which treated Neil. They have established a fund to support breast cancer research at UNC Lineberger. Hopeful that their support will lead to new discoveries, Carolyn and her family are grateful for the wonderful care Neil received at UNC. They recall the tiny room where Neil was treated at Memorial Hospital and are thrilled that UNC's N.C. Cancer Hospital offers a state-of-the-art clinical trials unit with light-filled rooms.

Ms. Josephine Ward Patton  
 Mr. and Mrs. Wayne Peterson  
 Mrs. Allen W. Post, Jr. – 15y  
 Mr. and Mrs. Samuel B. Rankin – 10y  
 O. H. Rankin Foundation – 10y  
 Mrs. Pearl Schechter,  
 The Schechter Foundation – 25y  
 Mr. and Mrs. John M. Silverstein – 10y  
 Mr. J. Troy Smith, Jr.  
 Mr. and Mrs. Joseph W. L. Stanley – 10y  
 Mr. and Mrs. Verner E. Stanley, Jr. – 15y  
 Ms. Laurie M. Stegman  
 Dale and James\* Strickland – 20y  
 Drs. Chris M. and Lillian M. Teigland  
 Ms. Marguerite J. Thompson  
 Mr. William D. Whisenant and  
 Ms. Kelly L. Ross  
 Mr. John C. Williams, Sr.\* and  
 Mrs. Margaret Williams  
 Dr. and Mrs. Kenneth Williams  
 Mr. and Mrs. Charles M. Winston, Sr. – 10y  
 Charles M. Winston Family Foundation  
 Mr. M. Rhem Wooten, Jr. and  
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It doesn't matter where you hail from, March means North Carolina's focus is on basketball





## Becky Thompson

Becky Thompson of Raleigh, NC and her children understand the importance of supporting cancer research. "Every year I talk to my children about the things we do and the people we help. I explain to them that we support the people who have made the biggest impact on our lives. For us that person is Dr. Young Whang," says Thompson.



Becky and her husband Hank came to UNC in 1996 after Hank had been diagnosed with a very aggressive form of prostate cancer. When Hank's PSA count continued to climb, they decided to discontinue the clinical trial that Hank was on and try a new study. This is what led Becky and Hank to work with Dr. Young Whang. Becky said, "I have the utmost respect for Dr. Whang and his medical abilities, but it was his personal care that went way beyond for both Hank and me." Becky recalled one of their

office visits when Dr. Whang sat patiently with them answering questions and addressing their concerns. "We must have been with him for over an hour and at the end of the appointment Dr. Whang calmly said 'if you do not mind I am going to go, my son is having surgery right now.' I remember feeling shocked because I knew how I would have felt having my child in surgery and wanting to be there for them." Becky went on to explain that Dr. Whang always made them feel like there was nothing more important than Hank's care and their family.

After nine years of battling the disease, Hank lost his fight in 2005, but Becky and Dr. Whang have continued to team up against prostate cancer. Through the Thompson family's generosity, Dr. Whang has identified a protein called Ack1 that he believes drives the progression of prostate cancer. His lab is now trying to develop a drug to inhibit the protein's activity, which could lead to a new treatment that will work better and have fewer side effects than traditional chemotherapy. Such findings would result in better outcomes for patients diagnosed with aggressive forms of prostate cancer that are resistant to the standard treatment protocols.

Becky and her children established the Willis H. Thompson, III Prostate Cancer Research Fund to support Dr. Whang's research.

Becky shared, "I would not want anyone to go through what Hank and I went through battling this aggressive form of prostate cancer. Nobody in Hank's family had ever had prostate cancer before his diagnosis."

The Thompsons know that research is the best hope for making progress against prostate cancer.

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 **Jim Sink**

When Dr. Jim Sink of Chapel Hill first walked through the N.C. Cancer Hospital, it did not take him long to zero in on the pediatric oncology clinic as a destination for his philanthropic support. As someone who performed surgery on children with congenital heart defects in his early years as a cardiac surgeon, Jim was already sensitized to the challenges facing children with serious health issues.

But perhaps even more powerful an influence was Jim's father; a Lexington, NC farmer whose dedication to improving kids' lives shaped Jim's own philanthropic values. A champion of the Kitty Camp (now Kamp Kiwanis) for underprivileged kids in Davidson County, Jim's father was "selfless" in his support, running the Kiwanis Club sponsored Davidson County Fair to raise funds for the camp

for 34 years. Later, Jim and his sister named a camp cabin for their father in tribute to his wonderful legacy.

Jim can think of no better place to invest than UNC Lineberger. What impresses him most about the cancer center is the focus on translational research, where scientists and doctors work together to bring the latest advances from the lab to the patient as quickly as possible — just the kind of work that has led to huge strides in curing kids with cancer over the last twenty years.

Jim, a father of four healthy children, reflects on the multitude of unmet needs in the pediatric oncology clinic and looks forward to continuing his support in years to come. Following in the footsteps of his father, Jim wants to champion the work of UNC's pediatric oncology team by advocating for the program among his friends and neighbors and through his naming gift to the pediatric clinic in the N.C. Cancer Hospital. His hope is others will want to do the same for whatever area of cancer research and treatment reflects their family and values.

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## Benton F. and Shirley Clifton



After starting at UNC with \$100 and a partial baseball scholarship, Benton F. “Sonny” Clifton worked his way through school while playing both baseball and soccer, and graduated in 1955, giving him a solid foundation for an outstanding career in health and physical education and then in business. He and his wife, Shirley, always wanted to give back to UNC, “at the right place, at the right time, with the right people.”

The Patient and Family Resource Center at the N.C. Cancer Hospital was a good fit with their values. The Cliftons had followed the progress of the UNC School of Medicine and Lineberger and Sonny’s expertise in the field of health education got him interested in the resource center’s many services for patients and their caregivers.

They also had been personally touched by cancer. Shirley’s mother died of non-Hodgkin’s lymphoma and at the time, Shirley wished she had had more information to help her support her mother.

“We just wanted to do some good,” said both the Cliftons.

Both natives of Raleigh and graduates of Hugh Morson High School, the couple has been married for 56 years. After earning his master’s degree and additional post-grad work, Sonny coached and taught at Millbrook High School in Raleigh, where he later served as assistant principal from 1961-64. His career took the Cliftons to Florida where Sonny eventually was state Director of Health and Physical Education and then to Maryland where he served as the assistant executive secretary at the Health, Physical Education and Recreation Alliance in Washington, DC. While in Washington, he completed three special consulting assignments for the World Health Organization. The Cliftons returned to their hometown in 1979, establishing Farm and Ranch on Capitol Boulevard. Later, Sonny chaired the Board of Trustees of the N.C. Health Plan and was awarded the state’s highest civilian honor, the Order of the Long Leaf Pine.

Shirley says, “Sonny has always been grateful to UNC for his education and wanted to show his appreciation.” The Cliftons found that a planned gift — a \$50,000 charitable gift annuity — fit well with their financial and philanthropic goals. We are thrilled that Sonny and Shirley support UNC every way they can — cheering on the athletic teams and helping the many patients being served at the N.C. Cancer Hospital!

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## Pearl Schechter



Pearl and the late Sol Schechter were revered citizens in Kinston and had been married for 64 wonderful years when Sol passed away in 2005. Sol had led Hampton Industries, a major manufacturing company, and together they were deeply involved in their community. In 1995, they were given a key to the city in recognition of their many contributions to Kinston.

The Schechters were also founding members of the UNC Lineberger Board of Visitors. After Sol's death, Pearl has continued to serve on the Board. They joined the Board because, as Pearl says, "Cancer is such a deadly disease. We live in North Carolina and wanted to do something to help people in our state, although finding a cure for

cancer will help people in the entire world. We were both brought up in the same way: if we have things and someone else doesn't, we want to share what we have."

The Schechters were the very first donors to UNC Lineberger seed grants program in 1986 and they have faithfully supported this important program for 25 years with gifts totaling over \$130,000. Now the Seed Grant Program has an established track record and is widely recognized as a model program for innovative research but when Pearl and Sol first started to contribute, it was a leap of faith. They have seen the program grow and succeed. The Seed Grant Program has supported many promising cancer researchers with their early research and these researchers have gone on to secure thousands and sometimes millions of dollars in federal funding and their research results have impacted the standard of cancer care.

Pearl explains, "We don't always know as well as the people working in the field how best to help. By contributing to the seed grants program, we're given the opportunity to provide what is needed for the next discovery. It gives Sol and me a great sense of satisfaction to watch the growth of the Seed Grant Program."

The Schechters were also generous donors to the Lineberger building campaign in 1990. For their devoted service, leadership and generosity, they were honored with the UNC Lineberger Distinguished Service Award in 1995.



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## Bruce Lyon and Triad Golfers Against Cancer



Golfers Against Cancer (GAC) is a national charitable organization that was founded in 1997 by Bobby Jones and a group of Houston golfers who lost several of their close golfing buddies to cancer. Motivated to raise money to fund cancer research, they created an annual golf tournament and dinner in Houston.

Dr. Bruce Lyon of Greensboro, NC, was a good friend of Bobby Jones and he frequently attended the Houston event. Bruce was motivated by what he saw in Texas and had seen friends and family battling cancer. When the GAC decided to expand to other parts of the country, Bruce volunteered to set up a chapter in the Triad. In 2005, Bruce, and friends Everett Mills, Mike Bruce, Robert Plyven founded the Triad Golfers Against Cancer.

Over the years, Bruce and his friends recruited many loyal volunteers — including his wife Ellen — and sponsors and together they have been tremendously successful in their efforts, raising over \$1,500,000 to fund promising cancer research projects at North Carolina's major comprehensive cancer centers. At UNC Lineberger, the Golfers have contributed \$476,000 since 2006 to support a wide range of innovative projects in cancers ranging from multiple myeloma to melanoma. This year the Triad Golfers committed \$82,350 to Dr. Angelique Whitehurst for breast cancer research and Dr. Stephen Park for research into non-Hodgkin's Lymphoma.

Bruce credits their success to a number of factors. "Over 90 percent of what we raise goes directly to support cancer research right here in North Carolina. And we make sure the researchers report back on their progress so we can communicate this to our donors."

Clearly another big factor in their success has been Bruce's leadership and vision and Ellen's support. He is passionate about the Triad Golfers Against Cancer and strongly believes that supporting cancer research is the key to progress in the fight against cancer. In recognition of his efforts, the National Golfers Against Cancer organization honored Bruce Lyon of Greensboro as their 2010 national volunteer of the year. He's won the hearts of his friends at UNC Lineberger as well!

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The Hatteras lighthouse, one of North Carolina's iconic structures, symbolizes the start of beach season



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## Bright Night 5k

After being diagnosed with ovarian cancer at the age of 23, Emily Bright of Greenville, NC decided to get off the couch and started running. Never much of an athlete before, she decided to take on a half marathon, and eventually building her strength and stamina enough to successfully complete two. Unfortunately, Emily lost her fight in January 2008.

That is one reason why when Bethann Wilkie, a longtime friend of Emily's, asked, "Why don't we do a 5k in memory of Emily for ovarian cancer research and awareness?" it seemed like a bright idea. From that decision, the ideas just seemed to tumble out: an evening run, through the neighborhood where Emily grew up, mile markers like Lite Brites... until the small yet significant details came together to form what is Bright Night 5k.



Race coordinators Phil Adams, Kerri Bright Flinchbaugh and Bethann Wilkie raised more than \$20,000 in honor of Flinchbaugh's sister, Emily Bright (pictured at right).

One refrain from Emily during her fight against ovarian cancer was, "I wish there was more creative and innovative research going on for ovarian cancer." Therefore, the UNC Lineberger Comprehensive Cancer Center was an obvious choice when it came time for donations. Lineberger's commitment to a whole person — not just a disease or a diagnosis — and those affected along with their novel and translational research lets them know they can make a difference.

To date the Bright Night 5k has raised more than \$20,000 for Ovarian Cancer Research, lighting the way for bright ideas.

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## Bosom Buddies

Bosom Buddies Executive Director Donna Branham, Treasurer Karen Bowman and member Ashley Fisher met with Dr. Keith Amos and Dr. Lisa Carey at the N.C. Cancer Hospital on February 21, 2011. The Charlotte area fundraising group donated \$26,500 to the UNC Breast Center.



L-R: Keith Amos, Donna Branham, Karen Bowman, Lisa Carey, Ashley Fisher

Bosom Buddies began in 2005 at the Weddington Swim & Racquet Club in Matthews, NC and has been held annually. "I started the clinics in 2005 after the Tsunami to benefit the American Red Cross. At the time we put a donation box out and raised \$1,500," said Branham.

Branham knew then that the members of her club were passionate about giving back. Donna's daughter was a junior tennis player and knew many of the pros. Donna recruited a small committee and her daughter recruited the pros. They decided that the money should go to support breast cancer education, outreach, and research because 8 of the 56 ladies in the tennis club had breast cancer or were breast cancer survivors.

In just seven years, the event has grown tremendously. The 2010 event had 10 Official Host Sites, 101 Tennis Professionals, 818 participants and generated over \$75,000. To date, the Bosom Buddies Benefit Clinic has donated over \$200,000 for breast cancer research and awareness.

The committee wanted to support research in the state of North Carolina and Karen Bowman did research on where to invest. Karen said she saw the Breast Cancer NCI-SPORE (Special Program of Research Excellence) and pulled up the map that shows UNC Lineberger's outreach across the state. Donna said, "our tour of the N.C. Cancer Hospital and meeting with Drs. Carey and Amos only reinforced that we had made the best choice in selecting breast cancer research being done at UNC Lineberger."



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 **Tina Shaban**

Tina Shaban, BSN, RN, OCN, is the manager of the Patient and Family Resource Center at the N.C. Cancer Hospital. She has a passion for oncology nursing and helping patients and families as they face cancer.

Soon after the N.C. Cancer Hospital opened in August 2009, with the expanded space for cancer support resources and programs, she decided to participate in the first ever faculty/staff campaign at UNC Health Care.



As one of 43 donors who contributed more than \$8400 to the N.C. Cancer Hospital during the campaign, Tina decided to honor her mother by making a gift to establish a special library collection for caregivers.

Tina says the decision was easy, "My mother is a strong woman, a caregiver to our family." So it was natural to make a gift to help purchase resources to help many families, "and keep the spirit of way my mother lives her life."

"I made a gift to establish this library and I am so pleased that I did. Each day as I come to work and see patients and families utilize this library collection, I see my mother's work continue. Everything that she tried to teach me or my sisters is there," she notes.

Tina gives back to patients every day in her work, but sees this gift as special, "Giving

back is part of who I am. I can see the rewards daily, I know that it is being utilized well. I think that there are wonderful opportunities throughout UNC where people can make a contribution and make it as beneficial as it has been to me."

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The Durham Bulls Athletic Park, in the heart of the city's historic center, is a place where summer memories are made





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# 2010-2011 UNC LINEBERGER EVENTS

## ANNUAL LINEBERGER CLUB LUNCHEON

Almost 300 of UNC Lineberger's most generous supporters attended the 2011 Lineberger Club luncheon on Saturday, February 19. The event recognizes those who contribute \$1000 or more annually to the center's cancer treatment, research and prevention programs.

Nationally-recognized songwriter Tom Maxwell of Pittsboro, NC shared his experience as the father of a pediatric cancer patient — his son, Esten, was treated for leukemia at UNC. He ended his moving remarks with a song dedicated to the families and patients going through the cancer journey. A video of Maxwell's talk and performance can be viewed at <http://unclineberger.org/signature-events/maxwell>.

Guests enjoyed lunch at the Carolina Club before watching the UNC Tar Heels' men's basketball team take on Boston College.

The event was sponsored by **LEE MOORE** at the \$4000 level and **CENTURY LINK** and **CAFÉ CAROLINA** at the \$2500 level.



**Top right:** Tom Maxwell sings an original song he wrote during his son's cancer treatment

**Bottom left:** Esten Maxwell poses with his Carolina bear

**Center:** Tresa and Rodger Kleisch of Greensboro with Emily Kleisch Crawford and Rob Crawford of Chapel Hill

**Bottom left:** Dorothy Hubbard and Virginia Hester, both of Sanford

**Bottom right:** Charlotte supporters Alice Harney, Alfred and Betsy Brand



All photos Brian Strickland







**Top right:** Coach Roy Williams poses with John and Emily Bailey, the winning bidders for some BIG shoes from Michael Jordan's fantasy camp.

**Top left:** Coach Williams and Wanda Williams share a laugh with guests from event sponsor Atlantic Packaging.

**Bottom:** Former UNC player, NBA star and ESPN NASCAR analyst Brad Daugherty shared his thoughts on making a difference for cancer research.

## FAST BREAK AGAINST CANCER

Coach Roy Williams hosted the 6th Annual Fast Break Against Cancer on Friday, October 15th, from 7:30 – 9:30 a.m. at Center Court in the Dean E. Smith Center.

Over 250 guests heard from two-time national champion Coach Roy Williams and former UNC basketball player, NBA star, and current ESPN NASCAR analyst Brad Daugherty. Featured silent auction items included a basketball signed by UNC standout Tyler Hansborough, a Michael Jordan autographed poster, and admittance to a closed practice of the UNC men's Tar Heels. A spirited live auction saw bidding on a UNC bench chair signed by the coaching staff, prime tickets to the UNC-NC State game, tickets to the UNC-Kentucky game and a unique pair of shoes from Michael Jordan's fantasy camp, signed by Jordan and Coach Williams.

The breakfast and live auction raised more than \$160,000 for cancer research, prevention, and awareness and kicked off opening day of the 2010–11 men's basketball season.

Sponsors included **ATLANTIC PACKAGING** (\$25,000), **GLAXOSMITHKLINE** (\$15,000), **AT&T** (\$10,000), the **CAROLINA INN** (\$10,000), **CURTIS MEDIA GROUP** (\$10,000), **GRADY-WHITE** (\$10,000), **LONG BEVERAGE, INC.** (\$10,000), **MORGAN CREEK CAPITAL MANAGEMENT** (\$10,000), and **BANK OF AMERICA** (\$5000).





# UNC LINEBERGER AND COMMUNITY PARTNERS...

**TICKLED PINK AT TWILIGHT**, a UNC Lineberger signature event held on October 28 at Top of the Hill raised over \$40,000 to benefit the Comprehensive Cancer Support Program at the N.C. Cancer Hospital.

Majors sponsors included (\$10,000+) **BLUECROSS BLUESHIELD OF NORTH CAROLINA**, (\$5,000+) **BANK OF AMERICA**, (\$2,500+) **TANGER OUTLETS**, **UNC HEALTH CARE**, (\$1000+) **DR. AND MRS. THOMAS W. BOULDIN**, **COLEMAN HUNTOON & BROWN, DR. AND MRS. JOHN P. EVANS**, **HOME TEAM PROPERTIES, INC.**, **MRS. YVONNE KNUTSON**, (\$500-\$999) **BELL LEADERSHIP**, **MR. AND MRS. KEVIN S. GRIGGS**, **MR. AND MRS. JEFFREY W. JOHNSON**, **DR. AND MRS. JAY E. KLOMPMAKER**, **MR. AND MRS. STEPHEN A. RICH**, **DR. AND MRS. DONALD L. ROSENSTEIN**, **MR. AND MRS. JAMES E. SWON**



**Above:** Loretta Muss, Coordinator, N.C. Cancer Hospital Patient and Family Advisory Board and Dr. Carey Anders



**Right Top:** Beverly Buchman, Barb Minot, Darcy Moore, UNC Lineberger Major Gifts Officer Nicole Pratapas, and Robin Owens (front).

**Right Bottom:** Twilight volunteers Vicki Lotz, Gail Nottingham, Cathie Camann, Kathy Clemmons, Carol Grigg

## ...TURN THE TOWN PINK!



**Left:** Dr. Shelley Earp, Margie and Tom Haber, Michael Fox and Missy Julian Fox enjoy a special Friday on the Front Porch at the Carolina Inn.

**Below, Left:** Jay White presents 5% day at A Southern Season, which raised \$1,650.

**Below, Right:** Coldwell Banker Howard Perry & Walston's Barbecue Crew organized and delivered a pink-themed lunch event that raised over \$4,000.



**TURN THE TOWN PINK**, a month long community campaign held in October, raised more than \$40,000 from over 49 community partners to benefit the Comprehensive Cancer Support Program at the N.C. Cancer Hospital.

Special thanks to Turn the Town Pink **COMMUNITY PARTNERS** who Turned the Town Pink with special item sales, benefit nights, cancer-awareness displays, luncheons, barbeque delivery, and other events to support patients and families!

1360 WCHL  
A SOUTHERN SEASON  
CALIFORNIA PIZZA KITCHEN  
CAMERON'S  
CAROLINA COFFEE SHOP  
CAROLINA PARENT MAGAZINE  
CAROLINA WOMAN MAGAZINE  
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HANDCRAFTED GIFTS  
YE OLDE WAFFLE SHOP





# 2010- UNC LINEBERGER EVENTS 2011

## JESSICA BRELAND COMEBACK KIDS FUND

UNC Women's Basketball Coach Sylvia Hatchell, special guest Good Morning America anchor Robin Roberts, and the entire UNC Women's basketball team, welcomed attendees to the Rebounds and Rhinestones gala on November 6th to kick off the Jessica Breland Comeback Kids Fund to benefit pediatric oncology at UNC.

Keynote remarks from Roberts, who is a breast cancer survivor, focused on "Make your Mess Your Message." Roberts relayed key times in her own life when she used adversity as a motivator and an opportunity to help someone else, ending with a congratulatory message for Jessica Breland and contributing a bonus item to the event's silent auction — a second trip to visit her on the set of *Good Morning America* in New York.

The presenting sponsor was **MARK JACOBSON SCION** (\$25,000) and **ABC11** served as media sponsor (\$15,000). Table sponsors (\$5000) were **EDUCATIONAL FOUNDATION/UNC DEPARTMENT OF ATHLETICS**, **GLAXOSMITHKLINE**, **KAY YOW CANCER FUND**, **UNC WOMEN'S BASKETBALL**, and **UNC HEALTH CARE**.

ABC 11 was media sponsor for the event, and one of its anchors, Tisha Powell, served as emcee for the evening. The night included a reception, dinner, an auction, and entertainment by Mike Cross. Special auction items abounded, including a behind the scenes tour of the *Good Morning America* set, hosted by Robin Roberts. Ms. Roberts doubled the package after spirited bidding. Dr. Anand Germanwala and Mrs. Joan Gillings were the winning bidders.

The event and year-long fundraising effort raised more than \$74,000 for pediatric oncology.

The video of Jessica's story can be viewed at <http://unclineberger.org/comeback>.

**Right:** Robin Roberts, Dr. Anand Germanwala and his family enjoy a moment with George Stephanopolous on the set of *Good Morning America*.



**Left:** Marc Jacobson and Robin Roberts share a moment at the gala. Mark Jacobson Scion was the presenting sponsor of Rebounds and Rhinestones.

**Below:** Pictured right are: (L-R): Robin Roberts, Jessica Breland, Coach Sylvia Hatchell





# 2010-2011 UNC LINEBERGER EVENTS



**Far Left:** Ann Fortmann and Bill Tate use a mobile device to check auction bids



**Left:** Dancing to DJ A-Minor's musical selections

**Below:** UNC Lineberger Board of Visitor members Janis and Jeff Tillman graciously opened their home for the pre-party where guests enjoyed an elegant reception poolside prior to the White Party.

## MILLION DOLLAR WHITE PARTY

UNC Lineberger's Beach Ball hit the million dollar mark this year! Over the event's eight year history, it has cumulatively raised more than \$1 million for cancer treatment, prevention and research in the community.

Party-goers dressed in shades of white and beige made their way to the Chapel Hill Country Club on April 16 to enjoy food, dancing and music by DJ A-Minor. Attendees also took part in silent and live auctions with a new twist added this year — the bidding process took place completely online.

Sponsors at the \$10,000 level included **ANN AND CHRIS COX**, **BUTCH AND TAMMY DAVIS**, the **L&N ANDREAS FOUNDATION**, the **HERALD SUN**, **EUROSPORT**, **SIEMENS MEDICAL** and **SKANSKA**.



Photo booths captured guests including Skanska's Ben Huffman, UNC Health Care's Senior Vice President, Planning and Program Development, Mary Beck, Dr. Shelley Earp, Dr. Kathy Shea and Dr. Tom Shea.



\$5,000 sponsors were **1360 WCHL**, **BANK OF AMERICA**, **BLUECROSS AND BLUE SHIELD OF NORTH CAROLINA**, **CAFÉ CAROLINA AND BAKERY**, **CURTIS MEDIA GROUP**, **FINN FACIAL PLASTICS**, **JEFF AND JANIS TILLMAN**, **MIA HAMM FOUNDATION**, **UNC HEALTH CARE/REX HEALTHCARE** and **WEST END WINE BAR**. \$3,000 sponsors were **CHAPEL HILL COUNTRY CLUB**, **CHAPEL HILL MAGAZINE**, an anonymous donor on behalf of **CORNUCOPIA HOUSE**, **LONG BEVERAGE**, **METRO PRODUCTIONS**, **PERFORMANCE BMW**, **UNC GAA-CAROLINA ALUMNI REVIEW**, and **WELLS FARGO**. \$1,000 sponsors were **MUNROE AND BECKY COBEY**, **RICK AND BLAIR MORGAN**, **PHE, INC.**, and **THE MEDICAL FOUNDATION OF NORTH CAROLINA**.

UNC Lineberger is grateful for the continued support it receives every day in the fight against cancer and every year at this event. It's a tribute to our generous volunteers, donors, and friends that Beach Ball: The White Party was acknowledged with an honorable mention for Best Event in Chapel Hill Magazine's "Best of Chapel Hill" awards this year.





# COMMUNITY-BASED EVENTS

## CORONA CARES

The “Corona Cares” program was initiated in 2005 by Crown Imports and local wholesalers to benefit sick kids and their families at Children’s Memorial Hospital in Chicago. Thanks to the advocacy of Raleigh-based Long Beverage, Inc., the 2010 program raised more than \$90,000 in North Carolina for patient and family support programs at the N.C. Cancer Hospital.

Patrick Mackey, Market Development Manager at Crown Imports, said that his tour of the N.C. Cancer Hospital to see where contributions will be used opened his eyes — particularly when he saw the kids and families in pediatric oncology. “Looking at children who are fighting for their lives and their parents, helped me understand more why the resources provided through UNC’s Comprehensive Cancer Support Program are so crucial. It is a great feeling to be able to provide funds to help all patients and their families come to UNC and receive the highest quality of care.”

Long Beverage president Rodney Long, lost his wife, Mary Anne, to cancer. He and his family named the Mary Anne Long Brighter Image Boutique at the N.C. Cancer Hospital. Of his efforts to bring Corona Cares to North Carolina, he said, “We have a personal experience at UNC Lineberger. The amount of care and expertise UNC provides is amazing. I just believe that what we take away from our experience should be something that we try and give back to.”



Corona Cares came to North Carolina through a partnership with Long Beverage, Inc. of Raleigh. Rodney Long and his family, including daughters Macey Long and Corie Long Latta, shown above with Daniel Latta and Mary Alice Eubanks, named the Mary Anne Long Brighter Image Boutique in honor of their wife and mother, who passed away in 2009. The family provides ongoing support for the Boutique, part of UNC’s Comprehensive Cancer Support Program.



Marketing manager Casey Saussey and Endurance Magazine founder Steve Lackey present a check to Dr. Shelley Earp and UNC Lineberger Director of Communications & Marketing Ellen de Graffenreid.

## WACHOVIA TAR HEEL 10 MILER

The Wachovia Tar Heel 10 miler and Fleet Feet 4+ mile run attracted more than 3,500 runners to Chapel Hill on April 9th. Among the crowds were UNC researchers, doctors, nurses and other staff — all running a hilly course to benefit cancer research and treatment at UNC Lineberger Comprehensive Cancer Center. The race raised more than \$10,500 through entries, charitable contributions and charity slots, opened after the race sold out.

“We are thrilled to have been chosen a charity partner, along with the YMCA’s We Build People Campaign, by Endurance Magazine, which produces the race,” said UNC Lineberger Director Shelley Earp, MD.

“All of us are working to make Chapel Hill and North Carolina a healthier place to live and community support is very important to all of the scientists, physicians and health care providers who work hard every day to ease the burden of cancer for all North Carolinians.”

More than a dozen faculty and staff came out for “Team Lineberger” — running to show solidarity with their patients fighting cancer, promote healthy lifestyles and to thank Endurance magazine and race sponsors for their support.





# COMMUNITY-BASED EVENTS



UNC Field Hockey turned it pink to promote sun safety in the community.

## UNC FIELD HOCKEY PROMOTES SUN SAFETY

UNC's Women's Field Hockey team partnered with UNC Lineberger on a year-long project to raise awareness of cancer risk and, in particular, skin cancer. The team

passed out sun-safety tips from UNC's doctors at their annual summer camp and took time each day to ensure that campers wore sunscreen before outdoor activities. The student-athletes also collected sunscreen donations, which they distributed to the Interfaith Council for distribution to shelter residents and other individuals who spend time outside in the sun.

The project was led by team member Meghan Lyons, who subsequently earned a Robert E. Bryan Public Service Fellowship from the Carolina Center on Public Service to extend sun-safety awareness efforts. Recruiting partners from various UNC varsity athletic teams, Meghan was able to extend the project into 2011. More information is available at: <http://sunsafetyproject.com>.

## MADDIE'S LEMONADE STAND DRINKS PINK IN OCTOBER

Turn the Town Pink is a tribute to the tremendous support that UNC Lineberger receives from the Chapel Hill-Carrboro community. Six year old Maddie Moore jumped in with both feet this year, launching the Drink Pink Project to raise money for the UNC Comprehensive



(Photo courtesy of Drew Moore)

Cancer Support Program. Kicking off with a sale at a Meadowmont neighborhood barbecue and setting up her pink lemonade and cupcakes at other community events.

"One day in the car, she said to me, 'I'm going to make a lemonade stand, and I'm going to

give all my money to the Tickled Pink Ladies,'" says Maddie's mother, Darcy Brandt Moore.

Darcy has worked with Tickled Pink and the newer "Turn the Town Pink" efforts, volunteering her time and talent for several years. "She's only 6, but she just wants to do it to help," says Darcy. "She doesn't want attention."

Maddie even has a website: <http://thedrinkpinkproject.us/>, which takes PayPal donations. Overall, she raised more than \$1,400, and we think she's just starting out!



## 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, longtime dean and leader at the School of Medicine.

At UNC Lineberger, planned gifts can leave a legacy in your name or honor someone important to you. We honor and recognize 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.

- |   |   |
|---|---|
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|---|---|

\*deceased







Photo by Will Owen

Researchers in the Center for Integrative Chemical Biology and Drug Discovery and UNC Lineberger are part of the National Cancer Institute's efforts to fast track the development of new cancer treatments.

## BUILDING THE CANCER DRUG PIPELINE

UNC Lineberger's Stephen Frye, PhD, professor of medicinal chemistry and director of the UNC Center for Integrative Chemical Biology and Drug Discovery in the UNC Eshelman School of Pharmacy, is at the forefront of UNC's being named part of the National Cancer Institute's Chemical Biology Consortium (CBC). The mission of the CBC is to increase the flow of early stage drug candidates into NCI's drug development pipeline. UNC's selection as one of four such centers has resulted in two initial contracts to initiate the discovery of drugs for the treatment of childhood leukemia and brain tumors.

In the childhood cancer, acute lymphoblastic leukemia (ALL), a protein called Mer is abnormally expressed, making the cancer resistant to current therapies. Mer was initially discovered in the lab of Shelley Earp, MD, UNC Lineberger's director. UNC scientists are developing small molecule inhibitors of Mer kinase as drug candidates to treat this disease. They will also use the molecules as probes to further explore the mechanism where Mer activation sustains the survival of lymphoid and other tumors that express Mer, potentially opening doors to new treatments for other cancers. The team collaborates with Doug Graham, MD, a pediatric oncologist at the University of Colorado who was a UNC School of Medicine student of Earp's at the time of the discovery and a co-investigator in this project.

A second project also targets a specific gene involved in gliomas, the most common type of brain cancer. Glioblastoma multiforme (GBM) is the most aggressive tumor subtype. Less than ten percent of patients survive beyond one year. This research will target the protein product of a gene called IDH1 that is frequently mutated in gliomas. The role of IDH1 in this cancer has been defined in the lab of Yue Xiong, PhD, Kenan Professor of Biochemistry and Biophysics and a UNC Lineberger member. The mutation offers a highly specific target for the discovery and development of anti-GBM drugs.

## MUSS CO-AUTHORS STUDY OF MAMMOGRAPHY IN BREAST CANCER SURVIVORS

Hy Muss, MD, professor of medicine and leader of the UNC Lineberger Geriatric Oncology Program, recently co-authored a paper examining the results of a mammography study of women with a personal history of breast cancer.

Although women with a personal history of breast cancer are at higher risk of developing another breast cancer than women who have not had breast cancer, and are recommended for screening mammography, little high-quality data exist on screening performance in these women.

The study, which was published in the *Journal of the American Medical Association*, showed that mammography screening in women with a personal history of breast cancer detects early-stage second breast cancers, but has lower accuracy, compared to screening in women without prior breast cancer. Even though mammography was not quite as accurate in women with a prior history of breast cancer as in women without breast cancer, mammography still



Photo by Brian Strickland

detected most cancers in women with prior cancers and remains the mainstay of breast cancer imaging for these women.

Subjects included women receiving mammograms at facilities in five registries of the National Cancer Institute-funded Breast Cancer Screening Program, which collects demographic and mammography information from women undergoing mammography at participating community-based facilities.





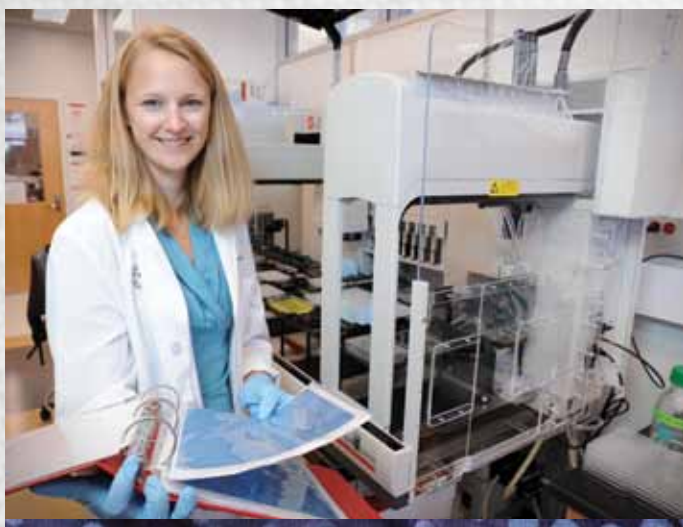


Photo by Dan Sears

### WHITEHURST STANDS UP TO CANCER

Angeliqe Whitehurst, PhD, assistant professor of pharmacology and a member of UNC Lineberger Comprehensive Cancer Center, has been awarded one of 13 Innovative Research Grants from Stand Up to Cancer, the scientific partner of the American Association of Cancer Research.

The grants were announced during an event at the American Association for Cancer Research (AACR) 102nd Annual Meeting 2011.

SU2C's Innovative Research Grants Program, which made its first round of 13 grants in December 2009, was designed specifically to support work that incorporates new ideas and new approaches to solve critical problems in cancer research.

These innovative projects are characterized as "high-risk" because they challenge existing paradigms, and because in order to receive a grant, the applicants were not required — as they would be by most conventional funding mechanisms — to have already conducted a portion of the research resulting in an established base of evidence. If successful, the projects have the potential for "high-reward" in terms of saving lives.

Whitehurst will use the \$742,000 grant to study how genes, otherwise required only for human reproduction, contribute to tumor cell survival. She will evaluate these genes to determine which are most critical for tumor survival and how they support growth of tumor cells. Ultimately her work will present new therapeutic targets that will selectively destroy tumor cells and leave normal tissue unharmed.

Whitehurst earned her bachelor's degree in biochemistry and chemistry from Virginia Polytechnic Institute and her doctorate in cell and molecular biology from the UT Southwestern Medical Center where she also completed her postdoctoral fellowship in cell biology before joining the UNC faculty in 2009.

### TEAM PINPOINTS ROLE OF KEY PROTEIN IN PANCREATIC DUCTAL ADENOCARCINOMA

Pancreatic ductal adenocarcinoma is responsible for more than 95 percent of pancreatic cancer. This very aggressive form of cancer is responsible for more than 35,000 deaths each year in the United States, with only 20 percent of patients surviving one year after diagnosis.



Photo courtesy of NCCU

Antonio Baines, PhD

A team based at North Carolina Central University (NCCU) and UNC Lineberger Comprehensive Cancer Center has established a connection between a known cancer gene called KRAS and a protein called Pim-1 kinase. The team found that mutations in the KRAS gene resulted in higher levels of Pim-1 expression in several laboratory models of human pancreatic ductal adenocarcinoma, and suppression of Pim-1 in

KRAS-dependent models resulted in decreased growth — key indications that Pim-1 is required for the growth of these cancerous cells and a promising therapeutic target. Their results were published in the journal *Carcinogenesis*.

"There are two key implications for the treatment of pancreatic cancer," said Antonio T. Baines, PhD, assistant professor of biology and a member of the cancer research program at NCCU's J.L. Chambers Biomedical/Biotechnology Research Institute.

"Not only does Pim-1 look like a promising target for new therapies, but it may also serve as an effective biomarker for the activity of mutated KRAS in pancreatic cancers."

Testing for and molecular targeting of KRAS-mutated cancers has been pursued for several years in the treatment of pancreas, lung, colorectal and other cancers. New, targeted treatments are currently in clinical trials.

The team, co-led by UNC Lineberger scientist Adrienne Cox, PhD, also tested the role of Pim-1 in cell invasion, part of the overall mechanism through which cancer cells metastasize (spread in the human body). The team also found that Pim-1 plays a role in radioresistance, a phenomenon where cancer cells are less susceptible to common radiation therapies for cancer. When Pim-1 expression is inhibited in the laboratory, the cells' ability to spread and to resist ionizing radiation is also reduced.

"We hope that this research can contribute to similar breakthroughs in targeted therapies for pancreatic ductal adenocarcinoma," said Baines. This project was initiated as part of the larger, NCI-funded NCCU-UNC Lineberger partnership.



Adrienne Cox, PhD

Photo by M. Kostich





# 2010-2011

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Photo by David Laudadio







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#### About the Art

Elaine O'Neil, textile collage artist from Chapel Hill, NC, collaborated with UNC Lineberger to create twelve scenes that highlight the beauty and character of North Carolina. She created each image using a myriad of fabric colors and textures, all painstakingly sewn together.

**To learn more or to order an all-new 2012 calendar benefitting the N.C. Cancer Hospital, please visit [elaineoneil.com](http://elaineoneil.com). All artwork © 2010 Elaine O'Neil, used with permission.**

The entire twelve month collection of original artwork was generously donated to the NC Cancer Hospital by the friends and family of the late John Goldfinch of Chapel Hill, NC. The art is now displayed prominently in the entrance hallway between the N.C. Neurosciences Hospital and the N.C. Cancer Hospital where these beautiful, colorful and uplifting images now brighten the days of patients and families.