## 2011-2012 DONOR HONOR ROLL



# FROM THE DIRECTOR



Dear Friends,

In 2011–2012, over 5,600 generous contributors came together to raise \$5,713,770 to support the mission of UNC Lineberger Comprehensive Cancer Center.

UNC Lineberger's mission is ambitious in its scope and depth. We work to understand the causes of cancer at the genetic and environmental levels, conduct groundbreaking laboratory research, translate findings into pioneering and innovative clinical trials, develop best practices for cancer prevention, improve cancer outcomes for all North Carolinians, and provide patients with the best cancer care available anywhere.

Our progress toward these goals is exciting, and our success is due to the hard work, dedication, and talent of our physicians and scientists, researchers and nurses, staff and volunteers, community supporters and generous donors. We are truly all in this together—this quest to make a difference for patients and families now and in the future.

We are so grateful for the individuals and organizations who choose to support our work. Particularly in these times of economic uncertainty when there are so many pressing needs, your commitment to our mission inspires us.

This year, we have continued our successful track record of competitive research funding and made several scientific breakthroughs that are the first of their kind — offering new hope for understanding the genetics of hereditary cancers, combating drug resistant disease and better understanding how and why cancer spreads throughout the body. Breakthroughs like this wouldn't be possible without private support for research. Innovative researchers like Carey Anders, profiled on page 5, whose initial research into new therapies for breast cancer brain metastasis was funded by a UNC Lineberger seed grant, go on to compete successfully for some of the

most competitive and prestigious research programs in the nation—a sign that your investment here in North Carolina is truly being leveraged into world-class discovery. Donors like Patrick and Carol Nash (profiled on page 15) help make this possible through seed grant endowments.

We have also treated more patients than ever before, enrolling hundreds in leading-edge clinical trials that offer the newest treatment options and offering world-class care and support programs for patients and families. Knowledge is power for our patients, and thanks to generous donors like the Clark Family (profiled on page 15) who support this part of our mission, we are able to respond to emerging patient needs and continue successful programs that make the cancer journey a bit easier.

Many of our generous supporters want to leave a legacy for themselves or in honor of a loved one, and choose to make a planned gift to UNC Lineberger, sending a signal to their family and friends that they believe in our past, present and future success.

Every single dollar given to UNC Lineberger is meaningful and we are thankful for every donor who invests in our success. Thank you for your trust in us, and know that we work hard to ensure that private support is the engine driving faster translation of new treatments from the lab to the patient. We look forward to your continued involvement with UNC Lineberger—we can make a difference together.

Sincerely,

Stilly

H. Shelton Earp III, MD Lineberger Professor and Director Professor of Medicine and Pharmacology

#### **UNC Lineberger Comprehensive Cancer Center Administration**

H. Shelton Earp, MD, Director

Joseph S. Pagano, MD, Director Emeritus

Albert S. Baldwin, PhD, Associate Director, Basic Research

Lisa A. Carey, MD, Associate Director, Clinical Research

Andrew F. Olshan, PhD, Interim Associate Director, Population Sciences

Michael O'Malley, PhD, Associate Director

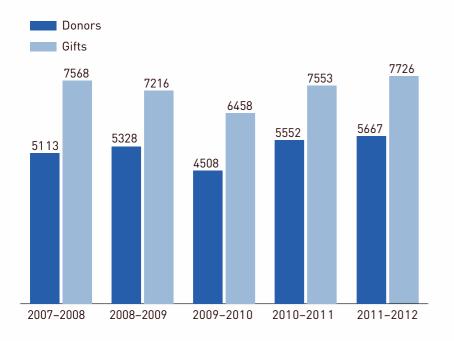
Norman E. Sharpless, MD, Associate Director, Translational Research

Thomas C. Shea, MD, Associate Director, Clinical Outreach

2011-2012 DONOR HONOR ROLL

## FINANCIAL HIGHLIGHTS

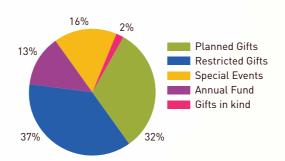
### Five Year History of Donors and Gifts Processed

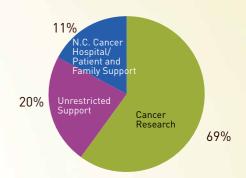


2011–2012 Fundraising Results: New Gifts, Pledges and Bequests

Total: \$5,713,770

## 2011-2012 Fundraising Results: Gifts to UNC Lineberger by Type





## 2010-2011 Fundraising Results: Gifts to UNC Lineberger by Purpose

#### 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 research and patient support.

## N.C. Cancer Hospital/ Patient and Family Support

Direct support to patients and families and leading-edge research to find new treatments.

#### **Program Leaders**

Lisa A. Carey, MD, and Charles Perou, PhD, Breast Cancer Research Gary L. Johnson, PhD, and Norman E. Sharpless, MD,

Molecular Therapeutics
Terry Magnuson, PhD, Genetics
Andrew F. Olshan, PhD, Cancer Epidemiology
Nancy Raab-Traub, PhD, Virology
Thomas C. Shea, MD, Clinical Research
Jonathan Serody, MD, and Jenny P. Y. Ting, PhD, Immunology
Yue Xiong, PhD, Cancer Cell Biology
Open, Cancer Prevention and Control

#### **External Affairs Staff**

Debbie Dibbert, Director of External Affairs
Lauren Beaumont, Program Assistant
Jennifer Bowman, Special Events Coordinator
Lauren Hundley, Development and
Communications Associate
Eli Jordfald, Senior Major Gifts Director
Aime Mitchell, Director of Development Services
Katisha Paige, Annual Giving Director
Nicole Pratapas, Major Gifts Director

#### Ellen de Graffenreid.

Director of Communications & Marketing
Dianne Shaw, Deputy Director of Communications
Mary Ruth Carroll, E-Content Developer

Honor Roll photos courtesy of Brian Strickland, Tamara Lackey Studios, Heba Salama and Will Owen.

## PRIVATE SUPPORT for the N.C. Cancer Hospital

The N.C. Cancer Hospital, UNC Lineberger's clinical home, is a testament to North Carolina's commitment to excellent cancer care for all citizens of our state. In the past year, more than \$645,000 was contributed to support the N.C. Cancer Hospital. Thanks to this generous private support, thousands of patients and families benefited from expanded patient and family services and innovative clinical research.

We are especially grateful for the five new naming gifts to the N.C. Cancer Hospital. The names of all generous donors are prominently displayed on the donor recognition wall in the hospital's main lobby. These endowment gifts are strategically invested to support nationally-recognized patient and family programs and services and to enhance leading-edge clinical research.



## Paul Muenzner, MD – A tribute to outstanding care and a career well-spent

Knowing that your gift can make a difference is a small thing when facing the loss of a loved one, but Paul Muenzner, MD, of Fayetteville says that remembering his wife Annie through two endowment funds at UNC Lineberger is something that he is proud of. Annie, a nurse, lost her battle with leukemia in 2011. The couple had been married almost 48 years.

Dr. Muenzner notes that one of the endowment funds is meaningful for several reasons. The Paul S. & Annie G. Muenzner Oncology Nursing Endowment Fund will support educational and professional development opportunities for outpatient and inpatient oncology nurses. "It honors Annie's career as a nurse and it reflects the outstanding care that she received at UNC. The nurses often don't get thanked and they are the ones who do a lot of the hard work," he says.

"Annie and I discussed our financial situation when her leukemia came back after remission, and I proposed that we give away some of what we had saved for retirement. She said, 'I like the idea. You're doing that for me'," he says.

In addition to honoring Annie's career, Dr. Muenzner says that The Annie G. Muenzner Endowment Fund for New Ideas in Cancer Research reflects the couple's knowledge, as members of the health care community, "that seed money is really important because early research doesn't get funded."

Dr. Muenzner, an orthopedic surgeon, says that the couple's experience during Annie's illness was exceptional, "I have been in medicine for 40 years and never known a hospital so patient-oriented. I know that as a doctor and a nurse, we

are often the people who can be meddlesome in our own care. People at UNC who knew that were exceptionally nice to us but it was really everyone, from the people who cleaned the floors and changed the beds, up to the nursing staff and doctors."

When he gets to Chapel Hill, Dr. Muenzner goes to see the people who took care of Annie, who "will be remembered in perpetuity because the oncology nurses endowment will always be available. I will continue to donate and encourage others to do so."

"Annie's care is the reason I gave and I would encourage anyone who has any expectations of being charitable toward people with cancer, donate as much as they can to UNC Lineberger," he says. "Decide what you want to support and establish your own endowment."



Dr. Paul Muenzner



The Lambeth Family

## The Lambeths: a "big Carolina family" honors loved one's roots

Susan and Tom Lambeth of Burlington met at Carolina. Their first home was married student housing on Hibbard Drive, where they moved after marrying in Tom's second year of law school. They were married for 25 and a half years before Susan passed away after a "courageous and graceful" struggle with ovarian cancer at age 48.

"Susan was the most amazing person I have ever known. She was very focused and could accomplish more in a day than most people can in a week. She was a wonderful wife, mother and friend — warm and giving and had a smile for everyone," Tom says.

Although Susan wasn't treated at UNC Lineberger, her family has made a gift in her memory, naming a consultation room in the N.C. Cancer Hospital that overlooks the same street where Tom and Susan started their marriage.

"It felt appropriate to us. We are a big Carolina

family," Tom notes. Sons David and Steven both attend Carolina, David as a second year law student and Steven as a senior.

"Susan was a very generous person who participated in clinical trials and talked to medical students about diagnosing ovarian cancer. So half of the gift will be used for patient support – Susan would approve of the funds going toward helping people who aren't able to pay for things they need during their cancer treatment. The other half will go toward research for ovarian cancer," he says.

The family hopes to add to the research funds. "Research is important because there's no good screening test for ovarian cancer and the signs and symptoms are easy to miss or explain away. There is great research going on at UNC and we want to honor Susan's memory by finding a cure for this terrible disease."

# 2011-2012 N.C. Cancer Hospital Gifts and Pledges

#### \$100,000+

UNC Health Care Volunteer Association to provide meals, massage therapy and essential equipment for inpatient cancer patients and their caregivers.

Mr. and Mrs. Otto Woerner to support The Betty and Otto Woerner Endowment Fund for Cancer Patient and Family Support

#### \$40,000

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

#### \$25,00

Polly Carter and the Carter Foundation to name a Clinical Trials Exam Room in memory of W. James Carter, Jr.

Polly Carter and Mary Elizabeth Carter White to name a Clinical Trials Triage Room in memory of W. James Carter. Jr.

Crown Imports to support the UNC Lineberger Comprehensive Cancer Support Program

Friends of Woody and Jean Durham to name a patient consultation room in the Patient and Family Resource Center in their honor

Thomas Hall to support the N.C. Cancer Hospital Endowment Fund

Patrick and Jamie Lanier to name the Pediatric Oncology Snack and Nourishment Room

John and Leslie Silverstein to name a patient consultation room in the Genetics Counseling Suite

Tommy and Gray Stoughton to support the William G. Clark III Fund for patient assistance



## 2011-2012 UNC LINEBERGER MAJOR GIFTS

Major gifts are critical to UNC Lineberger's ability to recruit and retain the very best minds in the cancer field, invest in high-potential research, provide innovative patient care and support programs, and ultimately find cures. Our deepest gratitude is extended to the following donors who have made generous major gifts and pledges this year.

### 2011-2012 UNC Lineberger Major Gifts and Pledges

#### \$900,000+

Breast Cancer Research Foundation to support breast cancer research of Drs. Lisa Carey, Shelton Earp, Hyman Muss and Charles Perou

Lustgarten Foundation for Pancreatic Cancer Research to support the research of Dr. Channing Der

#### \$400,000+

Susan G. Komen Breast Cancer Foundation to support the research of Drs. Lisa Carey and Claire Dees

#### \$200,000+

Lance Armstrong Foundation/V Foundation for Cancer Research to support the UNC Lineberger Lance Armstrong Center of Excellence

Wally and Lil Loewenbaum to support the research of Drs. Norman Sharpless and Charles Perou

The V Foundation for Cancer Research to support Dr. Greg Wang, the Martin D. Abeloff, MD, V Scholar Award recipient

#### \$150,000+

Hertog Foundation to support the breast cancer research of Dr. Charles Perou

Hyundai Motor America to support the pediatric cancer research of Dr. Ian Davis

The V Foundation for Cancer Research to support the pediatric cancer research of Dr. Ian Davis in honor of Stuart Scott

#### \$100.000+

Prostate Cancer Foundation to support the research of Dr. Joseph DeSimone

Samuel Waxman Cancer Research Foundation to support the research of Drs. Al Baldwin and Yue Xiong

#### \$50,000+

The estate of S. Page and Katherine B. Graham to support cancer research

Susan Komen NC Triangle Affiliate to support breast cancer genetic testing

Dr. Paul S. Muenzner to establish the Annie G. Muenzner Endowment Fund for New Ideas in Cancer Research and the Paul S. and Annie G. Muenzner Oncology Nursing Endowment Fund

Triad Golfers Against Cancer to support the research of Dr. Ben Major and Dr. Neil Hayes

#### \$25,000+

The Elizabeth Dalton Averett Foundation to establish the Elizabeth "Libby" Dalton Averett Fund for New Ideas in Breast Cancer Research

The Bell Family Foundation to establish the Bell Family Endowment for New Ideas in Cancer Research Bosom Buddies Benefit Organization for breast cancer Research

A Bright Light Foundation to establish the Emily Bright Seed Grant for New Ideas in Ovarian Cancer

The Carlson Family Foundation to support multiple myeloma research

Elizabeth W. Cohen to support the research of Dr. Jenny Ting

The Susan Hoke Lambeth Foundation to Cure Ovarian Cancer to support the Susan Hoke Endowment Fund for Ovarian Cancer Research and the N.C. Cancer Hospital Patient Support Endowment Fund.

Patrick and Carolyn Nash to establish the Patrick F. and Carolyn B. Nash Endowment Fund for New Ideas in Cancer Research



Marci K. Campbell, PhD, MPH 1952-2011

St. Baldrick's Foundation to support pediatric oncology

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

Summer Classics to support the Susan Hoke Endowment Fund for Ovarian Cancer Research and the N.C. Cancer Hospital Patient Support Endowment Fund

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

## Remembering Marci Kramish Campbell, PhD

Marci Campbell, UNC's program leader in Cancer Prevention and Control research, died from colon cancer in December 2011. Marci was nationally recognized for her work in promoting healthy behaviors, cancer survivorship, health communication, and dissemination research. She was also instrumental in overseeing UNC's Lance Armstrong Foundation LIVESTRONG Survivorship Center of Excellence.

With the support of gifts from her family and friends, The Marci Kramish Campbell Dissertation Award was established by UNC Lineberger Comprehensive Cancer Center to honor her memory. This will be an annual competitive award to recognize excellence in dissertation research focused on cancer and the population sciences. Given Marci's lifetime commitment to promoting healthy behaviors, cancer survivorship, health communication, and dissemination research and her strong belief that mentoring the next generation of researchers was one of our most important responsibilities, this new award will be especially fitting and meaningful.

2011-2012 DONOR HONOR ROLL



Carev Anders. MD

## Seed grant support leads to nationally-recognized research

Carey Anders, MD, assistant professor of medicine and a member of the UNC Breast Center, received a UNC Lineberger seed grant of \$50,000 in 2010 to support her research, focused on improving survival for women with breast cancer brain metastases.

Her goal is to provide new therapies for women whose cancer has spread to their central nervous system, a group of patients who currently have few treatment options. She hopes that her work will lay the foundation for future clinical trials incorporating biomarkers to enhance therapeutic response and

survival for women with HER-2-positive breast cancer brain metastases.

Now, thanks to the research funded by her seed grant, Dr. Anders is one of six Damon Runyon Clinical Investigators to be selected nationally. These awards, aimed at encouraging and advancing the work of promising early career cancer researchers, are highly competitive and very prestigious. With this award, Dr. Anders will receive a three-year \$450,000 grant to support the development of her research program.

## SEED GRANT SUPPORT

### Donors to Seed Grant Funds

The UNC Lineberger Seed Grant Program, established in 1986, gives researchers the opportunity to develop new and promising ideas for cancer treatment, early detection and prevention. This year, five researchers received funding for projects ranging from a groundbreaking study of a possible interaction between colorectal cancer treatment and common drugs for high cholesterol to investigation of a new treatment for endometrial cancer to a program that will better understand how young cancer patients can be supported in making decisions about future family expansion that fit their values and goals. These gifts directly support our physicians' and researchers' work to find answers to some of cancer's biggest challenges.

Andreeff Equity Advisors, LLC Dr.\* and Mrs. Gerald W. Arney

Mr. W. Vernon Averett

Mr. and Mrs. Stephens L. Baldwin Jr.

Mr. and Mrs. Victor E. Bell III

Ms. Joan P. Boone

Mr. and Mrs. John Allen Cates

The Cemala Foundation, Inc.

Mr. and Mrs. James E. Clement Jr.

Mrs. Elizabeth W. Cohen

Mr. Edward A. Crawford

Mrs. Nan Crawford

Mr. and Mrs. Edward S. Finley Jr.

First Baptist Church of Wadesboro

Greater Greenville Community Foundation

A Bright Light Fund

The Betty and Clarence Griffin, Jr. Endowment

Captain Douglas B. Guthe, Jr.

Mr Richard A Hutchinson Sr

Mr. and Mrs. Clarence H. Keller

The Ladies Auxiliary to V.F.W., Dept. of NC

The Honorable D. Thomas Lambeth, Jr.

Mrs. Carolyn S. Maddux

The A. W. McAlister Foundation, Inc.

Mr. Edward C. McCarthy and

Ms. M. Robin Davis

Drs. Thomas J. Mercolino and Janet L. Evans

Dr. Paul S. Muenzner

Mr. and Mrs. Patrick Nash

Mr. and Mrs. William G. Pappas

Ms. Josephine Ward Patton

Mr. and Mrs. Brian L. Pecheles

Mrs. Allen W. Post Jr.

Mrs. Nancy W. Sample

Mrs. Pearl Schechter, Schechter Foundation

Mr. and Mrs. Cecil W. Sewell Jr.

Mr. J. Trov Smith, Jr.

Mr. and Mrs. Joseph W. L. Stanley

Mr. and Mrs. Verner E. Stanley Jr.

Ms. Laurie M. Stegman

Dr. Michael A. Stegman

The Susan Hoke Lambeth Foundation to

Cure Ovarian Cancer

Triad Golfers Against Cancer

Mr. and Mrs. Stuart F. Vaughn

Mr. William D. Whisenant and Ms. Kelly L. Ross

Mr. and Mrs. Charles M. Winston Sr.

Mr. M. Rhem Wooten, Jr. and

Ms. Kathy J. Farley

<sup>\*</sup> deceased

# UNC LINEBERGER COMPREHENSIVE CANCER CENTER 2011-2012 HONOR ROLL OF DONORS

UNC Lineberger is deeply thankful for the 5,667 donors who chose to invest a total of \$5,713,770 in the past year.

Private support helps us move closer to our vision of a world where fewer people are diagnosed with cancer, where a cancer diagnosis can be countered with safe, effective treatment, and where every patient and family has access to the best support programs available.

Your recognition of the need for everyone who shares this vision to work together to make it a reality helps us fulfill our commitment to providing an exceptional cancer center for all North Carolinians—today and in the future. Your generous contributions support the work of a dedicated group of professionals whose work in laboratories and clinics, hospital rooms and communities across our state are making a difference every day.

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, 2011–June 30, 2012).

Lineberger Leadership Partners — those whose generous support of at least \$1000 annually — are noted in this honor roll with special recognition of those who have contributed at this level for 10, 15, 20, and 25 years. We are especially grateful for their loyalty to UNC Lineberger and their commitment, which has built and sustains a truly collaborative cancer center, committed to being world-class.

## Director's Circle \$250.000+

Mr. and Mrs. George Walter Loewenbaum The V Foundation for Cancer Research *10yr* 

#### \$100,000-249,999

Hertog Foundation Hyundai Motor America UNC Health Care Volunteer Association Mr. and Mrs. Otto H. Woerner

#### \$50,000-\$99,999

Dr. Paul S. Muenzner Triad Golfers Against Cancer The estate of S. Page and Katherine B. Graham

#### \$25,000-\$49,999

Atlantic Corporation of Wilmington
Bell Family Foundation
Bosom Buddies Benefit Organization
A Bright Light Foundation
The Calgary Foundation
The Carlson Family Foundation
Mrs. Polly Carter
Mrs. Elizabeth W. Cohen
Mr. J. Trevor Colvin
Crown Imports
Elizabeth Dalton Averett Foundation
Mr. Thomas J. Hall
The Susan Hoke Lambeth Foundation to
Cure Ovarian Cancer

Mr. and Mrs. Patrick Lanier
Mr. and Mrs. Patrick Nash
The estate of Hugh Peoples Perry
The Mary Claire Satterly Foundation
Mr. and Mrs. John M. Silverstein 15yr
Mr. and Mrs. Eddie C. Smith, Jr. 10yr
St. Baldrick's Foundation
Dr. Michael A. Stegman
Mr. and Mrs. Thomas F. Stoughton
Summer Classics

#### Director's Club \$10.000-\$24.999

Mr. and Mrs. Robert A. Baillie 15yr Bassett Furniture Industries Mr. and Mrs. Russell S. Beecher Dr. M. Robert Blum Bob Boyd Invitational Mr. and Mrs. B. Mayo Boddie Sr. 15yr Boddie-Noell Enterprises, Inc. 10yr Mr. and Mrs. G. R. Buchanan Mrs. Tanya Burrow Mr. and Mrs. Michael C. Campbell Mr. and Mrs. Stephen A. Capps The Carolina Inn The Cemala Foundation, Inc. 15yr The Chapel Hill Herald Mr. and Mrs. William G. Clark IV Coastal Beverage Company, Inc. Mr. and Mrs. G. Munroe Cobey Coca-Cola Bottling Company Mr. and Mrs. Herman Cone III 10yr



Ms. Susan B. Coppedge Mr. and Mrs. Chris Cox Mr. and Mrs. Neill A. Currie Curtis Media Mr. and Mrs. Paul Davis Jr. Grady-White Boats, Inc. 10yr Dr. Mark Graham and Dr. Laneta Dorflinger Mr. and Mrs. William E. Graham III Mia Hamm Foundation 10yr Hardee's Licensee Association Ms. Sylvia R. Hatchell Mrs. Sandra L. Henson Kulynych Family Foundation Laboratory Corporation of America Holdings Long Beverage, Inc. Mr. and Mrs. Samuel A. McConkey Mr. and Mrs. Ben R. Miller Morgan Creek Capital Management, LLC Drs. Martin J. and Ann Murphy 02 Fitness Seaboard, LLC Ms. Josephine Ward Patton Mr. and Mrs. Cecil W. Sewell Jr. 10vr **SKANSKA** Mr. and Mrs. Andrew M. Silton Simplicity Event Design Mrs. Emily R. Sloan Sports Endeavors Mr. and Mrs. Verner E. Stanley Jr. 15yr Tanger Properties LP Mrs. Rebecca S. Thompson Mr. and Mrs. Jeffrey Tillman

#### Lineberger Leaders \$5,000-\$9,999

Zeta Tau Alpha Foundation, Inc. 15yr

The Titmus Foundation, Inc. 20yr

Waverly Hematology Oncology, PA

WCHL 1360 AM/Chapelboro

Wren Foundation Inc. 10yr

West End Wine Bar

2011–2012 UNC Men's Basketball Team

TyraTech, Inc.

Mr. and Mrs. Douglas E. Anderson *20yr*Andreeff Equity Advisors, LLC
Mrs. Mary P. Arney *15yr*AT&T
Mr. W. Vernon Averett
Mr. and Mrs. Stephens L. Baldwin Jr. *10yr*Bank of America

R. H. Barringer Distributing Co., Inc. Mrs. Jovce D. Bell Bertsch Family Charitable Foundation, Inc. Munroe Best Foundation, Inc. 10yr Mr. and Mrs. Bruce A. Biggs 10yr BlueCross BlueShield of North Carolina 10yr Mr. and Mrs. Ben M. Boddie Sr., 10vr The Nickolas Bunn Boddie, Sr. & Lucy Mayo Boddie Foundation Mrs. Nicholas B. Boddie, Bryanna Foundation Ms. Joan P. Boone 10yr Mr. and Mrs. George W. Boylan Mr. and Mrs. R. Alfred Brand III. 15vr The Dalton-Brand Foundation, Inc. Mr. F. Cooper Brantley Mr. and Mrs. Clay A. Brumbaugh Cafe Carolina and Bakery Mr. Thomas Campbell Carolina Premium Beverage, LLC Mr. and Mrs. John A. Cates Chapel Hill Breast Cancer Research Foundation 10yr Chapel Hill Firefighters Association Mrs. Gray Clark 10yr Mr. and Mrs. James E. Clement Jr. Coldwell Banker Howard Perry & Walston Educational Foundation, Inc. Endurance Magazine, LLC/ Tar Heel Ten Miler Finn Facial Plastics. PA First Baptist Church of Wadesboro Ms. Joan Gillings Mr. and Mrs. Kevin S. Griggs Mr. and Mrs. David A. Groves Michael W. Haley Foundation, Inc. 15yr Mr. and Mrs. Nat T. Harris 15vr Mr. and Mrs. Thomas W. Hudson Jr. 15yr Drs. Richard F. Hunt III and Amy W. Hunt IBM Matching Gift Program Ladies Auxiliary to V.F.W., Dept. of NC 10yr Mr. and Mrs. Kenneth B. Lee Jr. Mr. and Mrs. Frank H. Livingston Mr. and Mrs. Richard R. Lund The A. W. McAlister Foundation, Inc. 15yr Dr. and Mrs. Hamilton W. McKay Jr. 25yr Morgan Creek Capital Management, LLC Ms. Josephine W. Nixon Novo Nordisk Pharmaceuticals Inc. Mr. and Mrs. Brian L. Pecheles

Performance Automall

# Earl and Margie Johnson Investing in new treatments, outstanding care



Earl and Margie Johnson of Raleigh say, "The more we see of UNC Lineberger, the more we realize all they're doing for cancer research and treatment. When we needed to do some estate planning, we couldn't think of a better place than UNC Lineberger to include as a planned gift in our wills."

Margie explains, "My father served as chair of the Board of the Medical College of Virginia, and my family all volunteered as a part of our lives. I have been involved in medical causes and the arts. Earl has

charitable interests as well. Since Lineberger is a mutual interest and passion of both of us, Earl suggested, 'Why don't we make a planned gift to Lineberger?'"

Both have been touched by cancer. Margie was successfully treated for colon cancer eight years ago. "When I came to UNC I was evaluated by several specialists, not just one. The broad-based comprehensiveness of Lineberger is just outstanding."

Earl has lost family members to lung cancer. "My mother died at the age of 83 and my oldest sister died at the age of 59. I think so many inroads in research and treatment have been made, that maybe they could have made it through if they had been diagnosed today."

Earl says, "Our gifts are unrestricted. Because of our knowledge of Lineberger and our trust in the way things are done there, we are confident they'll know best what to do with the funds."

Margie admires "the lovely way that Lineberger accepts referrals. They help with appointments and with referrals for people with no prior connection to UNC or to the Cancer Center who need a second opinion for their own peace of mind. Friends who had no experience with Lineberger and were seen there were overwhelmed with the love and service that was provided."

Earl concurs, "I admire the dedication of the people at Lineberger who give their professional time and their lives to Lineberger. It's inspiring. UNC Lineberger has a national reputation and is becoming more recognized around the world. If you've ever been touched by cancer in your family, you know that these are the people who are going to someday find answers to cancer problems."

## Bill and Dana Starling Nothing more important

"There's nothing more important to invest in than cancer research," says Bill Starling. "It is the number one killer in the world."

Bill, who has spent his career bringing innovative medical devices to the market, and his wife, Dana, created a charitable remainder trust in 1993 to benefit UNC. While doing some updated estate planning, the Portola Valley, California couple discussed the various ways that they have been involved at UNC and where they would like the charitable portion of the trust to make an impact. They decided to increase the value of the CRT and designated 25 percent to UNC Lineberger.

Bill says, "I think Lineberger's mission is one of the most important on campus. It's personal and we are very happy to support it. We have been made aware about how crucial the research and discoveries made at Lineberger are for advancing the field, finding therapies and cures."

Dynamic science isn't the only reason why the Starlings think UNC Lineberger is a great place to make a difference. "We have all been touched by cancer and I am familiar with several major academic medical centers. A childhood friend of mine was treated at UNC and his experience was just



spectacular: he and his family could not have been more pleased with the care, the follow up, and the absolute commitment to the patient."

The Starlings attribute some of that focus to what they call, "the Carolina Way of living." "So many academic medical centers are built on the individual. At Lineberger and at UNC in general the faculty are amazingly collegial. There is a team spirit, the collaborative chemistry is fabulous."

Mr. and Mrs. Wayne W. Peterson The Estate of Ms. Caroline M. Punte

Mrs. Nancy W. Sample Mrs. Pearl Schechter,

The Schechter Foundation 25vr Siemens Medical Solutions USA, Inc.

Dr. James D. Sink

Mr. J. Troy Smith, Jr. Southland Electrical Supply Co., Inc.

Mr. and Mrs. Joseph W.L. Stanley 10yr

Dale Strickland 20yr

The Betty and Clarence Griffin, Jr. Endowment

Ms. Marguerite J. Thompson

TIBCO Software Inc.

United Beverages of NC, LLC

Mr. William D. Whisenant and Ms. Kelly L. Ross Mr. and Mrs. Charles M. Winston Sr., 10yr

Mr. M. Rhem Wooten, Jr. and Ms. Kathy J. Farley

#### Lineberger Advocates \$2.000-\$4.999

Abbott Laboratories Matching Gifts Program

Agilent Technologies

Anonymous Donor on behalf of Cornucopia House

Mrs. Adair P. Armfield

Mr. Daniel M. Armstrong III

Mr. and Mrs. Zack H. Bacon Jr. 15yr

Mr. and Mrs. Robert E. Barnhill Jr. 15yr

Ms. Anne M. Begun

Lois J. and Leslie Blackman Jr.

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Mr. and Mrs. Harry Bynum

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Chapel Hill Country Club

Chapel Hill Magazine/The Weekly

Chapel Hill Toffee

Mrs. Herman Cone

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The Reverend Margaret G. Crandall

Mr. and Mrs. Denis de St. Aubin

Mr. and Mrs. John H. DeCarlo 10yr

Mr. and Mrs. Walter J. Devins,

Devins Law Firm, PLLC

Dual Comfort Heating & Air Conditioning, Inc.

Mr. and Mrs. S. Hardy Duerson

Drs. H. Shelton Earp III and Jo Anne L. Earp 10yr

Mr. and Mrs. Robert C. Eubanks Jr. 10yr

Mr. and Mrs. Ian Falk

Mr. and Mrs. Purvis J. Ferree Jr. 15vr

Mr. and Mrs. Edward S. Finley Jr. 20yr

Mr. and Mrs. Michael Frisch

Ms. Patricia J. Gerrick

Gilead Sciences, Inc.

GlaxoSmithKline Foundation Matching Gift Program

Mr. and Mrs. Lawrence J. Goldrich 25yr

Mr. and Mrs. Robert J. Greczyn Jr. 10yr

Mr. and Mrs. Joseph W. Grier III

Dr. and Mrs.\* William B. Grine

Mrs. Alice L. Harney 15yr

Mr. and Mrs. James F. Harrell

Mr. and Mrs. Cecil W. Harrison Jr. 10yr

Mr. and Mrs. John L. Hatcher

Mr. and Mrs. Jeffrey L. Heath

Dr. and Mrs. J. Edward Herring Jr.

Drs. Lawrence V. Howard Jr. and Lucille A. Howard

Mrs. Dorothy B. Hubbard

Mr. and Mrs. Thomas Hudgens

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## Jimbo and Lorraine Harrell Rallying around the UNC Lineberger Team

Jimbo and Lorraine Harrell of Charlotte, N.C. joined the UNC Lineberger Board of Visitors in 2011 but they hit the ground running..

Jimbo says, "When I first toured the cancer center I was simply overwhelmed and impressed by the mission, the facilities, by UNC Lineberger's accomplishments, by the resources they bring to the table in research, clinical trials, treatment and prevention, and through their collaborative strategy. Lorraine and I believe UNC Lineberger is the perfect team for us to rally our support around in the fight against cancer."

Jimbo explains, "We want to reach out and develop

relationships within our region to build support for the cutting edge research being performed at UNC Lineberger. We can help by being ambassadors and promoting awareness around the cancer center's mission, and encourage participation in this area of North Carolina."

They recently made a planned gift. Lorraine says, "Cancer has had an impact on our families. I lost both my parents to the disease."

Jimbo adds, "Cancer is an intergenerational battle. With this planned gift to UNC Lineberger, we can signal to our family the importance of making a long term commitment."

"At first it was a little intimidating, but the UNC Lineberger team helped make the planned giving process easy," Jimbo says. "The paperwork provided to us was thorough and contained enough information to fully understand the process and how to introduce the proper language into our will. It allowed us to easily hand it off to our advisors and our attorney."

The Harrells conclude, "We encourage people to seriously consider making a planned gift. The statistics tells us that cancer is going to affect one out of two men and one out of three women. If it hasn't already impacted you and your family, your friends and neighbors, it likely will in the future. We are passionate about what UNC Lineberger is doing for the state of North Carolina. The best way to win this battle is to step up and join the effort."

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## Ken and Frankie Lee Investment in UNC Lineberger an "easy" decision



Ken and Frankie Lee of Durham, N.C. agree that UNC Lineberger is a great place to invest — but come at it from very different perspectives: Ken is a general partner with Hatteras Venture Partners and Frankie has been treated at UNC for melanoma.

Frankie explains, "Not only is the care exceptional, but there is a warmth you feel, a compassion that you feel that you don't get other places." She appreciates the expert care she receives from dermatologist Dr. Nancy Thomas

and the technology that Dr. Thomas uses to monitor her patients for changes in their skin or moles. "We were lucky enough to find out about her through UNC Lineberger."

Ken says, "We had already made a planned gift to UNC, but wanted to do something for UNC Lineberger. My firm invests in start-up medical companies and after seeing all the exciting things happening in cancer research at UNC, deciding to invest in UNC Lineberger's future was easy."

He adds, "We've lived in California and have visited a number of private and public hospitals. Hospitals are all over the map in terms of their effectiveness and the way they handle patients. UNC is at the top of the heap. They have a 'squared away-ness' about them."

The Lees decided to make their planned gift unrestricted. Frankie says, "We felt like Dr. Earp would know what was the greatest need, so we'll let him decide."

Ken concludes, "We have so far to go in cancer. The successes we have had have been really exciting and prove that they have the capability to make a difference. I don't think you can name a person who hasn't been affected by cancer in some way. So it's priority one in terms of medicine. We need to beat cancer and so what better place than Lineberger?"

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# Patrick and Carol Nash UNC Lineberger speaks softly – but makes a big difference

Patrick and Carol Nash of Washington, North Carolina funded an unrestricted seed grant at UNC Lineberger because "UNC Lineberger is quietly successful. The whole culture is to speak softly and make a big difference with team science and team care — there's not a lot of first person singular," Patrick says. Carol adds, "It is a true honor to be associated with this team and see firsthand the difference they are making."

Patrick's work takes him to academic medical centers up and down the east coast, giving the couple context for evaluating where their gift would do the greatest good.

Patrick says, "Carol and I were struck by how unique the approach is at UNC Lineberger. It is truly patient and family-centric in its focus, that is where everything originates. It seems so simple or even a cliché, but not very many academic medical centers or research facilities have that approach. That really is why we decided to try to make some small impact with our donation." Carol continues, "The unique care and research coming from UNC Lineberger are gifts to the people of North Carolina and beyond." The couple chose to fund an endowment through their family foundation.

They say the success of the seed grant program is evident. "You can see where the funds are being applied. You see studies being published now that started with seed grants."

Like many of UNC Lineberger's generous donors, their family has been impacted by cancer. In addition to loosing several close friends, Patrick's mother died of breast cancer after a long battle. "She had an exciting, vibrant life, full of happiness and grandchildren. We are keeping her spirit and the spirit of our friends alive with this gift" he says.

"We feel like a seed grant at UNC Lineberger makes a bigger impact from



a cure standpoint and from improving the lives of patients and families. The attention to detail around the patient is better at UNC by far than at any other academic medical center, research facility or hospital that I have seen in my more than 25 years in the industry," Patrick concludes.



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# The Clark Family Honoring a legacy of helping others



Bill Clark, IV, says of his father, William "Dubba" Clark, III, "He kept quiet about most of the things he did to help others." Bill's sister, Gray Stoughton, agrees, "He helped a lot of folks, and didn't tell people about it."

But Dubba's friends knew. And after his death in 2008, they raised money to name the William "Dubba" Clark III Education Room in the Patient and Family Resource Center at the N.C. Cancer Hospital that houses a library of specialized cancer education materials for patients and families. This effort expanded the Fund established by Bill Clark in 1996 to support the urgent financial needs of cancer patients and families facing the challenges of paying for a place to stay overnight or for gas to travel to and from Chapel Hill.

Bill Clark's family continues to support the Clark Fund annually. Bill explains, "My father was always a person quick to count his blessings. I'm my dad's son and I feel blessed as well. I continue to support the Clark Fund because I know that when I've encountered medical things, not being informed is scary. To be able to gather information and learn about a medical situation is a great comfort. My wife, Tiffany, and I want this type of resource to continue."

Gray Stoughton says, "Anything my dad was big on, I'm big on. I'm a big researcher. If something comes up, I want to know everything about it so I totally understand the value of the Education Room. It's important that patients and families have these materials, and we are glad to support it."

Bill's widow, Gray, notes, "Bill was a giving person who reached out to so many people. While serving on the UNC Lineberger Board of Visitors, I learned how much help patients and families need with a cancer diagnosis. I continue my support because it's a way to honor Bill's memory and to help UNC Lineberger provide resources that will assist families."

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Photo by Kathy Pickard

## Stephanie Cole Paying it forward

Stephanie Cole explains her planned gift to the UNC Lineberger Comprehensive Cancer Support Program (CCSP) this way: "I want to make sure that anyone else who needs the support I had should get it. I truly believe the staff helped with my emotional well-being, sense of calm and ability to better cope with my cancer experience." Stephanie is director of development at the UNC School of Library and Information Science.

Stephanie labels herself "a poster child for having mammograms. I never missed a single one. One year there was nothing; the next year there was something." The "something" in 2011 led to a lumpectomy followed by chemotherapy and radiation.

Stephanie says, "I doubt I'll ever be able to fully express how grateful I am. I'm blown away by what happens at the hospital and humbled that folks work so hard and care so much. Not only did I have

tremendously good medical care, I got gifted emotional support, and I do not take this for granted! I would visit the Resource Center, and they would help me in every way: books, counsel, the Look Good... Feel Better workshop, the Cancer Transitions program for cancer survivors. They're gifted at listening to you, giving you information and at helping you to settle in after the shock of your diagnosis and then to move forward."

Stephanie is now enrolled in the UNC Get Real & HEEL program and has begun making a payroll gift to it. The program is a novel exercise and recreation therapy program for women who have completed breast cancer treatment. "Every single one of the folks there are wonderful, and I am deeply grateful for that. I enjoy having the level of physical activity as an integrated part of my life. And I am now beginning the recreational therapy work."

She offers this thought to anyone thinking about making a gift to UNC Lineberger, "It's a worthy thing to do. It will make you feel good that you are helping to make sure that the person who has cancer in 10 years is also able to get expert care."



## UNC Health Care Volunteer Association Compassion for patients and caregivers

For 60 years the UNC Health Care Volunteer Association has been an impressive force enhancing the patient experience throughout medical campus. What began as a small women's auxiliary has evolved into a cadre of 2,200 volunteers (335 in the cancer hospital alone) providing over 100,000 hours of service a year!

Perhaps best known for their famous Sock Monkeys — adorable stuffed animals lovingly hand crafted by members to give comfort to pediatric patients, the group is credited with starting an array of amazing programs. Among these are Clothing Closet, Health Career Symposium, Pet Therapy, Compassionate Friends, Tea Service and BMT Buddy Program.

Revenues generated from the much loved hospital gift shops and events make it possible for the Association to fund important projects that directly benefit patients and their caregivers.

It was through this funding program the Association determined to support critical needs on the inpatient unit of the N.C. Cancer Hospital, and most notably meals for caregivers of cancer patients. The meal program has been hugely popular with families who find the meals to be an invaluable opportunity for social interaction, lending mutual support for similar caregiver challenges.

Wanda Wooten, Finance Chair of the Volunteer Association, stated "we are so pleased to make the journey easier for patients and their families—this program perfectly aligns with our mission. Several of us on the board are cancer survivors so we can relate to what these families are facing. Our intent is to continue to support this program in future years. We are excited to also fund a massage therapist."

Crista Creedle, Nurse
Manager of the inpatient
unit, sums up the importance
of the Association's support:
"I am deeply touched by the
generosity of this group.
They saw a need, rolled up
their sleeves and resolved to
take care of it. When I see
the joy in faces of family
members who benefit from
the meals, I am reminded
how lucky I am to work in a
place that has such incredibly
dedicated volunteers."



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# Susan Coppedge Investing in progress



Losing her father in 1983 to a brain tumor shaped Susan Coppedge's perspective about giving. She explains, "Sometimes it takes life experiences to make you realize how important it is to help. My father's death made me realize it's important not to take from life, but to try to do something to give back."

A Hendersonville, N.C., native and UNC chemistry major (BS, '82), Susan is a longtime supporter of UNC and UNC Lineberger's annual fund. "I have always felt that by giving to research or education, you're getting the most mileage out of a gift because you're doing something to change someone's life directly."

Susan, a senior vice president at Morgan Stanley Smith Barney in Boston, explains, "I think all areas of cancer research are hugely important. In my work I'm always following

research from companies about the latest treatment for various cancers. My chemistry background helps me to understand a little better what's going on."

Based in Boston, Susan hears a lot about Dana-Farber Cancer Institute and feels that "UNC and Dana-Farber are two forefront centers in the US for cancer discovery."

She says, "By giving to UNC Lineberger, you're helping to support a cause that could enhance the chance to add years to someone's life if there's a research discovery made. I've had many friends with cancer and think the research that has happened in the last 10 years especially is so promising. By giving to UNC Lineberger, we're helping to make that progress possible."

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# Alana Wilson A new grad remembers her father

2012 UNC graduate Alana Wilson of Morganton, N.C. has taken on several challenges in her young life. She lost her father to metastatic prostate cancer two weeks before entering UNC as a junior transfer in 2010. "I had the option of not coming, but if I hadn't I would be a totally different person. My father serves as part of my inspiration today, and I am so grateful to him for encouraging me to pursue my education no matter what the obstacle."



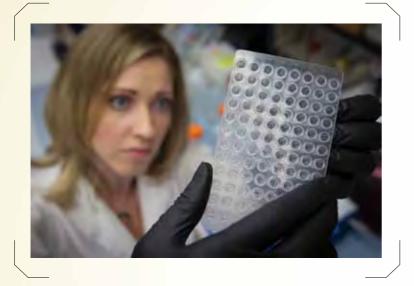
Alana took on the Senior Class Challenge to donate to UNC. "I liked that you could donate where you wanted to and that the gift would be matched, so I gave to UNC Lineberger's prostate and kidney cancer research. My hope is that this small donation will touch another life and allow a daughter to spend just a little more time with her dad."

Alana's father, Robey Alan Wilson, was the minister at Denton's Chapel United Methodist Church in Morganton for 16 years. "My dad had just earned his master's degree in 2006. He loved learning, and he loved helping people. I was almost 17 when he was diagnosed. He had surgery, and we thought the cancer was gone, but it came back in the bones and was more aggressive. His death impacted my life as

a college student because I'm more conscious of life and why it needs to be well-lived. I'm also more aware of the importance of family and friends and of telling people 'I love you.' There are things in your life that make you mature, and my dad's death was a catalyst for that. It has made me more aware of illness and of the importance of cancer screening."

Alana graduated with a major in history and a minor in Hispanic studies. Her mother, Lonna Carpenter Wilson, three grandparents and other relatives attended her May 13 graduation.

She will start graduate school at UNC-Charlotte this fall. "I hope to get a job in a non-profit or government organization where I can help the Latino population. I think it's a good cause and will give me a chance to do something that impacts society."





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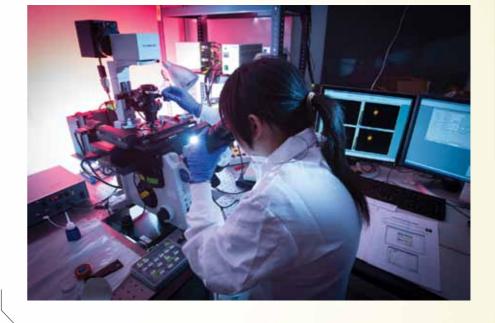
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## 2011-2012 UNC LINEBERGER EVENTS





Far left Chris and Teresa Lutes and Susan and Rick Anderson, guests of event sponsor Lee-Moore Capital, strike a game-day pose with Ramses.

Left UNC Lineberger Board of Visitors member Tony Rand, Director Shelley Earp, MD, and UNC President Tom Ross.

## Annual Lineberger Club Luncheon

Nearly 300 of UNC Lineberger's most generous supporters came together for the 25th UNC Lineberger Club Luncheon on Saturday, February 18, at the Carolina Club. The event recognizes those donors who give \$1,000 or more annually to the center's cancer treatment, research and prevention programs.

The event featured keynote speaker Emily Kleisch Crawford, a nurse at UNC's surgery/trauma intensive care unit who was diagnosed with Chronic Myeloid Leukemia (CML) and treated by Dr. Bill Wood and his team at the N.C. Cancer Hospital. Emily — diagnosed only a few months after her wedding — shared her experiences as a cancer patient, a nurse, and newlywed coping with a cancer diagnosis.

Guests enjoyed music from the UNC Pep Band and a visit from Ramses before watching the UNC Tar Heel's men's basketball team continue the winning streak against the Clemson Tigers.

The event was graciously underwritten by gold sponsors BlueCross BlueShield and Lee-Moore Capital Company, and silver sponsors CenturyLink and Café Carolina and Bakery.



UNC Lineberger Board of Visitors Members Bill and Debbie Pappas with Associate Director Tom Shea, MD.



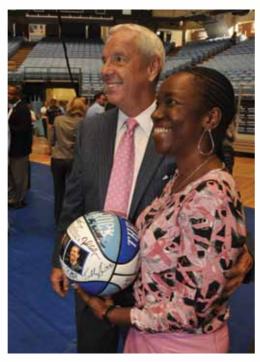


Above UNC Lineberger Board of Visitors members Francine & Ralph Roberson, N.C. Supreme Court Chief Justice Sarah Parker.

Left Emily Kleisch Crawford and Mary Beck, Senior Vice President for Strategic Alliances, UNC Health Care.







Above Roy Williams and Ben Miller pose with a model of the USS Carl Vinson, which hosted the Carrier Classic. Miller was a top bidder for a set of tickets to the sold out game.

**Above right** Roy Williams and basketball auction winner Pamela Love, MD, are all smiles.

Right UNC Lineberger Director Shelley Earp, MD, Ian Davis, MD, recipient of a V Foundation grant named in honor of Stuart Scott, UNC Head Basketball Coach Roy Williams, UNC Alumnus and basketball standout Vince Carter, and ESPN broadcaster and UNC alumnus Stuart Scott.



## Fast Break Against Cancer

On Friday, October 14, Coach Roy Williams hosted the 7th Annual Fast Break Against Cancer event at the Dean E. Smith Center. More than 275 guests had an opportunity to hear one of ESPN's most popular anchors, UNC alumnus Stuart Scott, discuss his personal battle with cancer. The event raised more than \$188,000 to support cancer research, prevention and treatment programs in our community.

After enjoying a delicious breakfast served by sponsor Carolina Inn, bidding heated up on the silent and live auctions, led by Coach Williams and Woody Durham. Without a doubt, the hottest items in the auction were tickets, generously donated by Quicken Loans, to attend the exclusive inaugural Carrier Classic basketball game against Michigan State University aboard the USS Carl Vinson Carrier in San Diego, California. Bidding rose so high on the tickets that Coach Williams donated an additional set.

A number of Carolina basketball alumni were in attendance, including Vince Carter, Eric Montross, Tyler Hansbrough and others, making for a unique and exciting start to the opening day for the 2011-2012 men's basketball season.

The event was made possible with the support of presenting sponsor Atlantic Packaging, as well as AT&T, Bank of America, The Carolina Inn, Curtis Media Group, GlaxoSmithKline, Grady-White, Long Beverage, Inc., Morgan Creek Capital Management, and Southland Electrical.



Presenting sponsor Rusty Carter, Wanda Williams, Roy Williams, UNC Lineberger Board of Visitors member Nan Crawford and former Kenan-Flagler Business School Dean Paul Fulton.

## 2011-2012 UNC LINEBERGER EVENTS

## UNC Lineberger Ball: FIRE & ICE

On April 14, all of the coolest people in Chapel Hill were at the hottest party in town — Fire & Ice! A fun time was had by all at the Chapel Hill Country Club, where 400 UNC Lineberger supporters joined honorary chairs Woody and Jean Durham for an exciting night of fun music, good friends, great food and hot auctions.

The successful event raised almost \$125,000 for cancer research, treatment and outreach programs at UNC Lineberger.

The \$10,000 Shimmer sponsors included The Chapel Hill Herald, Chapelboro.com/ WCHL 1360, Chris & Ann Cox, Butch and Tammy Davis, Eurosport, L&N Andreas Foundation, Simplicity Event Design, SKANSKA and the West End Wine Bar. Our Flame sponsors, donors who gave between \$5,000-\$9,999, were Finn Facial Plastics, Performance BMW, Jeff and Janis Tillman, UNC Health Care and Rex Healthcare. Our Glow sponsors donated \$3,000 and included an anonymous donor on behalf of Cornucopia Cancer Support Center, Café Carolina and Bakery, Carolina Alumni Review/General Alumni Association, Chapel Hill Country Club, Chapel Hill Magazine/ The Weekly, Chapel Hill Toffee, Dual Comfort Heating and Air Conditioning, Long Beverage Inc., Wells Fargo and Investors Title Company. The raffle was sponsored by Diamonds Direct Crabtree.



Left UNC Athletic Director Bubba Cunningham, Tina Cunningham, Mary Ann and Jay Klompmaker enjoy the pre-party.

Below left Chair Jamie Lanier shares a big smile with pediatric oncology division chief Stuart Gold, MD, and Patrick Lanier.

**Below** A red hot silent auction featured trips and special packages to cool destinations.





#### 6

### Turn the Town Pink

Last October, national Cancer Awareness Month, 40 local businesses supported the UNC Comprehensive Cancer Support Program at the N.C. Cancer Hospital by participating in the Turn the Town Pink campaign, raising more than \$52,000.

We especially want to thank our Turn the Town Pink community partners who featured special items, sales, benefit nights, cancerawareness displays, luncheons, barbeque delivery and other events to support patients and families!

Top Left Chapel Hill Fire Chief Dan Jones, "Fill the Boot" organizer Captain Byron Greeson, and UNC Lineberger Director Shelley Earp, MD, pose in front of the Pink Fire Truck.

**Top right** Maddy Moore, organizer of Maddy's Lemonade Stand, poses with the UNC Women's Soccer Team.

Below left Coldwell Banker Howard Perry and Walston pitched in on a pink pig picking that served 1845 lunches, raising more than \$10,000 for Turn the Town Pink.

Below Right UNC Women's Soccer team turned in their blue for pink, raising awareness at their game and funds with a post-game soccer clinic for local girls youth soccer players.









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A Southern Season

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## **COMMUNITY EVENTS**

## Get Heeled 5k a first-year hit with fitness and family fun





Above Race organizers Katy Gilliam and Brooke Bowersox worked with Mike Cashion and Carrie Gilmore to bring out more than 800 participants to the Get Heeled 5k.

**Left** The Get Heeled event also included a 1 mile family walk.

The Pink Pacers, a Chapel Hill-based group founded to give back to the local community, promote healthy living and fight cancer, partnered with O2 Fitness to sponsor the 2011 Get Heeled 5k and family fun walk. More than 800 participants came out on October 22nd, raising more than \$68,000 through race entries, sponsorships,

participant fundraising and donations.

This success has led the group to make it an annual event, with the 2012 race scheduled for October 13, starting and finishing at UNC's Friday Center parking lot. The 2011 event benefitted the Get REAL & HEEL program, co-founded by UNC Lineberger member Claudio Battaglini, PhD, and Diane Groff, EdD, both members of the Department of Exercise and Sports Science. The program provides healthy living, exercise, stress management and mind-body coaching for breast cancer survivors in affiliation with UNC Lineberger.

Pink Pacers co-founder and race co-director Katy Gilliam said, "Everyone who worked on this event and all of the community supporters proved that the Chapel Hill community can do amazing things — our contribution will allow Get REAL & HEEL to serve almost 50 cancer survivors." Other race co-directors were Brooke Bowersox, Mike Cashion and Carrie Gilmore.

# Running, doughnuts, and a good cause



Doughnut dash organizers Christian Bennett, Caleb Goodnight, Tricia Cleppe, Ty Fenton, Bobby Mook, Renee Psenka. Not pictured: Jamal Benjamin.



Multiple community sponsors made the Dozen Doughnut Dash Possible. Run 2.5 miles, eat a dozen doughnuts, run another 1.5 miles, raise almost \$10,000 for UNC Lineberger.

That's what race organizers and UNC students Ty Fenton and Bobby Mook envisioned for a race on October 1st on the UNC-Chapel Hill Campus. More than 105 glaze-loving go-getters ran — and ate — to support the cancer center, with runners and volunteers sporting doughnut-shaped medal t-shirts with an Olympic theme.







**Above and Below** Cyclists headed out for a slightly damp, but fun event to raise more than \$27,000 for pediatric oncology

# Pedal for Peds races the rain to raise more than \$27,000 for pediatric oncology

A rainy day couldn't stop the smiles at UNC Division of Pediatric Hematology/Oncology's second Pedal for Peds

Bike Ride on Saturday, September 24th, 2011 in Chapel Hill. Patients and families, doctors, nurses and staff turned out in their riding gear and no child — or adult — was left behind!

Participants rode either a 50 or a 28 mile route through Orange and Alamance Counties, raising more than \$27,000 through registrations and individual fundraising. Proceeds from the ride benefit the division's mission to care for and cure all children with cancer and blood disorders in North Carolina through pediatric cancer research, fellowship education, and other programs like cancer survivor college scholarships, and food and gas cards for families with children in cancer treatment.



# UNC Lineberger supporters, ran, cheered, and volunteered, raising over \$13,500 through the Tar Heel 10-miler

Athlete or not, UNC Lineberger's supporters turned out among a record field of more than 4,200 runners for the Wells Fargo Tar Heel 10-miler and Fleet Feet Sports 4-mile run, powered by CEP. Gerri Baer, Cassandra Caldwell and Jessica Perry were top fundraisers, with more than \$6000 coming from online donations. Thanks to Endurance Magazine's donation of \$5 from every entry that used UNC Lineberger's registration code and \$30 from every volunteer on our team, the funds raised from this event will support cancer research and treatment at UNC Lineberger.

The race started and ended in Kenan Stadium, making it a true Tar Heel experience. UNC Lineberger director Shelley Earp, MD, says, "Endurance shares our passion for making North Carolina a healthier place to live, and we were thrilled to once again partner to showcase our town with this fantastic event."





Above UNC pediatric neurooncologist Timothy Gershon, MD, PhD, and his son made the race a family affair.

Left UNC Lineberger member David Eberhard, MD, PhD, started out strong.

## RESEARCH HIGHLIGHTS

# UNC discovery provides hope for tackling drug-resistant cancers

"One of the most frustrating things as an oncologist is when a patient's tumor develops resistance to a treatment," says Lisa Carey, MD, medical director of the UNC breast center and associate director for clinical research at UNC Lineberger Comprehensive Cancer Center.

Now a discovery made by UNC researchers offers hope. In April, a team led by UNC pharmacology chair and Kenan Professor Gary Johnson, PhD,



Gary Johnson, PhD



Keith Amos, MD

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behind drugresistant cancer
and rational
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The test measures the activity of kinases. Kinases are proteins expressed in human tissues

unveiled a test

that play a key role in cell growth, particularly in cancer. Of the 518 known human kinases, about 400 are expressed in cancers, but which ones and how many are actually active in tumors has been difficult to measure. Tremendous efforts have been made to develop kinase inhibitors as cancer treatments, resulting in new, more targeted cancer drugs such as Herceptin®, Tykerb®, and Gleevec®. However, in spite of the initial effectiveness of this class of cancer drugs, most cancers eventually become resistant.

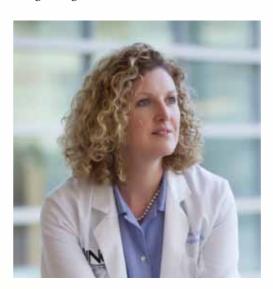
The UNC team has developed a test that can measure both the presence and activity of 60-70 percent of all kinases simultaneously, allowing investigators to map how cancers evade treatment with kinase inhibitors over time so that they can combine drugs to block resistance.

Dr. Johnson says, "Single-agent kinase inhibitors are promising in principle, but often fail in practice because the network of tumor kinases learns how to get around the inhibitor, leading to rapid drug

resistance. We're very excited about the test our lab has developed because it works very well in a model of breast cancer to predict the success of combination therapies."

Dr. Johnson is working with Dr. Carey, UNC Lineberger director Shelley Earp, MD, and surgical oncologist Keith Amos, MD, to design and carry out clinical trials using the UNC-developed technology with the goal of real-time, personalized therapies for breast cancer.

A grant of almost \$900,000 from Susan G. Komen for the Cure® will allow UNC initially to test the technology in HER2-positive breast cancer. Dr. Carey says, "We are excited about the ability to examine tumor samples before, during, and after kinase inhibitor treatment to see how the tumor kinase profile changes, and potentially respond to those changes using different inhibitors."



Lisa Carey, MD





James P. Evans, MD, PhD, and Jonathan Berg, MD, PhD

## Leading the way in clinical cancer genetics

At UNC, physicians like James P. Evans, MD, PhD, and Jonathan Berg, MD, PhD, work with certified genetics counselors like Cecile Skrzynia, MS, CGC and her colleagues to help patients and families navigate their individual genetic risk. This includes understanding their family history of cancer and the potential risk for other family members, creating individual screening and prevention plans and personalizing treatment for those already diagnosed with cancer.

But genes are not destiny. Evans and Berg, who have spent their careers studying genetics and cancer, are leaders in advocating for responsible use of new technology in cancer genetics called whole exome testing.

The difference between traditional genetic and whole exome testing is the key to advancing our understanding of how genes interact with the environment to result in the wide range of diseases that fall under the heading of cancer.

Genetic testing is based on scientific knowledge that certain genes are — as they say on TV's CSI — "persons of interest" in the cancer world. Traditional genetic testing looks at just those genes that are well-understood to be associated with certain kinds of cancer or certain disease outcomes. Whole exome testing, by contrast, explodes that small pool of "suspect" genes into an entire landscape of possibilities and examines all of an individual's 22,000 genes. This comprehensive analysis contains true promise for early detection and better treatment but also has some big potential downsides.

"Whole exome sequencing provides a lot of information and is a technology with the power to help, hurt, and confuse. We need to develop best practices for handling it in the most beneficial way for patients and society," says Evans.

That's why a new \$6.4 million grant that Evans, Berg and their team recently received from the National Human Genome Research Institute not only examines how useful whole exome sequencing is in providing diagnostic information for physicians and patients, but also examines how patients and doctors use this new information (a detailed look at all of one's genes) in medical and non-medical contexts.



Joseph DeSimone, PHD / Photo by Dan Sears

The grant makes UNC one of only five centers in the nation designated by the National Institutes of Health, allowing UNC's clinical genetics team to work with 750 UNC patients who are suspected to have a genetic error at the root of their disease, such as people who have been diagnosed with cancer at a relatively young age, those with a strong family history of cancer or other hereditary diseases.

"We hope that our new center may not only find some meaningful genetic errors that help explain illness, but also provide real data about how to best communicate with patients and physicians to help people understand risk, make real progress in new targeted treatments, and provide a model for how genomic information should best be conveyed," Evans concludes.

# DeSimone to partner on nanoparticle vaccine for prostate cancer

Joseph DeSimone, PhD, will partner with scientists at two universities and a local biotechnology company to develop a nanoparticle vaccine for prostate cancer. The Prostate Cancer Foundation awarded the UNC-Beth Israel Deaconess Medical Center/Harvard-Johns Hopkins-Liquidia Technologies consortium a Challenge Award of \$1 million, one of ten such awards funded by the organization.

DeSimone is Chancellor's Eminent Professor of Chemistry in the UNC College of Arts and Sciences

## RESEARCH HIGHLIGHTS

and William R. Kenan, Jr. Distinguished Professor of Chemical Engineering at N.C. State University.

DeSimone's cross-disciplinary team of chemists and immunologists is developing a new immunotherapy designed to efficiently deliver new agents to the body in order to stimulate a patient's own immune system to produce cancer-fighting agents and attack cancer cells. This work represents continued progress in immunotherapy for cancer — a now validated concept once thought to be impossible.

According to DeSimone, "UNC researchers, in partnership with researchers at Liquidia, will focus on the particle fabrication and optimization aspects of the project, which will involve the development of particles, analytical evaluation, and initial testing." The UNC team will then work with collaborators at Harvard and Hopkins to test the particles in validated models.

DeSimone is a member of UNC Lineberger Comprehensive Cancer Center and co-director of the Carolina Center of Cancer Nanotechnology Excellence, one of seven centers established by the National Cancer Institute's Alliance for Nanotechnology in Cancer Program. He is also director of UNC's Institute for Advanced Materials, the Carolina Institute for Nanomedicine, and an adjunct member of Memorial Sloan-Kettering Cancer Center.

Liquidia focuses on developing highly precise particle-based vaccines and therapeutics for the prevention and treatment of human disease. DeSimone founded Liquidia in 2004.

## Advancing understanding of lung cancer

Cancer therapies targeting specific molecular subtypes of the disease allow physicians to tailor treatment to a patient's individual molecular profile. But scientists are finding that in many types of cancer the molecular subtypes are more varied than previously thought and contain further genetic alterations that can affect a patient's response to therapy.

A UNC-led team of scientists showed for the first time that lung cancer molecular subtypes correlate with distinct genetic alterations and with patient response to therapy. These findings in pre-clinical models and patient tumor samples build on their previous report of three molecular subtypes of non-small cell lung cancer and refines their molecular analysis of tumors.

Study senior author, Neil Hayes, MD, MPH, associate professor of medicine, says, "It has been known for about a decade of using gene expression arrays that 'molecular subtypes' exist. These subtypes have molecular 'fingerprints' and frequently have different clinical outcomes — but the underlying reasons for subtypes weren't clear."

"Our study shows that tumor subtypes have different patterns of underlying DNA alterations of DNA. These differences are further evidence of the importance of subtypes and the way we will use them. For example, the mutations are different which may imply much more ability to target than previously recognized. Also, we are starting to get a suggestion that these subtypes may reflect different cells of origin that rely on different cancer pathways. This is further unlocking the diversity of this complex disease."

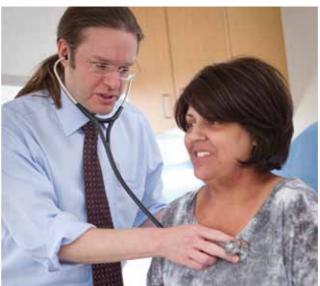
Hayes is also part of a team that identified predictive genetic biomarkers that affect response to therapy for non-small cell lung cancer (NSCLC). The study was done in parallel to an ongoing clinical trial among lung cancer patients at multiple institutions.

The study took samples from the tumors of human patients whose tumors exhibited a mutation of the KRAS gene, which occurs in 15-30 percent of all patients with NSCLC. The KRAS mutation is thought to be one of several genetic variables that are likely involved in the development of NSCLC.

The research team used those samples to create

laboratory models to test whether an experimental drug called selumetinib increased the efficacy of the drug docetaxel, a standard of care chemotherapy, in cancers that carry a mutation in the KRAS gene and one of two tumor suppressor genes called p53 and LKB1. Selumetinib blocks the activity of a protein (MEK), a critical component of a molecular pathway that is overactive in some non-small cell lung cancer tumors.

The study demonstrated that adding selumetinib provided substantial benefit for lung tumors carrying the KRAS and p53 mutation. However, tumors with KRAS and LKB1 mutations were resistant to the combination therapy.







Neil Hayes, MD, MPH

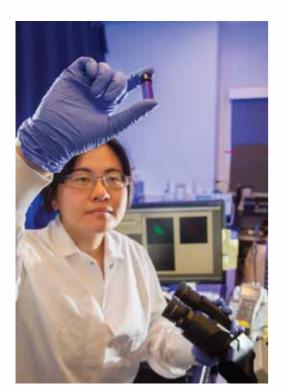


## THE BERRYHILL SOCIETY

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 of the UNC School of Medicine.

Planned gifts to UNC Lineberger can leave a lasting impact. We are pleased and grateful to the following supporters, who have generously included UNC Lineberger in their estate plans.

We extend a special welcome and thank you to the twenty UNC Lineberger Board of Visitors members who responded to the Board Planned Giving Challenge this past year. These twenty Board members have documented a planned gift to UNC Lineberger to make a difference in the fight against cancer. These gifts will provide the funds to initiate new clinical trials, invent or adapt new technologies, develop new prevention strategies, and move promising laboratory findings to the clinic as quickly as possible. What a meaningful way to leave a legacy! We extend a special welcome and thank you to all our newest members, whose names are shown in bold italics.



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