

# UNC LINEBERGER COMPREHENSIVE CANCER CENTER

2013-2014 DONOR HONOR ROLL

SEEDS OF DISCOVERY  
THANKS TO YOU



Norman "Ned" Sharpless, M.D., Director

## *From the Director*

*"Your gifts seed discovery at UNC Lineberger—allowing us to bring together the sharpest minds in science to pursue big ideas aimed at transformative breakthroughs in cancer care."*—**Norman E. Sharpless, M.D.**



**W**hen I stepped into the role of director of the UNC Lineberger Comprehensive Cancer Center this year, one of the things I was most excited about was the opportunity to work more directly with our generous and loyal community of supporters.

Because my work as an oncologist and cancer researcher is deeply personal, I am motivated daily to find better treatments for this disease—and I know that without your support, we could not change the lives of our patients as we do. Yet I have been overwhelmed by your passion for our work and the depth of your commitment to helping us fight cancer with every resource.

Our goals are ambitious, but you have responded with great energy and inspiring confidence in our mission. This year more than **7,200** donors contributed a record-high **\$10,099,989** to support the exceptional work happening at UNC Lineberger.

Every dollar makes a meaningful difference, and I hope you take pride in our collective contribution to this most important endeavor. We established a new professorship, created a clinical fellowship program, invested in the technology of tomorrow, aggressively developed promising treatments and enhanced our patient care programs.

The impact of your support is realized most dramatically in our research. Meaningful discoveries are the result of years of hard work and the unrelenting belief by many that the payoff is worth the investment.

Your gifts seed discovery at UNC Lineberger—allowing us to bring together the sharpest minds in science to pursue big ideas aimed at transformative breakthroughs in cancer care. They move us closer to a day where cancer patients are always cancer survivors.

As you read the stories of some of your fellow supporters, please remember how important you are to UNC Lineberger and our fight against cancer. Together, we are giving cancer patients the chance for healthier, more hopeful futures.

With thanks for all that you do,

**Norman E. Sharpless, M.D.**, Director, UNC Lineberger Comprehensive Cancer Center; Wellcome Distinguished Professor of Cancer Research, Departments of Medicine and Genetics

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## 2013-2014 UNC Lineberger Major Gifts and Pledges

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 appreciation is extended to the following donors who have made generous commitments this year.

**\$2,000,000+**

**American Cancer Society – SE Division** to support the research of Dr. Andrew Dudley, Dr. M. Ben Major, Dr. Cary Moody, Dr. Matthew Nielson, Dr. Dan Reuland and Dr. Stephanie Wheeler

**\$1,000,000+**

**Breast Cancer Research Foundation** to support the research of Drs. Lisa Carey, Shelley Earp, Hy Muss and Chuck Perou

**John William Pope Foundation** to establish the John William Pope Distinguished Professorship in Cancer Research

**Kay Yow Cancer Fund** to support the research of Dr. Hy Muss

**\$500,000+**

**Susan G. Komen for the Cure – NC Triangle** to support the research of Claudio Battaglini, Donald Rosenstein and Cecile Skrzynia

**Leukemia and Lymphoma Society, Inc.** to support the research of Dr. Blossom Damania and Dr. Gary Johnson

**Mr. and Mrs. George W. Lowenbaum, Waterproof Foundation, Inc.** to support the research of Drs. Ned Sharpless and Chuck Perou

**\$250,000+**

**John William Pope Foundation** to fund the John William Pope Clinical Fellow Awards Program

**\$100,000+**

**American Heart Association** to support the research of Drs. James Bear and Xianwen Yi

**Mr. and Mrs. Thomas N. Chewning** to support breast cancer research

**Lymphoma Research Foundation** to support the research of Dr. Greg Wang

**Triple Negative Breast Cancer Foundation** to support the research of Dr. Chuck Perou

**The V Foundation for Cancer Research** to support Dr. Michael Emanuele, a V Scholar recipient

**\$50,000+**

**American Brain Tumor Association** to support the research of Dr. Carey Anders

**Mr. and Mrs. Art Belden** to support the N.C. Cancer Hospital Clinical Endowment Fund and name the Radiation Oncology Staff Lounge

**Chatham Hospital Memorial Foundation, Inc.** to provide patient support for residents of Chatham County

The estate of **Theresa P. Clark** to support the breast cancer research of Dr. Claire Dees

**Ms. Elizabeth Winter Cohen** to support the Jenny Ting Research Endowment Fund

**Colon Cancer Coalition/Get Your Rear in Gear** to support the research of Dr. Dan Reuland

**Dr. Myla Lai-Goldman** to establish the Goldman Family Fund for Innovative Lung Cancer Research

**Mr. and Mrs. George Rountree III** to support the Urologic Cancer Program

**Triad Golfers Against Cancer** to support the colon cancer research of Dr. Federico Innocenti and the endometrial cancer research of Dr. Kemi Doll in memory of Bill Aycock

**Mr. Thomas C. Watkins** to support both general cancer research in honor of Coach Roy Williams and prostate cancer research

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

**Sarcoma Foundation of America** to support the research of Dr. Ben Major

**Bob and Tracy Winston Foundation, Inc.** to support innovative cancer research

**Wren Foundation, Inc.** to establish the Wren Foundation Fund for Pediatric Oncology Research

**Estate of Robert R. Yates** to support melanoma research

**\$25,000+**

**Mr. and Mrs. Benjamin F. Anderson Jr.** to support the establishment of the HJ Kim Distinguished Professorship

**Carlson Family Foundation** to support the cancer research projects of Drs. Peter Voorhees and Thomas Shea

**Mr. and Mrs. Jeffrey C. Dean** to establish the Elizabeth Whittet O'Connor Fund for Breast Cancer Research

**Ms. Holly Caroline Fryar** and **The Holly Project** to support the N.C. Cancer Hospital Pediatric Oncology Endowment Fund and name a pediatric infusion station

**Dr. Alice M. Garrett and family** to establish the Bobby F. Garrett Fund for Head and Neck Cancer Research

**The William A. Hawkins Living Trust** to support cancer research

**Kulynych Family Foundation** to support the Get Real and Heel Program

**Mr. and Mrs. James W. Mann** to establish the James W. and Kay J. Mann Fund for Thoracic Oncology Research

**Mr. and Mrs. Bryan A. Morris** to establish the Bryan and Rebecca Morris Endowed Seed Grant for Cancer Research

**Dr. Minhthu Nguyen and Mr. Padrick Barrett** to support the Breast Cancer Research of Dr. Charles Perou

**Dr. Susan N. Palmer** to establish the Palmer Family Fund for New Ideas in Cancer Research

**Ms. Molly Pratt** to support the research of Dr. Hy Muss

**Schechter Foundation** to establish the Sol and Pearl Schechter Family Seed Grant for Innovative Cancer Research

**Mr. and Mrs. Ted Seagroves** to support the establishment of the HJ Kim Distinguished Professorship

**Mr. Martin Smith** to establish the Tech Cures Cancer Fund to accelerate cancer research through leading-edge technology

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

L-R: **David Stover**, Board Member, John William Pope Foundation; **Dr. Thomas Shea**; **Dr. Kathy Shea**; Chancellor **Carol Folt**; **Art Pope**, Chairman, John William Pope Foundation; **Joyce Pope**, Vice President of the John William Pope Foundation and **Dean William Roper**



## *John William Pope Foundation: Rewarding exceptional talent*

Private funds help support a wide range of faculty resources, from established professors to junior researchers. A generous \$1.5 million gift to UNC Lineberger from the John William Pope Foundation will do just that. One million dollars of the Pope Foundation's gift will fund the creation of the John William Pope Distinguished Professorship in Cancer Research and \$500,000 will fund the John William Pope Clinical Fellows Awards Program.

UNC Lineberger Associate Director, Thomas Shea, MD, will be nominated to be the first recipient of the John William Pope Distinguished Professorship. Shea, director of the UNC Bone Marrow and Stem Cell Transplantation Programs at UNC, was one of the late John William Pope's physicians when he was treated for cancer in 2006 and is an international leader in the care of patients with hematologic malignancies.

The John William Pope Clinical Fellow Awards Program will support annual awards to three outstanding clinical fellows, judged by the faculty on the basis of their extraordinary clinical or translational cancer research during their post-graduate clinical training. The 2014 awards were announced in June, with three talented physician-researchers being selected. This year's fellows are David Chism, MD, MSc; David Johnson, MD, MPH; and Christopher Tignanelli, MD.

*“My father was passionate about giving to both cancer treatment and research—and that’s what these gifts do.”……Art Pope*



Lishan Su, PhD, Chapel Hill, NC

## *A catalyst for great ideas*

**T**he Seed Grant Program has experienced exemplary successes and helped UNC become a top 10 institution for research funding. In addition to uncovering significant and surprising new knowledge in many areas of cancer research, our faculty have successfully leveraged seed grant awards of between \$25,000 and \$50,000 into hundreds of thousands and, in a few cases, millions of dollars in federal research grants.

A 2006 seed grant helped Lishan Su, PhD, develop a humanized mouse model to assist researchers studying the hepatitis B and hepatitis C viruses. The most common chronic blood-borne infection in the United States, hepatitis C is believed to have links to the growth of liver cancer, but those connections have been hard to study. Based on the preliminary data from the seed grant, Dr. Su was awarded a five-year, \$2 million National Cancer Institute (NCI) grant to understand what drives the progression from hepatitis C infection to cancer and figure out how to stop it. Moreover, other UNC researchers were awarded \$770,000 in federal grants for hepatitis research using the mouse model developed by Dr. Su.

## *Seed grants for new ideas in cancer research*

**E**stablished in 1986, the UNC Lineberger Seed Grant Program gives skilled researchers the opportunity to find answers to some of cancer's biggest challenges and develop promising new ideas for cancer research, prevention and early detection. An increasingly competitive funding environment has magnified the need for and impact of investments in high-risk, early-stage research. Seed grants give our faculty a competitive edge by providing venture capital to gather preliminary data and develop the scientific justification underpinning concepts aimed at transformative breakthroughs in care.

This year, UNC Lineberger awarded 10 seed grants for innovative cancer research projects totaling \$418,000. With award recipients from a wide variety of departments and disciplines, the Seed Grant Program reflects one of UNC Lineberger's greatest strengths—multidisciplinary depth. This year's projects range from using next generation genetic sequencing to explore bladder cancer in African-Americans to developing an eHealth intervention program to help provide information and support for patients managing prostate cancer. Funded by generous private donors, the program has made a major impact on the careers of investigators and the advancement of cancer knowledge.

### Seed Grant Donors

Mrs. Gerald W. Arney  
 Mr. and Mrs. Stephens L. Baldwin Jr.  
 Dr. James D. Beck and Mrs. Mary A. Beck  
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 Dr. Eric H. Lai and Dr. Myla Lai-Goldman  
 Mr. and Mrs. Kenneth B. Lee  
 Mr. and Mrs. James W. Mann  
 Dr. and Mrs. Hamilton W. McKay Jr.

Gifts in memory of Josephine Marino  
 Mr. and Mrs. Joseph Mercolino  
 Dr. Thomas J. Mercolino and  
 Dr. Janet L. Evans  
 Mr. and Mrs. Bryan A. Morris  
 Dr. Mary A. Morris  
 Mr. and Mrs. Patrick F. Nash  
 Dr. Susan Palmer  
 Gifts in memory of Elizabeth Palmer  
 Bill and Debbie Pappas  
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 Ms. Nancy W. Sample  
 Mrs. Pearl F. Schechter, Schechter Foundation  
 Mr. and Mrs. Cecil W. Sewell  
 Ms. Laurie M. Stegman  
 Dr. Michael A. Stegman  
 Triad Golfers Against Cancer  
 Mr. and Mrs. Stuart F. Vaughn  
 Mr. William D. Whisenant and  
 Mrs. Kelly L. Ross  
 Mr. and Mrs. Sydnor M. White Jr.

Margaret  
and Denis  
de St. Aubin,  
Siler City, NC



### *The Wren Foundation: Determined to find answers to childhood cancers*

“Ashley’s journey made us aware of the need to support research into finding better treatments and possible answers for cancers like hers.”……Margaret de St. Aubin

The Wren Foundation has a long tradition of supporting UNC Lineberger. This small family foundation was founded in 1963 by William (Billy) Wren and his wife Marion. The Wren’s daughter, Margaret de St. Aubin, now serves as president of the foundation.

Margaret and her husband Denis de St. Aubin serve on the UNC Lineberger Board of Visitors and are impressed by the unique level of care provided by UNC physicians. As Margaret explains, “It’s not just the medical care but also the personal care provided by doctors at UNC that is remarkable. It can be hard to find doctors who have good clinical skills and good personal skills: everyone at UNC Lineberger has both.”

In 2009, the foundation named the Wren Foundation Private Infusion Room in the N.C. Cancer Hospital’s Pediatric Hematology & Oncology clinic. The foundation’s most recent gift to establish a seed grant was inspired by a young family friend, Ashley Burnette, who was treated for stage IV neuroblastoma at UNC Lineberger when she was seven years old. Ashley endured months of chemotherapy and other advanced treatments. She is now cancer free and serves as a National Youth Ambassador for Hyundai’s Hope on Wheels campaign to increase awareness of pediatric cancer and raise money for research.

“Ashley’s journey made us aware of the need to support research into finding better treatments and possible answers for cancers like hers. Ashley speaks with such hope about imagining a world without cancer. We established the Wren Foundation Fund for Pediatric Oncology Research to help provide the researchers with opportunities to explore innovative ideas. That’s how advances are made for children like Ashley.”

Margaret adds, “We feel good about the stewardship of funds given to UNC Lineberger. We’ve seen how responsibly it is managed, and we know it will be used in a thoughtful and productive way. It’s money well spent.”

## Lineberger Leadership Partners

A group of our most generous and committed supporters, Lineberger Leadership Partners play a critical role in helping us press forward in the fight against cancer. Providing stability and support, their **leadership annual gifts of \$1,000 or more** enable UNC Lineberger to expand the resources and support programs available to patients, pioneer new advances in cancer treatment and gain a deeper understanding of the causes of cancer. We are deeply grateful to this special group of donors and are pleased to recognize their partnership with a number of special recognition opportunities throughout the year.



Senior Major Gift Officer **Eli Jordfald** (left) talks with **Margaret and Jeff Dean** at the Director's Club Reception.

### Director's Club Reception

**D**r. Ned Sharpless, UNC Lineberger director, hosted an exclusive reception for Lineberger Leadership Partners Director's Club and Director's Circle donors on Wednesday, May 21 at Marsico Hall, the newest on-campus building supporting health research at UNC. Donors who have given \$10,000 or more to the cancer center in the past year gathered for a behind-the-scenes look into how this nine-story facility will position UNC as a leader in the next generation of cancer research and treatment. The program included

a tour of the building's state-of-the-art imaging technology and remarks from Dr. Jon Serody, Director of Hematologic Malignancies and Co-Program Leader of Immunology, on UNC Lineberger's cancer immunology and immunotherapy program, a growing field focused on harnessing the body's own immune system to fight cancer cells.

### Behind-the-scenes lab tour

**D**onors who give \$5,000 or more annually to UNC Lineberger had the opportunity to receive an exclusive look at the research of Dr. Joe DeSimone, Chancellor's Eminent Professor of Chemistry and Director of the Frank Hawkins Kenan Institute of Private Enterprise. At the lab tour, Dr. DeSimone and his team showed donors firsthand how they are using nanotechnology to engineer better cancer treatments and vaccines.



**Dr. Everett James, Mary Owen, Dr. Julia Fielding** and Medical Foundation of North Carolina President **Ann Braun**.





Debbie Howard, Dr. Lisa Carey and Ann Peterson



Sallie and Gordon Grubb with Dr. Shelley Earp



Dr. Tom Shea, Alicia Pinto, Jamie May and John Strader

## *Annual Lineberger Club Brunch and Basketball Game*

**N**early 300 of UNC Lineberger's most generous donors gathered together for the 27th Annual Lineberger Club Brunch and Basketball Game on Saturday, February 1 at the Carolina Inn. The event recognizes Lineberger Leadership Partners for their leadership commitment to supporting the cancer center's research, patient care, education and prevention programs.

Keynote speakers Jamie May and Lanier Brown May inspired the crowd with remarks about their cancer journey. Jamie was diagnosed with Chronic Lymphocytic Leukemia in 2005 and, with Lanier always by his side, has endured a roller coaster journey to recovery. Grateful for the care they received every step of the way, they

spoke eloquently about the meaningful impact UNC Lineberger has made in their lives and in the lives of so many others. "The mission of our university is to serve the people and the state of North Carolina. No one does it better than the N.C. Cancer Hospital," said Lanier.

Guests enjoyed food, a silent auction, and a visit from Ramses before cheering on the UNC men's basketball team to victory against N.C. State. The brunch was graciously underwritten by Lee-Moore Capital Company, Hardee's and Dual Comfort Heating & Air Conditioning.

*"The mission of our university is to serve the people and the state of North Carolina. No one does it better than the N.C. Cancer Hospital.".....Lanier Brown May*

*To learn more about the Lineberger Leadership Partners, visit [www.unclinberger.org/llp](http://www.unclinberger.org/llp) or contact Kelly Mansfield at (919) 966-0442.*



# Honor Roll List of Donors

Each dollar given to UNC Lineberger is meaningful, and we are deeply thankful for the **7,203** donors who contributed **\$10,099,989** to our cancer center in the past year.

Private support enables us to significantly increase the pace of discovery and pioneer new approaches to care—bringing us closer to our ultimate goal of making all types of cancer curable. Your generous contributions are making a difference every day in laboratories, clinics, hospital rooms and communities throughout our state. Thank you for sharing our commitment to fighting cancer with every resource.

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, 2013–June 30, 2014).

We have noted those generous supporters who have contributed as Lineberger Leadership Partners, or \$1,000 or more annually, for at least 10, 15, 20 and 25 years. We are especially grateful for their loyalty to UNC Lineberger and dedication to helping end cancer.

\* Deceased

## Director's Circle

**\$2,000,000+**

American Cancer Society - SE Division

**\$1,000,000–\$1,999,999**

Breast Cancer Research Foundation  
John William Pope Foundation  
Kay Yow Cancer Fund

**\$500,000–\$999,999**

Susan G. Komen for the Cure - NC Triangle  
Leukemia and Lymphoma Society, Inc.  
Mr. and Mrs. George W. Loewenbaum,  
Waterproof Foundation **10 yr**

**\$100,000–\$499,999**

American Heart Association  
Mr. and Mrs. Thomas N. Chewning  
Lymphoma Research Foundation  
Triple Negative Breast Cancer Foundation  
The V Foundation for Cancer Research **15 yr**

**\$50,000–\$99,999**

American Brain Tumor Association  
Mr. and Mrs. Art Belden  
Chatham Hospital Memorial Foundation  
Estate of Theresa P. Clark  
Ms. Elizabeth Winter Cohen  
Colon Cancer Coalition - Get Your Rear in Gear  
Mr. and Mrs. Denis R. de St Aubin,  
Wren Foundation **15 yr**  
Hardee's  
Dr. Myla Lai-Goldman  
Mr. and Mrs. George Rountree III  
Triad Golfers Against Cancer in memory of Bill Aycock  
Mr. Thomas C. Watkins  
Samuel Waxman Cancer Research Foundation  
Sarcoma Foundation of America  
Mr. and Mrs. Robert W. Winston III,  
Bob and Tracy Winston Foundation  
Estate Of Robert R. Yates

**\$25,000–\$49,999**

Mr. and Mrs. Benjamin F. Anderson Jr.  
Atlantic Corporation of Wilmington  
Carlson Family Foundation **10 yr**  
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Bobby F. Garrett Family  
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Mr. R. Owen Mitchell  
Mr. and Mrs. Bryan A. Morris **10 yr**  
Dr. Minhthu Nguyen and Mr. Padrick Barrett  
Dr. Susan N. Palmer  
Mrs. Molly Pratt  
Mrs. Pearl F. Schechter, Schechter Foundation **25 yr**  
Mr. Martin W. Smith, Elizabeth Martin, and Duncan  
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Vs Cancer Foundation

## Director's Club

**\$10,000–\$24,999**

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Mr. and Mrs. Michael A. Swann  
Mrs. Rebecca S. Thompson  
The Titmus Foundation **20 yr**  
Mr. and Mrs. Roy A. Williams  
Zeta Tau Alpha Foundation **20 yr**

## Lineberger Leaders

**\$5,000–\$9,999**

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 Mr. and Mrs. Ronald B. McNeill **15 yr**  
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 Mr. and Mrs. John D. Woerner

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 Mr. and Mrs. Sam Q. Carlisle II  
 Mr. and Mrs. George W. Carr III **15 yr**

Mrs. Polly P. Carter **10 yr**  
 Mr. and Mrs. George H. Cecil **25 yr**  
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**The Kay Yow Cancer Fund®: Exploring the impact of exercise**

The Kay Yow Cancer Fund® in partnership with The V Foundation for Cancer Research, awarded a \$1 million research grant to Hyman Muss, MD, director of the Geriatric Oncology Program, to evaluate the impact of physical activity among older breast cancer survivors. The grant will fund a four-year pilot study to assess the feasibility and benefits of a walking program on breast cancer survivors, age 65 and older, who are receiving chemotherapy. Dr. Muss and his colleagues will conduct the research project as a national, multi-site collaboration with the Cancer and Aging Research Group, UNC Hospitals, affiliated community clinics and the Alliance for Clinical Trials and Oncology.



L-R: UNC Lineberger Geriatric Oncology Program Director **Hyman Muss, M.D.**; UNC Cancer Care Director **Shelley Earp, III, M.D.**; UNC Women's Basketball Coach **Sylvia Hatchell**; UNC Lineberger Board of Visitors member and breast cancer survivor **Laura Jensen**; Kay Yow Cancer Fund Executive Director **Susan Donohoe**; The V Foundation for Cancer Research Chief Executive Officer **Susan Braun**

“It is essential to preserve and optimize physical function among women 65 and older as they undergo chemotherapy.”.....**Susan Donohoe**

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Cures are found not only by funding research, but by training practicing physicians on how to integrate these new discoveries into patient care.



Abraham and Miriam Goldman  
 on their wedding day in 1952

### Goldman Family: A lasting legacy of education

In 1989, Myla Lai-Goldman came to Chapel Hill to complete a hematopathology fellowship. She then embarked on a successful eighteen year career at Laboratory Corporation of America, Holdings (LabCorp), the last ten years as Executive Vice President, Medical Director and Chief Scientific Officer. After leaving LabCorp, Dr. Lai-Goldman became a Venture Partner at Hatteras Venture Partners and in 2011, she returned to the UNC community to assist UNC Lineberger researchers in bringing their diagnostic discoveries to patient care. Dr. Lai-Goldman now serves as the Chief Executive Officer and President of GeneCentric Diagnostics, Inc.

Given Dr. Lai-Goldman's extensive experience translating research into clinical medicine, she was deeply troubled that when her father, Abraham Goldman, died in 2005, they couldn't confirm the origin of his cancer. While Mr. Goldman's pathology report was consistent with non-small cell lung cancer, the technology was not advanced enough to definitively confirm the diagnosis.

Abe Goldman was the first in his family to receive a college education, funded by the GI bill. Education was the cornerstone of his life, and he gladly funded the medical education of his daughters, Myla and Dr. Rosalind Ramsey-Goldman, Solovy Arthritis Research Professor of Medicine at Northwestern University Feinberg School of Medicine. To Abe, education was the biggest gift and the most important one he could give to his children.

While Abe Goldman was never treated at UNC, his family decided to create The Goldman Family Fund for Lung Cancer Research in Innovative Diagnostics to allow pathologists to broaden their training and engage in translational research at UNC Lineberger Comprehensive Cancer Center. It was important to his daughters that this fund support both education and research to find a cure for lung cancer. Cures are found not only by funding research, but by training practicing physicians on how to integrate these new discoveries into patient care.

## Diane Belden: Recognizing excellent care

When Diane Belden was diagnosed with breast cancer in October 2012, she turned to the N.C. Cancer Hospital. “From my very first meeting with my doctors, I felt I was in strong, capable, kind hands,” remembered Diane.

With the steadfast support of her husband, friends and family, Diane underwent a lumpectomy followed by four sessions of chemotherapy and daily radiation treatment. “My experience—at a very vulnerable time of my life—was beyond positive,” she said. “Where I really felt the power of the staff was in the radiation unit.”

Diane was not prepared for the draining impact of radiation. The connections she made with the UNC Lineberger team were instrumental in helping her cope with the demanding treatment. “Radiation made me tired, but because of the staff I never once dreaded going to treatment,” Diane said. “It’s the little things that made such a difference.”

Compelled by the exemplary level of care she received throughout her cancer journey, Diane and her husband decided to make a gift to name the Radiation Oncology Staff Lounge in honor of the entire UNC Lineberger staff.

**“The patient care here is so extraordinary, and I wanted to do something to honor the staff that was significant,”** said Diane. “The caring is genuine. We wanted to let them know how important their service is to those going through cancer treatment.” Diane hopes that the Belden Family Staff Lounge will not only offer a place of respite and relaxation for the radiation oncology team, but also will serve as a reminder of the meaningful difference they are making in the lives of patients and families.

A UNC Lineberger tradition, patients bang a gong to celebrate the final day of radiation treatment. Although timidly tapping it at first, at the goading of staff, Diane gave the gong a solid, meaningful whack. She had tears in her eyes as she left the unit for the final time.

“I was so happy to be done with treatment but knew I was going to miss everyone. Many people can do their job well, but not everyone can do their job well and provide such excellent patient care.”



Diane Belden with her daughter Leah

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### *Ed & Carla Herring: Never too young for legacy planning*

Ed and Carla Herring of Laurinburg understand the challenges of student loan debt, building a business and providing for a family. Ed earned his doctorate in pharmacy from Campbell University in 1995, and Carla graduated from UNC with a BS in Pharmacy in 1996. Together they own and manage three independent pharmacies and are the parents of three young children.

The Herrings are also supporting the future of cancer research through a planned gift in the form of a life insurance policy with UNC Lineberger as the beneficiary. This substantial gift will provide a lasting legacy while still maintaining their children's long-term financial security.

Says Ed, **“Most younger people managing school loans and family obligations don't think they can afford to give a major gift, but we want to let young people know how easy it is to make a major gift through a life insurance policy.** Life insurance rates are so low when you're young and healthy. By paying an affordable annual premium on a whole life insurance policy, we are able to provide an exponentially larger gift than we would otherwise be able to afford.”

“Carla and I feel so strongly about making a gift that will have maximum impact,” explains Ed. “We are so impressed by the work being done at UNC Lineberger. And the fact is: the work requires money for research and recruiting the best faculty. We feel very good about our small annual insurance premium payment turning into a more meaningful gift.”

Like many people, the Herrings have friends and family members who suffered from cancer. They know it's important to fund research that could lead to breakthroughs in cancer treatment. “We bring our children to our alma maters frequently. We want them to understand that these universities are not just for education: they're healing people, and we all need to support that.”

**Dr. Julian Rosenman: Residents join to honor their mentor**

Dr. Julian Rosenman of UNC Lineberger's Thoracic Oncology Program has trained dozens of young physicians over more than 30 years as a radiation oncologist and professor at UNC School of Medicine. Highly regarded as a mentor and friend, Rosenman is noted as a dedicated and inspiring teacher. Many UNC Radiation Oncology residents credit Rosenman with making them not just better doctors but also better people.

Last year, a group of Rosenman's former residents joined together to honor their mentor in a lasting way by establishing the Julian Rosenman Resident Travel and Education Fund. The fund will be used to further the education of residents in the Department of Radiation Oncology through direct support of resident research, travel, equipment or materials directly related to resident research or education. By supporting future residents, this fund will continue Dr. Rosenman's legacy of mentorship for future generations of residents.

Randy Kimple, MD, PhD, of the University of Wisconsin School of Medicine and Public Health explains, "Dr. Rosenman taught us to ask questions and challenge conventional thinking about cancer. He fostered innovative thinking and problem solving in the residents he trained." Dr. Kimple earned his medical degree from the University of North Carolina and completed his internship and residency at University of North Carolina Hospitals.



**Julian Rosenman, MD**

**"Dr. Rosenman taught us to ask questions and challenge conventional thinking about cancer.".....Randy Kimple, MD, PhD**

"I've heard so many powerful stories about how Dr. Rosenman inspired people," says Kimple. "It highlighted the role that good mentorship plays in medical training. Giving back in this way will continue his impact."

Suzanne Russo, MD, of the University of South Alabama Mitchell Cancer Institute notes Dr. Rosenman has been and inspiration, mentor and friend to all of the residents who have had the privilege to work with him. His dedication to education will now be perpetuated."

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## *Sarah Milam: Commemorating a father's cancer journey*

In December 2006, Sarah Milam received the news that her father had been diagnosed with Stage 4 Non-Hodgkin's Lymphoma. She was a freshman at UNC, and she wrestled with anxiety throughout the next year, as her father's treatments were unsuccessful. She worried that her father wouldn't be around to celebrate her life's milestones—especially her wedding.

In the spring of 2008, Sarah's father received an allogenic stem cell transplant at UNC Lineberger. Last year marked his five year cancer-free anniversary.

Since his successful transplant, Sarah's father has had the joy of watching her graduate with her doctorate in Pharmacy from UNC's Eshelman School of Pharmacy. In August of 2015, he walked Sarah down the aisle and danced with her at her wedding.

To honor the physicians and staff who cared for her father, Sarah purchased a Commemorative Tile that is now a permanent part of the Outdoor Terrace at the N.C. Cancer Hospital. In a letter accompanying her donation, Sarah expressed her gratitude for UNC Lineberger. "We don't ever know what our future holds, but I want to thank all of the Bone Marrow Transplant staff for giving my father and our family another chance at life. You are all truly miracle workers."

Visit [www.unclineberger.org/tile](http://www.unclineberger.org/tile) or contact Kelly Mansfield at (919) 966-0442 to learn more about purchasing a Commemorative Tile in the N.C. Cancer Hospital.



**Sarah Milam** dancing with her father at her wedding.

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Marty Smith, Durham, NC

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### *Marty Smith: Accelerating research through technology*

As a long time chronic lymphocytic leukemia (CLL) cancer patient, Marty Smith has every reason to be bullish on cancer. A seasoned game changer in the world of internet marketing, Marty has a unique perspective on how technology can alter the landscape of scientific discoveries. In 2010 Marty rode his bike across the country to raise money for cancer research.

Marty recalls: "Martin's Ride raised funds and awareness, but I came to realize that it was going to take more than races, walks and ribbons to find cures. I began to ponder how I personally could make a bigger contribution and at the same time figure out a way to give cancer docs technology tools to answer the big cancer questions."

Working with UNC Lineberger staff and estate planning professionals, Marty decided to make a cash gift to establish the Tech Cures Cancer Fund. He intends to leverage his

social networking and e-commerce expertise to further grow the fund during his lifetime. Marty also made a significant bequest which will be added to the Fund upon his death. "Since I don't have children, I want my entire estate to go to the Fund," Marty says. His friends are amazed at his generosity. "I say to them it's easy to take more risks with 'mortal' things now, because I've been next to not being there." Marty's goal is to raise \$5 million for the Tech Cures Cancer Fund.

Marty's vision for the Tech Cures Cancer Fund is to give UNC Lineberger scientists the technology they need to accelerate cancer research. **"Whether it's plotting the future with the cancer genome atlas, harnessing the immune system to fight cancer or genome sequencing for personalized care—all will require state of the art technology to support the brilliant cancer team at UNC Lineberger."** He adds, "It's also important for me to thank my heroic cancer team led by Dr. Hank VanDeventer—they saved my life."

Marty says "I used to think that career, money and material things were essential in my life. Now that I have cancer, life is so precious and magical. Family, friends and helping others are all that matters to me now. Making this gift to UNC Lineberger is one of the best things I've done; it gives me great joy."

**George and Sylvia Rountree:**  
*A tradition of helping others*



Sylvia and George Rountree, Wilmington, NC

George and Sylvia Rountree of Wilmington, NC believe wholeheartedly in giving back. They listen and pay attention to where there are needs in their community of Wilmington and the state of North Carolina. Sylvia says, "It doesn't

matter how much. Give what you can. Give where there is a need."

Longtime supporters of UNC Lineberger, their contributions have helped the cancer center provide the people of North Carolina with leading edge cancer care.

Sylvia explains why it's important to help provide resources needed to make advances in cancer treatment. "When you or someone you love is touched by cancer, your awareness of the need to support research is heightened. I wish that no one had to be touched by cancer ever again. We want to help those working to find a cure."

The Rountrees attended a UNC Lineberger event in Wilmington where they met UNC's Raj Pruthi, MD, chair of the Department of Urology and program director of the Urologic Oncology Program. "We were so impressed by what Dr. Pruthi told us about the skilled team of urologic oncologists and researchers at UNC. They really are on the forefront of treatment for these kinds of cancers. We feel it's important to support that kind of care in our state."

The Rountrees are confident that UNC Lineberger will be a good steward of their gift. "Giving to UNC Lineberger has always been a positive experience for us," says Sylvia. "The results of our support are tangible. The care and research is something we can see and learn about."

With their gift in support of UNC Lineberger's Urologic Oncology Program, the Rountrees are helping to provide the resources needed to develop the latest surgical techniques, innovative therapies and a robust clinical trials program. They shared their story in the hope that it will inspire others to give what they can to support this outstanding work.

"The results of our support are tangible.".....Sylvia Rountree

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## *Jake and Stephanie Parker: A special way to celebrate*

When Jake and Stephanie Parker of Raleigh were planning their wedding, they thought supporting a cause close to both of their hearts would be a meaningful way to mark the joyous occasion.

“We’ve been so blessed and we have so much,” said Stephanie. “Our wedding was about the people who love and support us, and we have many family members who have been impacted by cancer. We thought giving to UNC Lineberger would be a special way to celebrate.”

The couple decided to forego giving one another gifts and noted in the program that a donation was made to support the breast cancer program at UNC Lineberger in lieu of wedding favors.

Seven years later, Jake and Stephanie are celebrating another important milestone—the first birthday of their daughter Belle—and giving to UNC Lineberger has become an annual tradition. “When our first anniversary came around, we felt the same thing and made another gift to UNC Lineberger,” said Jake. “We’ve continued to do so each year, and it’s not something we’re going to stop any time soon.”

Both of Jake’s grandparents passed away from different types of cancer, and Stephanie’s grandmother and aunt are cancer survivors.

**“With so many cancer battles close to home, we’ve seen firsthand what research can do,”** said Stephanie.

Both strong proponents of supporting public universities, Jake and Stephanie feel confident their gifts to breast cancer research and care are making a difference. “We thought UNC Lineberger was a great place to invest,” said Jake. “We know our money is going to a place where it will be used well and efficiently.”



**Stephanie and Jake Parker**  
with their daughter **Belle**

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 If you find an error, or if you have any questions, please  
 call the Office of External Affairs at (919) 966-5905.

## UNC Lineberger Monthly Partners

Becoming a Monthly Partner is an easy and rewarding way to support the mission of UNC Lineberger. Your monthly pledge can be automatically charged to your credit or debit card or drafted from your bank account. The consistent and predictable support we receive from our Monthly Partners enables us to invest more funds into our cancer research and care programs. Visit [www.unclineberger.org/monthly](http://www.unclineberger.org/monthly) to learn more or sign up to become a monthly partner.



Nacire Garcia, Chapel Hill, NC

“It changes your life completely. That’s why I want to help the Support Program on an ongoing basis.”……Nacire Garcia

### *Nacire Garcia: Steady gifts, big difference*

Nacire Garcia’s life changed when she learned her brother, Alvaro Zuluaga, had mantle cell lymphoma. “Seeing my brother close to death, battling between living and dying, and being powerless to do anything, and at the same time receiving help from people you’ve never met in your life, is an amazing experience. It touches your heart and you want to give back.”

And she has. She donates as a Monthly Partner to the UNC Lineberger Comprehensive Cancer Support Program. “I want to support the program, but I don’t have the means to give a big sum,” explained Nacire. “The best option for me is to give steadily on a long-term basis.”

Nacire works at UNC Health Care as a clinical trials study coordinator for the Department of Psychiatry. “I knew we had an outstanding cancer center at UNC that so many people talked about. That’s why I went to the Patient and Family Resource Center as soon as my brother was diagnosed,” she remembered. “Everyone there was so helpful. We were grateful, and I wanted to give back to help other people who don’t have the means that I do.”

Alvaro is being treated by Dr. Kristy Richards and after he completes chemotherapy, he will undergo a bone marrow transplant. When at the hospital for treatment, he attends a support group for cancer patients.

“I have never gone through anything like this in my life,” reflected Nacire. “You always think it’s going to happen to someone else. You never think it’s going to touch home so closely. What happened to my brother could have happened to me, to my husband or to my child. It changes your life completely. That’s why I want to help the Support Program on an ongoing basis.”

## In Memory of William Preston Aycock II

Although born in Alabama, Bill Aycock was as true a Tar Heel as there ever was. Son of former Chancellor William Brantley Aycock, Bill grew up on the UNC campus, and the University shaped him throughout his life. He earned his undergraduate and law degrees at Chapel Hill, and he and his wife Alexa (UNC Class of 1966) always maintained close ties with Chapel Hill.

He built a thriving real estate law practice in Greensboro where his contributions to the legal community were widely respected. He taught new generations of lawyers by serving as a Visiting Lecturer in Law at the UNC School of Law and as an Adjunct Professor of Law at Elon University School of Law.

Bill dedicated his life to service. Above all, he served his family with love and devotion. He served his country with two years active duty in the U.S. Navy aboard an anti-submarine destroyer. He served his community through many civic organizations. And he served his beloved University of North Carolina in a myriad of ways including the UNC General Alumni Association, the Law Alumni Association, the Morehead Selection Committee, the Educational Foundation and the UNC Lineberger Board of Visitors.

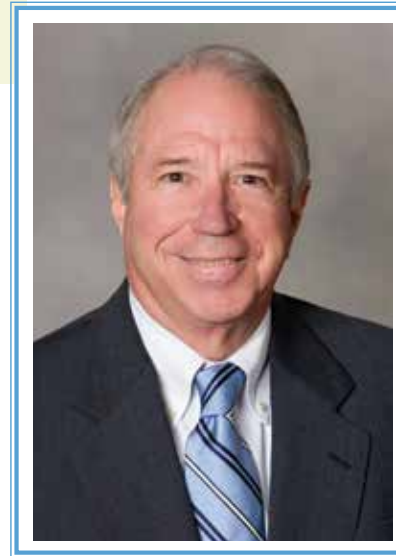
Bill and Alexa joined the UNC Lineberger Board of Visitors in 2004. Bill, a veteran of two battles with non-Hodgkins lymphoma, understood the importance of supporting advances in cancer research. He and Alexa generously made annual gifts to support research at UNC Lineberger. New treatments gave Bill over two decades after his first cancer diagnosis but in May 2013, he was diagnosed with leukemia, and passed away just five months later.

One of the beneficiaries of gifts in memory of Bill was UNC Lineberger. His many friends across the state responded with the kind of generosity they had witnessed in him. UNC Lineberger received gifts totaling more than \$85,000 including a significant gift from Triad Golfers Against Cancer—a group based in Greensboro that has supported UNC Lineberger since 2006.

UNC Lineberger is using gifts made in memory of Bill to further leukemia research. Bill Aycock touched and enriched countless lives during his lifetime. His legacy of service and generosity continues through memorial tribute gifts.

## Memorial Tributes

Memorial gifts provide a measure of hope during a time of loss and are a meaningful way to remember someone special whom cancer has taken too soon. A heartfelt thank you to the many families who honored the loss of their loved one, listed below, by suggesting family and friends make contributions to support cancer research and care at UNC Lineberger.



### In Memory of:

Keith Amos  
William Preston Aycock II  
Julia Baker  
Robert Earl Barbour  
Frank Barden  
Blake Rhea Barnes  
Eleanor Munroe Best  
Lisa Boomgarden  
Joyce Aiken Bradshaw  
John Charles Britt Jr.  
Shirley Haft Brown  
Janie Leonard Bryan  
Cheryl Crawford  
Elizabeth New Davis  
Joan DiPompei  
Samuel Hardy Duerson  
Gilbert Thomas Faber  
Jerrie Flaughner  
James Ray "Jimmy" Garner  
Lawrence "Larry" Gilman  
Henry Carlton Glasgow  
Miriam Goldman

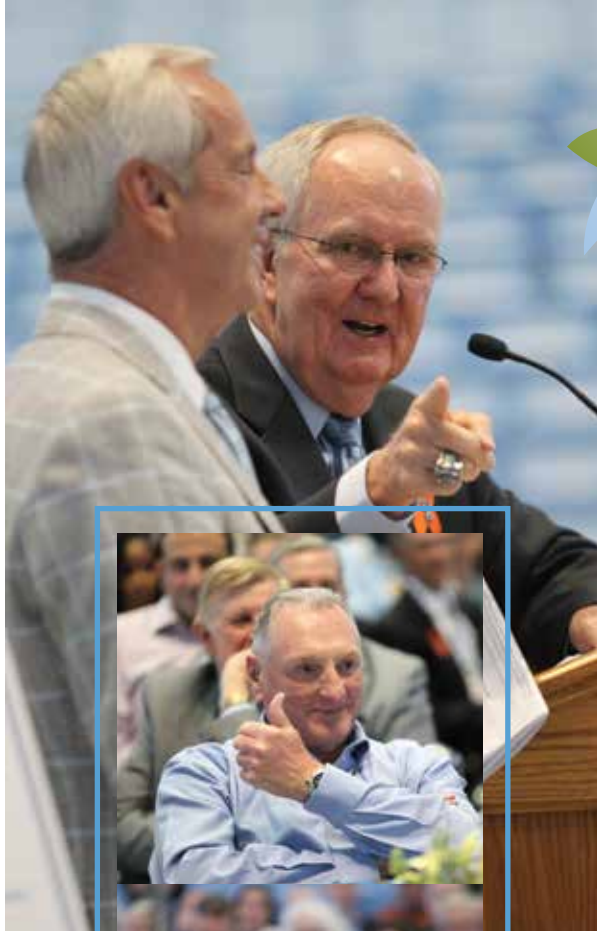
Daniel Francis Gourley  
Benjamin Franklin Grady Jr.  
Helen Nadine Greenhill  
Richard Henry Gresham  
Edward James Hans  
Kay Proctor Hengeveld  
Donna Kinser Holder  
Ermund Huseeth  
Joseph Malphus Jenrette Jr.  
Helen Broughton Jenrette  
Fred Lashley  
John F. Lee  
Albert Frederick Lilley III  
James Quentin Davis  
Mallard  
Josephine Marino  
Marion Mann Martini  
Lois Ann McCaskill  
Patricia E. McMahon  
Marjorie Miller  
David Jefferies Morgan  
Johnson Delos O'Daniel  
Elizabeth G. Palmer

Joseph V. Pedagno  
Paul Robert Peterson  
Terry J. Poythress  
Sue Whitehead Reason  
Mary Louise Lineberger Roberts  
Gail Wood Robertson  
Thomas Jefferson Sanders Jr.  
Richel M. Serody  
Ann Martin Shearer  
Betty Jean Smailes  
Kimberly A. Speck  
Tommy V. Strigo  
Leo Guy Taylor  
Catherine Leggett Warrington  
Lauren Elizabeth Wilburn  
Anthony Eric Williams  
Paula Christine Wright  
Robert R. Yates

If you have lost a loved one and wish to request contributions to UNC Lineberger, you may include specific wording in the obituary notice, such as "The family requests that memorial contributions be made to the UNC Lineberger Comprehensive Cancer Center, CB #7295 UNC-CH, Chapel Hill, NC 27599-7295."



For more information about commemorative giving opportunities, call (919) 966-5905.



## *Fast Break Against Cancer*

UNC Men's Basketball Coach Roy Williams kicked off basketball season with his 9th annual **Fast Break Against Cancer**, raising nearly \$180,000 for UNC Lineberger. Guests enjoyed a seated breakfast on the court at the Dean Smith Center and a rollicking live auction. Since launching the event in 2005, Coach Williams has raised more than \$1.5 million for cancer research, treatment and prevention programs.

The program featured legendary Tar Heel broadcaster Woody Durham and guest speaker Bill Cowher, former head coach of the Pittsburgh Steelers. Cowher shared the story of his wife Kaye's battle with melanoma. Since Kaye's death in 2010, Cowher has become an advocate for awareness and prevention of this deadly form of skin cancer.

Dr. David Ollila, co-director of UNC Lineberger's Skin Cancer and Melanoma Program, spoke of the significant strides made in the last several years in the areas of research and drug development for melanoma. UNC Lineberger Director Shelley Earp followed up with a thank you to Coach Williams and all of the supporters and donors who have made such a difference at UNC through Fast Break and other community events.

Since launching the event in 2005, Coach Williams has raised more than \$1.5 million for cancer research, treatment and prevention programs.

Fast Break sponsors **Eddie Smith, Rodney Long** and **Don Curtis** bid during the live auction.



**Coach Williams** and **Coach Bill Cowher** pose with Fast Break presenting sponsor **Rusty Carter**.



**Dr. David Ollila** encourages UNC Hospitals' **Mary Beck** to bid during the Fast Break silent auction.



Blue Ribbon Gala honorees **Dr. Barbara Rimer**, **Lee Henningsen** and **Bob Ingram** pose with **Dr. Ben Calvo** who accepted an award for the late **Dr. Keith Amos**.

# Blue Ribbon Gala

UNC Lineberger hosted its inaugural Blue Ribbon Gala on September 27, 2013, celebrating advancements in cancer care at UNC with more than 450 supporters. Tickets to the black-tie affair were sold out weeks in advance.

In keeping with the theme of **Explore, Celebrate, Imagine**, the evening began with a reception featuring interactive exhibits where guests explored the science behind some of the latest cancer discoveries and engaged with some of the cancer center’s outstanding researchers and clinicians.

The program included a celebration of four people who have made a significant impact on the lives of cancer patients. **Lee Henningsen, Bob Ingram, Dr. Barbara Rimer** and the late **Dr. Keith Amos** were each honored for their remarkable commit-

ment to further cancer research, prevention, early detection and leading edge treatment.

The evening concluded with a call-to-action from UNC cancer patients Lanier Swann Hodgson of Annapolis, MD, Ray Hutchins of High Point, NC, and Ashley Burnette of Raleigh, NC, for everyone to imagine how they could make a difference in cancer. Ten-year-old Ashley closed the program by asking guests to close their eyes and imagine a world without cancer.

UNC Lineberger is grateful to all the distinguished honorees, guests, gala ambassadors, sponsors, faculty, cancer patients and staff who helped make the first gala so special. The event raised more than \$250,000 to support innovative cancer research and treatment.



**Ashley Burnette** poses with UNC Women’s Basketball Coach **Sylvia Hatchell**.

“Imagine a world without cancer.”……**Ashley Burnette**







LEFT: UNC Lineberger faculty members **Dr. Matt Ewend, Dr. Lisa Carey, and Dr. Shelley Earp** pose with UNC Chancellor **Carol Folt** and Blue Ribbon Gala honoree **Bob Ingram**.



FAR LEFT: Attendees enjoyed meeting patients **Ray Hutchins, Lanier Swann Hodgson** and **Ashley Burnette**, who were featured in a video earlier in the evening.



LEFT: Presenting sponsors **Mayo and Jean Boddie** look on as the DaVinci surgical machine is demonstrated at the Blue Ribbon Gala Reception.



LEFT: **Chris and Ann Cox** enjoying the Blue Ribbon Gala with **Jeff and Janis Tilman**.



FAR LEFT: Blue Ribbon Gala honoree **Lee Henningsen** with UNC Men's Basketball Coach **Roy Williams**.

## Blue Ribbon Partners

Members of the Blue Ribbon Partners giving society are volunteers and organizations throughout the community who host annual fundraising events to benefit the cancer center. To qualify as a Blue Ribbon Partner, members host events benefitting the cancer center for three or more years, raising **\$25,000** during this period.

### Blue Ribbon Partners

Bobby F. Garrett Esophageal Cancer Benefit Concert  
 Bookmark My Words  
 Boy Scout Troop 845  
 Chapel Hill Breast Cancer Research Foundation  
 Cocktails for Cancer  
 Coldwell Banker: Howard Perry and Walston  
 Corona Cares  
 John R. Isner  
 Pedal for Peds  
 Pink Pacers\*  
 RLGALS Swing for the Cure  
 Tanger Outlets  
 Tar Heel 10 Miler  
 Triad Golfers Against Cancer  
 UNC Baseball for the Cure: UNC Carolina Baseball  
 ZTA Foundation

\*New member

## PINK PACERS



The Pink Pacers were formed in 2006 when two women came together to participate in a national cancer walk. Since that time, the group has grown in size and decided to focus their support on cancer patients and their families at UNC Lineberger. By creating the **Get Heeled 5K**, an annual family-friendly 5K run/walk event in Chapel Hill, the Pink Pacers engaged thousands of race day participants—including University athletes, local sponsors, cancer patients and their families—in the mission of the cancer center and raised over \$114,000. When they aren't busy planning a race, the Pink Pacers actively support UNC Lineberger through other events in the community, including the UNC Gymnastics Health Fair.



Pink Pacer volunteers **Mike Cashion**, **Carrie Gilmore**, **Katy Gilliam**, and **Brooke Bowersox** with **Dr. Stuart Gold**.



## CAROLING FOR A CAUSE



The 8th Annual **Caroling for a Cause** was held in three neighborhoods in Raleigh, NC, and Exton, PA. Michael Hodshon and his sister, Jennifer, started the holiday caroling fundraiser seven years ago, and they have raised over \$42,000 for cancer research at UNC Lineberger! Michael graduated from high school this June and is headed to the University of South Carolina. Jennifer graduated from the University of South Carolina and is beginning her teaching career. It is time to transition the leadership of the event to their younger cousins. Danny Liebman and Cole Baldyga, we appreciate you carrying on the family tradition.



## PEDAL FOR PEDS



Turns out that everyone is on the team when it comes to supporting cancer research and our pediatric patients at the N.C. Cancer Hospital. The annual **Pedal for Peds** cycling event has raised over \$59,000!



L-R: John Isner, Senior Major Gift Officer Eli Jordfald, Dr. Ben Calvo, Karen Isner, Andy Roddick

## JOHN ISNER



The 4th Annual **Ebix Charity Challenge** hosted by John Isner with Andy Roddick was played in Greensboro on Saturday, December 7. All proceeds benefit UNC Lineberger, where Isner's mother Karen was successfully treated during her two battles with colon cancer. The event kicked off with a youth clinic followed by an exhibition match and autograph session. This is the fourth year John has held an event benefitting the cancer center, and he has raised nearly \$110,000.

## UNC Lineberger Community Events

We are grateful to the **65** organizations that raised more than **\$592,000** in support of UNC Lineberger through community fundraising events. We've included a few highlights from this year.



Many of the university's athletic programs support the cancer center through awareness games and fundraising events. In recent years, the **UNC Softball team** hosts an **Ovarian Cancer Awareness game** in honor of a former player to benefit ovarian cancer research at UNC Lineberger.



The Holly Project: On February 15, eleven-year-old Ian Fryar hosted **One Voice: The Holly Project**, a Talent Show at Rocky Mount High School honoring his older sister, Holly, a patient at the N.C. Cancer Hospital. Pictured L-R: UNC Lineberger Board of Visitors member **Jean Kitchin**, **Holly Fryar**, **Ian Fryar**, Director of Special Events **Jen Bowman**, **Debbie Fryar**



This Spring, the brothers of **UNC Lambda Phi Epsilon** hosted a head shaving contest in support of cancer research at UNC Lineberger. **Masa "Buttercup" Watanabe** and **Stephen "Renaissance Man" Yan** collected donations at the pit outside the Student Union.



These young Chapel Hill philanthropists sold lemonade and art work in their local neighborhood in support of the **pediatric art therapy program** at the N.C. Cancer Hospital. L-R **Caroline Bowman, Mack Oliver, Lucy Harshbarger, Wesley Oliver** and **Sam Harshbarger**.



The **Get Your Rear in Gear Raleigh 5K Run/Walk** on March 1 raised awareness and funds for the early detection and prevention of colon cancer, resulting in a \$50,000 grant to support Dr. Dan Reuland's colon cancer research at UNC Lineberger.





Thanks to the great planning and coordination of the **Chapel Hill Fire Department**, the **National Pink Heals** tour stopped in Chapel Hill. Volunteer firefighters from Pink Heals and the CHFD visited patients at the N.C. Cancer Hospital before parading on Franklin Street.

## Turn the Town Pink

In October, local businesses and groups from across the state stand in solidarity to raise money for the UNC Lineberger Comprehensive Cancer Support Program. This program continues to grow, with more than **40 community events and partners** this year. Together, this incredible group of community supporters raised **\$92,650** to benefit supportive care services for our patients and their loved ones. We have many loyal supporters of this annual campaign and saw several innovative additions, including a Pink Luncheon in Pine Knoll Shores and an international "pink" branding campaign through Soccer.com.



UNC Basketball standout **Marcus Paige** was the official starter for the annual Dozen Doughnut Dash, a four-mile run through campus that includes eating a dozen doughnuts. Students continue to embrace this event, often dressing in outlandish running attire.



The team at **Ye Olde Waffle Shoppe** donated their time, tips and proceeds at a Breakfast for Dinner fundraising event to benefit Turn the Town Pink on October 10.



UNC Lineberger supporters organized a **Pig and Oyster Roast** to benefit the cancer center. Held at the Teer Farm in Chapel Hill, the event featured a silent auction, great music and a crowd that was happy to support research at UNC Lineberger.



The real estate professionals at the Franklin Street location of **Coldwell Banker Howard Perry and Walston** hosted their most successful Pig Out for the Cure to date on Thursday, October 24, raising \$20,000 for the CCSP.



Employees from **Johnny T-Shirt** filled their windows with Turn the Town Pink decals sold at the Franklin Street store, raising \$1 to \$5 per decal for UNC.



Even **Ramses** helped Turn the Town Pink with painted pink horns at the UNC vs. Boston College game on October 26, 2013. This was the first time in history that Ramses' horns have been painted anything other than Carolina Blue.



Members of the **UNC ZTA** sorority helped the Chapel Hill Fire Department Fill the Boot at the Pink Football Game against Boston College.

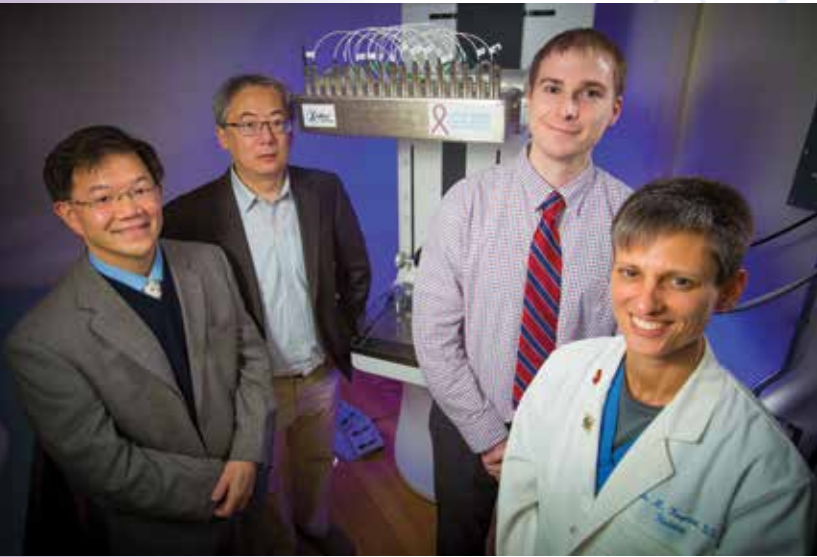


**Fleet Feet** hosted a Diva night at their Carrboro location, raising awareness of UNC Lineberger and donating a percentage of sales to the cancer center.

## *Turn the Town Pink Partners*

Dozen Doughnut Dash  
 Blue Horn Lounge  
 Carolina Brewery  
 Chapel Hill Fire Department  
 Chapel Hill Magazine/The Weekly  
 Coldwell Banker HPW  
 Cole Park Veterinary Hospital  
 Courtyard by Marriott  
 Daily Tar Heel  
 Dina Porter  
 Durham Academy  
 EVOS  
 Fleet Feet Carrboro  
 Great Clips: Carrboro Plaza  
 Great Clips: Durham  
 Great Clips: Meadowmont Plaza  
 He's Not Here  
 Hultquist IP  
 Johnny T-Shirt  
 La Vita Dolce  
 Mina's  
 Monkee's  
 O2 Fitness Clubs - Falconbridge  
 Panera Bread  
 Patio Grill  
 Performance Automall  
 Pink Tailgate  
 Pink Zumba at Hasentree  
 Pita Pit  
 R&R Grill  
 River Landing Golf Association  
     for Ladies (RLGALS)  
 Soccer.com  
 St. Barbara's Orthodox Greek  
     Church Fashion Show  
 The Carolina Inn  
 The Farm Party  
 The Pink Luncheon  
 UNC Field Hockey  
 UNC Women's Soccer  
 Vespa Ristorante  
 WCHL  
 Woods Charter School  
 Ye Olde Waffle Shoppe  
 Yogurt Pump  
 Zeta Tau Alpha Sorority

## UNC Lineberger research highlights: Seeding discovery and hope



The UNC Lineberger digital tomosynthesis team: L-R Yueh Lee, MD, PhD, Otto Zhou, PhD, Research Assistant Andrew Tucker and Cherie Kuzmiak, MD

### UNC researchers and clinicians partner to develop the next generation of mammograms

A collaboration between radiologists at the N.C. Cancer Hospital and the UNC Department of Physics aims to marshal nanotechnology to greatly improve the clarity and precision of mammograms. The device developed by UNC Lineberger's Otto Zhou, PhD, and Jianping Lu, PhD, builds on a newer imaging technology known as digital breast tomosynthesis. This device produces 3D images that allow physicians to detect smaller tumors than are visible in traditional 2D mammograms.

Through the use of new carbon nanotube cathodes, digital tomosynthesis produces sharper images in a device that is smaller, cooler and more efficient than any other X-ray

device. The carbon nanotube cathodes remain stationary during the scan—another improvement on existing technology that results in crisper images that enhance physicians' ability to spot smaller and deeper tumors in breast tissue. The benefits of the new technology could also translate into better care for patients by reducing the number of callbacks due to unclear images and possibly limiting the amount of patient radiation exposure.

Digital tomosynthesis is currently undergoing clinical trials at the N.C. Cancer Hospital led by UNC Lineberger members Yueh Lee, MD, PhD, and Cherie Kuzmiak, DO, of the UNC Department of Radiology. The trial, which will

enroll patients who are about to undergo a breast biopsy for a newly identified lesion, will compare the results of the digital tomosynthesis scans with those from a traditional tomosynthesis device.

"Patients are most often called back for a finding on their screening mammogram, and most of the time it is due to overlap of breast tissue. They get a letter asking them to return to for more pictures, and they really don't know what is going on. This obviously leads to more patient anxiety. The new technology could potentially further reduce that anxiety," said Dr. Lee. ■



William Kim, MD





## Genetic subtypes of bladder cancer reflect breast cancer biology

**Research into the** genetic basis of bladder cancer headed by UNC Lineberger member William Kim, MD, has revealed new possibilities for treating and detecting the disease. Treatment for bladder cancer has progressed little in the last 40 years, with survival rates improving only 1 percent since the 1980s. The work of Dr. Kim, conducted independently and with The Cancer Genome Atlas, aims to change that trajectory by providing researchers and clinicians with a detailed picture of the genetic pathways activated during the formation and spread of bladder cancer tumors. Dr. Kim analyzed the genetics of 262 tumors from patients with bladder cancer, discovering that the disease can be grouped into two distinct subtypes that are highly similar to the basal-like and luminal forms of breast cancer.

One of the major advances in cancer treatment in the last few years has been the development of therapies that target the genetic signaling pathways that cancers use to develop. The discovery of the genetic basis for the subtypes of breast cancer, research led by UNC Lineberger's Charles Perou, PhD, paved the way for the development of new therapies and diagnostic aids for that disease. Dr. Kim believes that understanding the genetics of bladder cancer will also lead to major advances in treatment and detection.

Dr. Kim's lab has already developed a prognostic aid, called BASE47, which proved successful when applied to the tumor samples in the study. PAM50, a similar diagnostic aid developed by Dr. Perou, was recently approved for use by the Food and Drug Administration. Using such aids, physicians can determine the genetic basis for a patient's cancer and develop a treatment plan that targets the unique signaling pathways of the disease.

The research could also help identify the unique biological markers expressed by bladder cancer, which would aid the development of diagnostic tools for earlier detection and treatment. As with many other forms of cancer, early detection can dramatically increase the chances of survival. ■

## UNCseq represents the next generation of personalized cancer care

**Cancer is a** genetic disease. It develops from errors in a person's genetic code and expands by hijacking the cellular signaling networks that allow healthy cells to communicate and grow.

UNCseq™, a new initiative by UNC Lineberger, will provide physicians with a roadmap of the genetics of an individual patient's cancer, allowing them to tailor treatment to the mutations and cellular signaling pathways unique to each person's disease. The basis for UNCseq is a technology known as high-throughput sequencing, which greatly reduces the time and cost needed to compare tumor samples from patients to normal tissue samples in order to discover the anomalies that drive cancer.

Physicians at UNC Lineberger have used this technology to analyze tumors from more than 900 patients, finding new treatment options for those whose cancers resisted conventional therapies. Results are reviewed by members of a Molecular Pathology Tumor Board, who advise physicians in deciding whether the results indicate the need for a new course of treatment or change in prognosis.

"We needed to find a way to bring cutting edge research directly to our patients sooner but still maintain the ethical, regulatory and safety needs surrounding patient care," said



UNCseq provides high-throughput next generation sequencing through its translational core facilities.

Neil Hayes, MD, co-director of UNCseq. "UNC-Seq allows us to do this on so many levels."

The initiative builds on decades of work, conducted at UNC Lineberger and elsewhere, mapping out the underlying genetic factors that drive different forms of cancer and finding new treatments that target the genetic pathways that cancers rely on to survive and grow. With a focus on the individual, physicians can use the information provided by UNCseq to match the unique biology of each patient's tumors to available targeted therapies. The ultimate goal is to expand this personalized medical treatment to more patients as the costs decrease and the technology improves.

The data revealed by UNCseq will not only improve patient care, but also provide cancer researchers with valuable information that will allow them to develop new treatments and test the effectiveness of therapies being developed in clinical trials. ■

## Marsico Hall provides new tools for understanding and treating cancer



With the opening of Marsico Hall, researchers and physicians at UNC Lineberger will have access to one of the world's most sophisticated imaging centers. The high tech imaging center will provide a home for the laboratories of UNC Lineberger researchers as well as technology for physicians treating patient at the N.C. Cancer Hospital.

Housed within the nine-story, 340,000 square-foot building are a hybrid MRI/PET whole body scanner, a 7 Tesla MRI whole body scanner, and a cyclotron, making UNC one of only two academic research institutions in the U.S. where researchers and clinicians can access all three technologies. For cancer researchers, the advanced imaging technology offers new tools with which to understand the biology of cancer cells, develop new treatments for cancer patients and evaluate the results of new drugs and thera-

pies through clinical trials. Physicians will be able to make highly accurate diagnoses and treatment plans thanks to high resolution imaging of patients' tumors. The cyclotron produces radioisotopes and radiotracers that have therapeutic and research applications. The facility will also have a fully equipped research lab that can undertake large-scale production of radiopharmaceuticals for research use.

The opening of this new facility will improve the quality of life and treatment for cancer patients from throughout North Carolina. Bringing together research teams from across campus under the same roof, Marsico Hall will further enhance UNC Lineberger's campus-wide collaboration in cancer research and clinical care. The building was made possible with generous support from the N.C. General Assembly. ■

## 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 in bold.

Anonymous (4)

Mrs. Boyce L. Ansley  
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Mrs. Joyce D. Bell  
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2013-2014**

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 Mrs. Susan W. Hudson  
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 Mr. L. Wardlaw Lamar  
 Mr. and Mrs. James G. Leach  
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