CHAIRMAN’S MESSAGE
Top of Mind

I

was reading a newspaper article recently about several ovarian cancer survivors in Kentucky who formed a local support group to help those touched by the disease. One woman explained that she was stunned by her diagnosis and the discovery of a “football-sized tumor” in one of her ovaries. She remarked, “I wasn’t even sick. I never thought anything about it.” When reading this, I was reminded again of the importance of Gynecologic Cancer Awareness Month (GCAM). As the month designated to inform and educate women about gynecologic cancers, GCAM is a critical tool in our battle against these diseases.

Like the woman in the article, after diagnosis with a gynecologic cancer, many women lament their lack of knowledge about the disease, and their lack of awareness about the signs and symptoms that accompanied it. GCAM is one way we try to help women avoid this unfortunate — and sometimes tragic — realization.

From grassroots activities in communities across the country to the national activities we lead at the Foundation, GCAM is the time GCF focuses its resources intensely on reaching women with important messages about these cancers. We hope women hear our mantra clearly: Get to know your family history, ask questions, educate yourself and make an appointment for your annual gynecologic exam. For it is our hope that this critical information helps prevent another woman from saying, “I never thought or knew about it.”

Please take a moment to read about the activities GCF and its partners will be engaged in during GCAM in September. As always, we welcome your support, assistance and good ideas about how we can reach more women. Please do your part, and help share information about gynecologic cancers and GCF with the women in your life today.

Karl C. Podratz, MD, PhD

GCF Welcomes and Thanks Board members

GCF would like to welcome its newest Executive Committee member, Dr. Mitchell Morris, and new Board of Director members, Dr. Eva Chalas, Dr. Ginger Gardner and Dr. Carolyn Muller. Additionally, GCF would like to thank former Board members Dr. Michael Goldberg, Dr. Kenneth Hatch, and Dr. Christine Holschneider for their service and commitment to the Foundation.

“GCF achieves many great things because of the tireless efforts and true dedication of our Board members. I thank them for their efforts and energies,” said Dr. Podratz.

GCAM Focus on Education and Inspiration

GCF will mark the sixth annual Gynecologic Cancer Awareness Month (GCAM) this year by reaching women through a series of innovative programs, grassroots activities and popular educational materials.

First, in a new effort, GCF has partnered with Research!America to publish a poll on women’s gynecologic health and related issues. Research!America is an advocacy organization that works for increased research investment by the federal health agencies, and is also a leader in gathering and presenting public opinion poll data on attitudes toward investment in research. The poll findings, which will be released jointly by GCF and Research!America in early September, will describe women’s understanding of gynecologic cancers, including knowledge of risk factors, signs, symptoms, specialists, prevention strategies and screening tools, as well as sources of health information and the need for federally funded support for research on gynecologic cancers.

Data from 800 interviews with women will be used in the final poll results.

GCF will publicize the poll findings by reaching out to the media as part of its GCAM media campaign, posting poll results online, and distributing them to supporters and other key organizations. Research!America will also help promote the poll to the

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media, and highlight the results in its newsletter and annual report of research findings.

“We are thrilled to be working with GCF on this poll,” said Bill Leinweber, executive vice president, Research!America. “This is a ground-breaking poll that, to our knowledge, has never been conducted. We are the ideal partners to educate and advocate with the results of the poll, and together, help inform women about gynecologic cancers and the role of research in advancing prevention, treatments and cures.”

Second, GCF continues its quest for 50 GCAM proclamations this year and has been working diligently to have all governors declare the month in their state. Last year, all 50 governors declared GCAM and provided GCF with written proclamations.

In addition, the “50 or Bust” GCAM proclamation effort will be supported locally by SGO/GCF members who will work with their governor’s office to maximize publicity for the proclamation locally and increase awareness. To assist in this effort, all members will receive a toolkit for the grassroots GCAM campaign that provides information and templates for local customization and use.

Also for GCAM, GCF is making two key educational materials available for women and supporters nationwide: “The 2005 State of the State of Gynecologic Cancers” and the GCAM publicity kit.

The third edition of the “State of the State of Gynecologic Cancers,” has been written by SGO/GCF members Dr. Joan Walker, Dr. Carol Brown, Dr. David Gershenson, Dr. William Hoskins, Dr. Robert Giuntoli, II, Dr. Benjamin Greer, Dr. Patricia Judson, Dr. Jonathan Lancaster, and Dr. Andrew Berchuck, and was edited by Dr. Bobbie Gostout. It includes the most current information about gynecologic cancer incidence rates, risk factors, symptoms, and medical and scientific advances in the field.

This year, the GCAM publicity kit, which is one of GCF’s most popular pieces, will be posted online for supporters to download when planning grassroots GCAM activities, engaging the media, and promoting awareness and education in their community.

September is also known as Ovarian Cancer Awareness Month and is supported throughout the ovarian cancer advocate community.

Learn by Phone: GCF Offers New Telephone Education Workshop

In partnership with its Allied Support Group, GCF offered a free Telephone Education Workshop about clinical trials for recurrent ovarian cancer in Phase III and IV.

Through a grant from Telik, Inc., GCF and the Allied Support Group hosted the course on July 26 from noon to 1 p.m. central time. Survivors, friends, family and health professionals are encouraged to join. A brochure promoting the course was distributed by GCF to all supporters and other organizations.

The Telephone Education Workshop was also taped and can be replayed by calling 1–800–642–1687. Course content will remain “live” on the line until the end of January 2006.

Dr. Ronald Alvarez, Dr. Robert Coleman and Dr. Edward Trimble will make presentations during the Telephone Education Workshop on topics relating to clinical trials.

Cytyc Continues Sponsorship of Campaign

GCF is very grateful to Cytyc Corporation for the renewal of its sponsorship of GCF’s National Cervical Cancer Public Education Campaign. Through Cytyc’s ongoing generous support, GCF is able to continue its public outreach and education activities for the Campaign, including the Take the Pledge™ initiative.
Joining the Team to Prevent Cervical Cancer

Debbie Ryan knows how to coach women, which is why GCF recently recruited Ryan to help women “take the pledge” to prevent cervical cancer.

As the head coach for the University of Virginia’s winning women’s basketball team for more than 25 years, Ryan’s leadership and dedication to helping women achieve will be put to great use as she serves as a public spokesperson for GCF’s National Cervical Cancer Public Education Campaign initiative, Take the Pledge.

Ryan was first approached by SGO/GCF member, Dr. Peyton Taylor Jr., who serves as the Medical Director at the University of Virginia Cancer Center. Through conversations about Take the Pledge and its potential impact on women, particularly young women in college, Ryan said she would be honored to help the Campaign.

GCF will work with Ryan to determine the best opportunities for her involvement in the Campaign, and thanks Dr. Taylor and Ryan for their commitment to Take the Pledge and cervical cancer prevention.

Rave Reviews for Cervical Cancer Campaign

GCF has been actively promoting and advancing its National Cervical Cancer Public Education Campaign. Examples of key recent activities and programs include:

- GCF published an ad about its Take the Pledge initiative in the June edition of *Gynecologic Oncology*. The ad provided information about Take the Pledge and asked physicians to have their patients, family and friends “take the pledge” online. Additionally, as a sign of partnership and support, the Society of Gynecologic Nurse Oncologists (SGNO) agreed to include the same ad in an upcoming *SGNO Journal*.

- The Illinois Department of Public Health, Breast and Cervical Cancer Screening Program recently praised GCF for providing its Take the Pledge logo and information to the division for use during its 10th anniversary celebration. The division used the logo on promotional materials that were distributed to women, and thanked GCF for “helping make the day successful by sharing the word about the importance of cervical cancer screenings.”

- More rave reviews about GCF’s Campaign came in following the distribution of the new “Guide to Understanding Cervical Cancer” brochure. One supporter in Scotland wrote GCF to say that the information provided in the brochure was “informative and inspiring.” GCF has received numerous requests for additional brochures from physicians and supporters across the country, making it one of GCF’s most popular items.

Ovarian Cancer Survivors Course Travels the U.S.

Thanks to the support of two sponsors, GCF has been able to offer its Ovarian Cancer Survivors Course in two additional venues across the country this year. First, thanks to an Eli Lilly and Company grant, GCF hosted a course in July at the Gynecologic Oncology Group’s semi-annual meeting in Baltimore. Second, in partnership with the Robert H. Lurie Comprehensive Cancer Center of Northwestern University and Northwestern Memorial Hospital, GCF will host a course in Chicago on September 10.

OCRF Helps GCF Reach the Underserved

GCF would like to thank the Ovarian Cancer Research Fund (OCRF) for funding two new courses to reach underserved women. Based upon their sponsorship and the initiative of the Allied Support Group, which identified these courses as priorities, GCF will host an African-American Outreach Course during the SGO Annual Meeting in March 2006 in New Orleans and a Hispanic Outreach Course later next year. Drs. Hector Tarraza, Groesbeck Parham and Mary Scroggins will lead the development of these courses.
Over the past few months, GCF has received critical support that will fuel its programs to reach women. Following are some examples of recent support:

**Ciphergen Support Starts Allied Support Site**
Ciphergen Diagnostics recently donated $5,000 to help design and maintain an Allied Support Group section on the GCF Web site. The site, which was launched in June at www.thegcf.org, provides a centralized listing of all Allied Support Group member organizations, including information about their programs and missions. While available to the public online, the site serves primarily as a tool for the group’s communications and partnerships. As the Allied Support Group identified the creation of this site as one of its top priorities, Ciphergen’s grant helped the group achieve the first goal on its development initiatives list.

**Grant Provides for Set of Endometrial Cancer Materials**
As a long-time partner of GCF, the Elizabeth Gillespie Fund for Life has been dedicated to finding ways to help women learn about endometrial cancer as a way to honor Elizabeth Gillespie, who died from the disease in 2000. As part of this ongoing effort, the Fund recently gave GCF two grants for the creation of endometrial cancer materials.

The first grant for $40,000 will fund the development and distribution of an Endometrial Cancer Educational Toolkit, which will be used by medical professionals and others to inform women about endometrial cancer. The kit will include a presentation and slide set.

The second grant for $10,000 will allow GCF to develop and distribute a brochure, “Understanding Endometrial/Uterine Cancer.” This brochure will help recently diagnosed women understand the diseases and their treatment options.

Both materials will incorporate information from the joint SGO and ACOG guidelines on endometrial cancer, which were recently released.

The grants allow GCF to complete its library of educational materials on gynecologic cancers. GCF is extremely grateful to the Elizabeth Gillespie Fund for Life for its support and dedication.

**WCN Growth Continues**
GCF gratefully acknowledges the ongoing support of Bristol-Myers Squibb Company for its Women’s Cancer Network Web site (www.wcn.org). The reach of WCN continues to grow, with more than 1 million hits logged each month on the site.

In May, international music artists Tessa Lang and Johann Schwaiger hosted a CD release party in New York. The artists are earmarking a percent of all sales of their new CD to the GCF fund, Rita’s Network. Dr. Elizabeth Poynor attended the concert and reception on behalf of GCF.

In partnership with the U.S. Department of Health and Human Services, Office on Women’s Health, GCF was listed as a resource on the National Women’s Health Week Web site in May.

Information about GCF and its available materials was provided to women who accessed the site. From this listing, GCF has received hundreds of requests for materials. Information about Women’s Health Week and GCF is still available online at www.4women.gov/whw.

The GCF Bulletin is the official publication of the Gynecologic Cancer Foundation (GCF). This not-for-profit charitable foundation was established by the Society of Gynecologic Oncologists (SGO) to raise funds to support philanthropic programs to benefit women who have or at risk of developing a gynecologic cancer. Information about GCF and its programs may be obtained by contacting GCF Headquarters at 230 West Monroe, Suite 2528, Chicago, IL 60606.

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GCF Welcomes New Director of Communications

While Marsha Wilson, GCF’s Director of Communications, may be new to her official title and role with GCF, she is no stranger to promoting the Foundation, developing its communications, and creating new strategic initiatives to advance public education, development and support.

Prior to assuming the position of Director of Communications on May 1, Marsha assisted GCF with its communications activities as a director at Burson-Marsteller, where she served as the client leader for both SGO and GCF. Now, as a GCF employee, Marsha will continue this good work as she also serves as SGO’s Director of Communications, and directs all internal and external communications for both organizations.

“Marsha’s talents, dedication and insight will help GCF accomplish great things in the months and years ahead,” said Dr. Podratz. “GCF is achieving great synergy, dynamism and efficiency with its recent staff additions.”

Marsha brings more than 30 years of experience in health care, public policy and crisis communications to GCF and SGO.

Before joining Burson-Marsteller, Marsha was the director for health policy development at Vanderbilt University Medical Center. Her responsibilities included coordination and implementation of all government relations activities at both the state and federal levels for all aspects of the Medical Center. In addition to serving on a variety of national health and policy boards, Marsha held faculty appointments in the Vanderbilt School of Medicine and the Vanderbilt School of Nursing. Marsha currently serves on the Board of Overseers of the Vanderbilt-Ingram Cancer Center.

Marsha will continue to be based in Washington, D.C. and can be reached by phone at 301-320-3342 and by e-mail at mwilson@thegcf.org.

Swapping Support for GCF

GCF would like to acknowledge the creativity of the physicians at Long Island Gynecologic Oncologists, who purchased 1,000 teal wrist bands and are providing them free of charge to anyone who will donate $25 to GCF.

Using Inspiration for Education

As the wife of gynecologic oncologist and SGO/GCF member, Dr. Joe Kelly, Kristi Kelly first gained her passion and inspiration for starting Lilies of the Valley, a local ovarian cancer support group, when she witnessed the special connection survivors shared for informing women and preventing the disease.

“When we lived in Florida, I was touched by the group of women in the Ovarian Cancer Alliance of Florida, and realized the tragedies involved with this disease, and how important education and support can be for women,” said Kelly.

Following the couple’s move to Alabama, Kelly learned that the Huntsville area and other surrounding rural communities, did not have an ovarian cancer support group, and decided to hold a town meeting during GCAM in 2004 to assess interest in starting a local group.

“I told my husband that if 10 people came to the meeting, it would be worth it. Exactly 10 people came,” said Kelly.

The group, which is focused on providing support for those affected by ovarian cancer and creating awareness throughout North Alabama, now has 23 members and was incorporated into a 501(c)(3) in January.

Lilies of the Valley holds monthly support group meetings for survivors and their supporters, which are facilitated by Stacey Hill, RN, hosts educational events, plans activities for GCAM and conducts a local letter-writing/e-mail campaign in support of the passage of “Johanna’s Law: The Gynecologic Cancer Education and Awareness Act of 2005.”

“We want to stay very busy and active during GCAM and throughout the year,” said Kelly. “All across our region, women are welcome to join our group to learn more and seek support. Together, we can do something about gynecologic cancers.”

LILIES IN ACTION: Ovarian cancer support group members Freya Bailey (left) and Anne Boles participate in the Relay for Life as part of the Lilies of the Valley group in North Alabama.
As part of its mission, GCF has funded more than 40 research grants since 1995, totaling more than $1.9 million. This year, GCF is proud to offer seven additional grants worth $325,000. The opportunities are listed in detail in GCF’s Research Grants and Awards Booklet, which was distributed to all members with the Bulletin mailing and is available online at www.thegcf.org. The deadline for applications is October 28, 2005.

The seven grants for 2005–2006 are:

- **$50,000 GCF/Ann Schreiber Ovarian Cancer Research Grant**
  This is the fourth year this grant will be awarded by the Ovarian Cancer Research Fund. The grant is designed to support research on early detection, screening and basic translational research in ovarian cancer.

- **$50,000 GCF/Florence and Marshall Schwid Ovarian Cancer Research Grant**
  This is the eighth consecutive year the Schwid family has provided funding to support this research grant.

- **$25,000 GCF/GlaxoSmithKline Therapeutic Approaches to Relapsed Ovarian Cancer Research Grant**
  Sponsored by GlaxoSmithKline.

- **$50,000 GCF/Kea Simon Ovarian Cancer Research Grant**
  This is the fourth grant awarded as a result of the GCF endowment for ovarian cancer, sponsored by Ms. Simon.

- **$50,000 GCF/Lee Kaplan Cancer Foundation Ovarian Cancer Research Grant**
  This research grant, related to early detection and cure for ovarian cancer, is in memory of Lee Kaplan, who lost her battle to ovarian cancer in 1997.

- **$50,000 GCF/Molly Cade Ovarian Cancer Research Grant**
  This research grant, related to early detection and cure for ovarian cancer, is in memory of Lee Kaplan, who lost her battle to ovarian cancer in 1997.

- **$50,000 GCF/Ovarian Cancer Research Grant**
  This research grant is offered for the second year as the result of an anonymous donation made in honor of Dr. Ellen Smith.

Additionally, GCF is pleased to again offer the GCF/NCI Scholar’s Program, as well as a $7,500 Margaret Greenfield/Carmel Cohen, MD “Excellence in Ovarian Cancer Research Prize” that will be given to the individual who can best demonstrate how their GCF award has improved women’s health care.

GCF extends its gratitude to the members of the 2005–2006 Awards Committee for their time and commitment: David Mutch, MD, Chair; Cathy Casey, MD; Ilana Cass, MD; William Cliby, MD; Jean Hurteau, MD; Elise Kohn, MD; J. Rebecca Liu, MD; David Miller, MD; Stephen Rubin, MD; and Elizabeth Swisher, MD.

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**ADDITIONAL GCF GRANTS FOR RESEARCH**

**Sandy Heitz Grant**
The Sandy Heitz Family Foundation recently donated $10,000 to GCF to support ovarian cancer research. Sandy Heitz is a patient of Dr. David Hoogerland, and GCF thanks Dr. Hoogerland for his good work and care that led to this grant.

**National Ovarian Cancer Coalition-Dallas/Fort Worth Grant**
Thanks to the recommendation of Dr. Mark Messing, the National Ovarian Cancer Coalition-Dallas/Fort Worth chapter donated $5,000 to GCF for ovarian cancer research. GCF thanks Dr. Messing for his support.

**Events Support Award for Research**
When Joseph Laino lost his wife Carol to clear cell cancer, he pledged to help GCF and encourage more physicians to enter the field of gynecologic oncology.

As a first step in this mission, Laino, who serves as the founder and chair of the Laino Family Foundation and sponsor of Carol’s Cause, held his first fundraising event in April in New York. Proceeds from this event will support an annual award for outstanding research by a fellow or resident. Laino plans to hold more events in the future with the same goal.
GCF Makes Headlines with Recent Media Interviews

GCF spokespersons have been hard at work recently, spreading the word about gynecologic cancer awareness in top media outlets. Following are a few examples of recent media interviews.

First, Dr. Karl Podratz was recently interviewed by Research!America for its newsletter, The Research Advocate. The article focused on GCF’s significant developments since its founding in 1991, and referred to GCF’s public initiatives that have helped educate women about gynecologic cancers. Also noted were its survivor education courses, Hispanic and African-American programs, research grants program and the success of WCN.

Next, Dr. Hector Tarraza participated in a one-hour Spanish radio show, “Entre Mujeres,” that was broadcast to more than 150 local radio stations in Northern California. Dr. Tarraza was able to provide Spanish-speaking women with information about gynecologic cancers, and also shared details about GCF and WCN Web sites. The producer and co-host of the show wrote to GCF and noted that “our phone lines rang off the hook with questions for him...the interview was a total success.”

Additional radio news was made when Dr. Bobbie Gostout was interviewed by the Group Room, a talk radio show focused on cancer issues, about the SGO Annual Meeting, including the Ovarian Cancer Survivors Course and the top studies presented.

Finally, the Women’s Cancer Network was mentioned as a key resource in an article in the June edition of Good Housekeeping magazine as part of a broader story about ovarian cancer. Dr. Beth Karlan, SGO President, was interviewed for the article, as was Dr. Carolyn Runowicz, who serves as the Chair of GCF’s Campaign Advisory Committee, and Dr. Barbara Goff. Following this reference to the WCN in the magazine, GCF received numerous phone calls and inquiries about the Foundation and its educational materials.

Vogue Knitting Features Kit to Benefit GCF

When the spring/summer edition of Vogue Knitting International hit newstands recently, GCF’s phones lit up as readers inquired about a new knitting kit developed by Knit for Her Cure, which donates the net profit of its sales to GCF.

The magazine featured actress Courtney Thorne-Smith on the cover with a scarf made from a Knit for Her Cure kit, and noted how the founders of Knit for Her Cure selected GCF as its charity of choice so they could help those suffering from gynecologic cancers.

GCF has been working with Knit for Her Cure since early 2004, and features a link to the Knit for Her Cure fund on its Web site (www.thegcf.org) and the WCN site (www.wcn.org).

Knitted with Heartfelt Thoughts

Kay Murk read about Knit for Her Cure and GCF in Vogue Knitting and immediately knew how to help honor her friend, Melanie “Mel” Noel Chojnowski, who died from ovarian cancer in 2004.

As a knitter, Murk had given Mel a number of hand-knitted presents during her struggle with ovarian cancer, and her treatment and chemotherapy. When Murk learned that Mel was losing her battle with the disease, she designed a pattern and knitted a special pillow, “Mel’s Pillow — Knitted with Heartfelt Thoughts.”

After reading the Vogue Knitting magazine article, Murk was inspired to designate the proceeds of her pattern sales to GCF. GCF thanks Murk for sharing her story and sales with the Foundation.
Annual Meeting Media Focuses on Science

The SGO/GCF Annual Meeting media campaign again generated strong coverage, with more than 110 newspaper and Web sites articles.

Top coverage included articles in Reuters, Cancer Weekly, OB/GYN News and ABC News.

For the Annual Meeting media campaign, the SGO/GCF Communications Committee selected three manuscripts to highlight for media attention. The manuscripts and lead authors were:

➤ “Are Women Ready for the Cervical Cancer Vaccine?” — Dr. Brian M. Slomovitz, The University of Texas M. D. Anderson Cancer Center;
➤ “Racial disparity in survival among patients with advanced/ recurrent endometrial adenocarcinoma: A Gynecologic Oncology Group Study” — Dr. LTC G. Larry Maxwell, Walter Reed Army Medical Center and the National Cancer Institute;
➤ “Racial disparity in global gene expression among patients with advanced endometrial adenocarcinoma” — Dr. LTC G. Larry Maxwell, Walter Reed Army Medical Center and the National Cancer Institute.

Survivors Course Offers Hope and Knowledge

GCF held its Sixth Annual Ovarian Cancer Survivors Course in Miami during the SGO Annual Meeting in March. More than 180 survivors and their family members from 24 states attended.

For the first time, GCF also hosted a “Meet the Professors” luncheon during the course, which offered attendees the opportunity to discuss current topics with the physicians in attendance over a roundtable lunch. As one survivor wrote on her feedback form, “The survivors course serves many wonderful purposes for us, not the least of which is mixing with the gynecologic oncologists, who give us hope and inspiration by their very attendance.”

GCF thanks the following SGO members for sharing their time and expertise at the course: Ronald Alvarez, MD; Andrew Berchuck, MD; Michael Birrer, MD; Robert Coleman, MD; Susan Davidson, MD; Holly Gallion, MD; Evelyn Larrison, RN, BSN; Andrew Li, MD; Katherine Look, MD; David Mutch, MD; James Orr, MD; Karl Podratz, MD, Ph.D.; C. Bethan Powell, MD; Steven Remmenga, MD; Cheryl Saenz, MD; Julian Schink, MD; Ellen Smith, MD; Edward Trimble, MD; Vivian von Gruenigen, MD; and S. Diane Yamada, MD.

CD Sales Support GCF

GCF is pleased to announce that it has received more than $5,000 in proceeds from the sales of the Pathology CD and the SGO Historical Slideshow Presentation CD.

The Pathology CD proved popular and sold out at the Annual Meeting. GCF has since produced an additional 300 copies to meet the demand. GCF thanks Drs. Holschneider and Alvarez-Secord, as well as members of the Candidate Task Force, for this innovative and rewarding idea.

GCF would also like to thank Dr. Boronow for his commitment to preserving SGO’s history and for creating this fundraising idea for GCF. Both CDs cost $25 and can be purchased by calling GCF Headquarters at 312/578–1439.