

PROMISE

SUMMER 2013

A publication for friends of MD Anderson

e-Health technology:

THE FUTURE IS NOW

Helping you assess and control cancer risk

Middle-schoolers learn to

'KICK THE BUTTS'

at anti-smoking event

Tony Masraff

AMONG FRIENDS:

Advocating for prostate cancer cure

MOON SHOT MOMENTUM

Lyda Hill commits \$50 million to unprecedented assault on cancer

THE UNIVERSITY OF TEXAS

**MD Anderson
Cancer Center**

Making Cancer History®

Project director Michela Aguirre, from left, Alexander Prokhorov, M.D., Ph.D., and Ludmila Cofta-Woerpel, Ph.D., use web-based tools, such as the @TheTable cookbook, to empower patients, survivors and those at risk for developing cancer with healthful lifestyle choices.

THE UNIVERSITY OF TEXAS
MD Anderson Cancer Center
Children's Cancer Hospital

@TheTable

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TOP RATED

APPETIZERS

MAIN DISHES

SIDE S/SALADS

DESSERTS

Juice Spark

Watermelon Smoothie

Nina's Stuffed Green Peppers

Choose F Favorites

Looking for family ratings? our fan-favorites prepare dishes your child or whole lower.

More recipes

The Medium and the Message

e-Health is no longer a wave of the future — it's our reality

By Katrina Burton

When it comes to communicating about health and well-being, the medium can be just as important as the message. Technological advances in the health care industry have prompted an increased use of e-health technology — multimedia and computer-aided intervention and assessment tools — to provide unique ways for people to be better informed about their health. Some of the most exciting examples are in cancer prevention and care.

Not only do e-health tools and software provide researchers an opportunity to better investigate and disseminate health information to targeted populations, they also empower the end-user. In the cancer world the end-users are patients, survivors and those at risk for developing cancer. That's essentially everyone.

Advances in technology care

"We're living in a new era — the era of health technology," says Alexander Prokhorov, M.D., Ph.D., professor in Behavioral Science and co-director of the e-Health Technology Program in the Duncan Family Institute for Cancer Prevention and Risk Assessment. "Our

e-Health Technology Program makes that leap into modern technology in cancer prevention research and outreach activities. These tools are designed to help people become stronger advocates of healthful lifestyles and reduce their cancer risk."

Established four years ago through a generous gift from the Duncan Family Foundation, the e-Health Technology Program at MD Anderson is one of four institute resources dedicated to cancer prevention research support. The program enables researchers to develop and enhance cancer prevention and control interventions and assessment tools through web, mobile and multimedia applications. Its team of technologically savvy developers creates video, audio and graphics to address health behavior change, symptoms, quality of life and more among patients and the public at large.

Duncan Family supports prevention program

The Duncan Family Institute for Cancer Prevention and Risk Assessment was established in 2008 through a \$35 million gift from the Duncan Family Foundation. The institute supports MD Anderson researchers, scientists and clinicians whose main focus is cancer prevention, a critical but often underfunded component of the cancer care continuum.

"Private philanthropy helps sustain important research and provides an opportunity for our researchers, clinicians and scientists to create a positive and notable impact on public health," says Jennifer Tektiridis, executive director. "We're grateful for the Duncan Family Foundation's support."

"The team also uses mobile devices to streamline information exchange between researchers and study participants to make these interventions more effective," says Michela Aguirre, project director.

Innovative research tools at work

"With technology playing such a crucial role in health care research, we designed a program to help researchers conceptualize and develop prototype methods, programs and devices that could have a much broader use," says Prokhorov.

One such tool is a web-based project developed for the MD Anderson Children's

"Our program has full capability to create applications for such interventions that help researchers collect data more efficiently and help patients, survivors and community members improve their health behaviors."

— Ludmila Cofta-Woerpel, Ph.D.

Cancer Hospital to support the ON (Optimizing Nutrition) to Life Program. ON to Life promotes healthful eating habits in pediatric patients and survivors through education, behavioral science and innovative research. The @TheTable cookbook includes an online, mobile-enhanced database of hundreds of family-friendly, customizable recipes collected from MD Anderson employees, patients, professional chefs and the community. The site includes interactive web modules and cooking demos, as well as nutritional information.

Another promising tool of the program is the mobile application for Ecological Momentary Assessment (EMA), used to assess behaviors, symptoms and emotional or cognitive states of people in "real-world" environments. Ludmila Cofta-Woerpel,

Ph.D., assistant professor in MD Anderson's Department of Behavioral Science and co-director of the e-Health Technology Program, was involved with EMA research back in the day of palmtop computers.

Through the new technology, she appreciates the advances in this area and what they mean for improving data collection for research purposes.

"This methodology ensures ecological validity of the data, has the ability to overcome many biases of retrospective recall and makes it possible to capture a degree of detail that retrospective questionnaires can't record," says Cofta-Woerpel. EMA apps built by MD Anderson's e-Health Technology Program, she says, have reusable architecture and cross-platform capability, and come with a web-based database and content management system.

In a "perfect" world

The e-health technology concept is becoming a standard in science as it's increasingly important for researchers to think creatively about community cancer prevention and treatment interventions. Prokhorov, for example, created ASPIRE (A Smoking Prevention Interactive Experience), an online smoking-cessation website that targets youths. He envisions an even more interactive smoking cessation tool.

"The e-Health Technology team hopes to help develop a lightweight portable smoking-cessation tool, equipped with built-in sensors that can detect 'real life' smoking environments and that can deliver an intervention to help users quit smoking and to prevent a smoking relapse," says Prokhorov.

Cofta-Woerpel also sees this type of tool benefiting researchers interested in momentary diet or medication adherence interventions. This type of "just in time" intervention is possible because the tool would capture and monitor self-report or sensor data in real time.

"This will be an innovative tool for researchers interested in diet, stress or nicotine withdrawal, for example," says Cofta-Woerpel. "Our program has full capability to create apps for such interventions that help researchers collect data more efficiently and help patients, survivors and community members improve their health behaviors."

For more information on MD Anderson's e-Health Technology Program, visit <http://bit.ly/17nW9Dp>.

A MESSAGE FROM Ronald DePinho, M.D.

MD Anderson's Moon Shots Program aims to significantly reduce cancer deaths not only by finding new methods to detect and treat cancers, but also by preventing the disease in the first place.



The state's cancer prevention community rejoiced this summer with the Texas Legislature's passage of Senate Bill 329. Effective Sept. 1, this legislation prohibits anyone under the age of 18 from using tanning salons. It was authored by Sen. Joan Huffman (R-Houston) and sponsored by Rep. John Zerwas, M.D. (R-Katy). Under the old law, teens between 16½ and 18 could use tanning beds with parents' written consent. The measure received widespread support from numerous organizations and public health advocates, including the Texas Dermatological Society, the American Cancer Society, the Texas Medical Association, the Texas Academy of Family Physicians, the Texas Pediatric Society, the Texas Hospital Association, the Texas Association of Health Plans and Blue Cross Blue Shield of Texas. Through coordination of MD Anderson's Governmental Relations office, the institution served as the primary scientific and clinical resource to the effort. Input came from Moon Shots Program leaders, including the melanoma moon shot team and a platform dedicated to cancer prevention and control.

Passage of Senate Bill 329 marks a gratifying moment for those who know the correlation between melanoma risk and teens' exposure to the artificial ultraviolet light emitted by tanning beds.

UV radiation and UV-emitting tanning devices are classified as carcinogens. The World Health Organization includes them on a carcinogens list with tobacco smoke and plutonium.

I applaud the leadership, planning, action, hard work and team effort that have brought this important tanning bed legislation to fruition in Texas. It's a huge step forward for skin cancer prevention. Together, we are Making Cancer History®.

PROMISE

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ON THE COVER: Dallas-based philanthropist Lyda Hill has made the largest private gift to date to MD Anderson's Moon Shots Program.

PHOTO BY DAVID WOO

New provost, executive vice president arrives

MD Anderson welcomed Ethan Dmitrovsky, M.D., in July as new provost and executive vice president. He arrived from Dartmouth University's Geisel School of Medicine, where he was chair of Pharmacology and Toxicology for 12 years. He's known for his research on retinoid pathways and his work at the National Cancer Institute (NCI), where he chaired the Board of Scientific Counselors—Clinical Sciences and Epidemiology and an external steering panel for its PREVENT Cancer Preclinical Drug Development Program.



Ethan Dmitrovsky, M.D.

F. CARTER SMITH

"It's a privilege to join this remarkable institution," says Dmitrovsky. "I'm approaching this incredibly important responsibility with a tremendous sense of service, purpose and humility. I plan to make decisions based on data, prudent financial stewardship and a desire to benefit the entire community. I will give my all to serve MD Anderson."

A graduate of Harvard College and Cornell University Medical College, Dmitrovsky trained at New York Hospital—Memorial Sloan-Kettering Cancer Center and at the NCI. He spent more than a decade on Memorial Sloan-Kettering's faculty.

Dmitrovsky's team helped establish retinoid (vitamin A) differentiation therapy for acute promyelocytic leukemia (APL), which was approved by the Food and Drug Administration. He patented the molecular genetic test often used to diagnose APL and to monitor clinical response. He also conducts translational research for lung cancer, on a pathway activated by retinoids.

MD Anderson welcomes new science vice provost

Helen Piwnica-Worms, Ph.D., joined MD Anderson in June as vice provost to lead science research.

"This is a wonderful opportunity to have a greater impact on the cancer problem," says Piwnica-Worms, a professor in Cancer Biology. "I'm enthused about making new colleagues, starting new research and advancing MD Anderson's mission."

Piwnica-Worms previously headed the Washington University School of Medicine Department of Cell Biology and Physiology. During her 19 years there, she was associate director for basic science, served on the executive committee at the Alvin J. Siteman Cancer Center at Barnes-Jewish Hospital and Washington University in St. Louis and became a Howard Hughes Medical Institute investigator.

Imaging pioneer takes on leadership roles

New MD Anderson team member, physician-scientist David Piwnica-Worms, M.D., Ph.D., is chair of Cancer Systems Imaging and deputy division head, research affairs, for Diagnostic Imaging. He also is professor in Cancer Systems Imaging and Cancer Biology.

"The opportunities at MD Anderson are truly exciting," says Piwnica-Worms. "The Moon Shots Program, the dedication to enhancing science to advance the institution's clinical mission, and the resources dedicated to that mission are all inspiring."

Formerly director of the Washington University Medical School Molecular Imaging Center and its BRIGHT Institute, Piwnica-Worms was at the St. Louis medical school for almost 20 years.

MD Anderson's top nursing honor

Colleen Villamin claims 2013 Ethel Fleming Arceneaux Award

By Miriam Smith

Nearly 3,000 nurses proudly work at MD Anderson. Each year, one is carefully selected to receive the prestigious Ethel Fleming Arceneaux Outstanding Nurse Oncologist Award — an honor established by The Brown Foundation, Inc. in 1982.

This year's winner is Colleen Villamin. Villamin was with MD Anderson's Stem Cell Transplantation and Cellular Therapy Department from 2005 until this year when her role in the Clinical Nurse Leader Master's program at The University of Texas Medical Branch at Galveston required a transfer to Thoracic and Cardiovascular Surgery.

At a June 5 ceremony, Villamin received a cash award of \$15,000, a crystal plaque and a commemorative pin.

"I highly respect and admire the former winners, and for my name to be in the same list as theirs is completely amazing," Villamin says.

Video: youtube.com/mygivingtomdanderson



Colleen Villamin

BARRY SMITH



Corpus Christi-area middle school students answer multiple choice questions about the dangers of tobacco use while cheering on the Corpus Christi IceRays.

MIRIAM SMITH

MD Anderson delivers anti-smoking message

By Miriam Smith

MD Anderson's Tobacco Outreach Education Program (TOEP) and Gloria Hicks, of the MD Anderson Cancer Center Board of Visitors (BOV), recently teamed up to encourage 5,000 Corpus Christi-area middle school students to "kick the butts" at a Corpus Christi IceRays hockey game.

"During intermissions between the three hockey game periods, we introduced them to some of the chemicals in tobacco," says Lauren McCoy, TOEP program manager.

While MD Anderson provided scientific material for the message, Hicks found the arena, filled it with children, convinced the IceRays to play at 10 a.m. instead of that evening and secured funds for bus transportation.

"I asked fellow BOV members in the Corpus Christi area for a donation, and every one of them contributed," says Hicks.

Video: youtube.com/mygivingtomdanderson

American Cancer Society honors Isaiah J. Fidler

Medal of honor goes to pioneer in cancer metastasis

For his basic science discoveries and contributions to the treatment of cancer metastasis, Isaiah J. Fidler, D.V.M., Ph.D., has earned the 2013 American Cancer Society (ACS) Medal of Honor for Basic Research. A professor in Cancer Biology and director of MD Anderson's Metastasis Research Laboratory, Fidler was honored at the ACS 100th-anniversary celebration in Atlanta.

"I'm deeply honored to receive this award, and I share it with colleagues, collaborators and trainees who worked diligently and creatively to uncover the vital details of metastasis," he says.

Fidler is internationally renowned for

exposing the origins and processes of metastasis. His current research addresses cancers that spread to the brain.

Fidler, known to friends as Josh, holds the R.E. "Bob" Smith Distinguished Chair in Cell Biology. He came to MD Anderson in 1983, serving as the founding chair of Cancer Biology until 2008. He is a past president of the American Association for Cancer Research (AACR) and was inducted this year into the AACR Academy. Fidler is a fellow of the American Association for the Advancement of Science and recipient of the Nature Publishing Group's 2010 Lifetime Achievement Award.



CHILDREN'S CANCER HOSPITAL RE-OPENING

MAY 2, 2013



The newly renovated and expanded floor space at the MD Anderson Children's Cancer Hospital brings together all pediatric treatment services on one floor. Plus, it offers Ronald McDonald Family Room areas, an in-hospital school, a large play park, a kitchen, a teen room and other amenities. Among those celebrating the opening of the new space: patient Hannah Meeson, inset, and members of the Children's Cancer Hospital Advisory Group, the MD Anderson Cancer Center Board of Visitors, the Advance Team and other community supporters. Pictured at far left are Luci Baines Johnson, from left, Patsy Fourticq, Barbara Hurwitz, Diane Lokey Farb and Elizabeth Epley. At left are Pam Onstead, from left, Kay Onstead and Joya Chandra, Ph.D. Video: youtube.com/mygivingtomdanderson

PHOTOS BY F. CARTER SMITH



Lyda Hill commits \$50 million to Moon Shots Program

Cancer Prevention Center to be named in honor of Dallas philanthropist

By Sarah Watson

Dallas-based businesswoman, philanthropist, volunteer and environmentalist Lyda Hill has pledged \$50 million to MD Anderson's Moon Shots Program. Her gift is the largest single private philanthropic contribution to date in support of the institution's newest efforts to dramatically reduce cancer deaths.

In recognition of Hill's generosity to the program, the institution will name the Lyda Hill Cancer Prevention Center in her honor.

"I'm excited about the Moon Shots Program," says Hill. "It represents a different direction for research that crosses disciplines and offers new hope for breaking cancer's codes. I'm pleased to offer my support to this historic effort."

Hill's milestone gift will be broadly applied across the cancer care continuum of prevention, detection, treatment and survivorship. It will contribute to the success of the entire program, especially in early detection, risk assessment and the development of more effective treatments for multiple cancer types. It will support high-priority projects including:

- the lung cancer team's efforts to develop more reliable, low-cost screenings that can

be available in community clinics, using blood-based biomarkers to detect the disease at its earliest stages

- the breast/ovarian cancer team's integrated program to screen patients for BRCA1 and BRCA2 genetic mutations and to prescribe new personalized therapies

"We're astounded by Lyda Hill's incredible generosity and humbled by her commitment to cancer patients and their families through this truly transformative gift," says Ronald DePinho, M.D., president of MD Anderson.

A senior member of the MD Anderson Cancer Center Board of Visitors, Hill is a longtime proponent of scientific research and biomedical advancement. She's president of LH Holdings and the Lyda Hill Foundation, which supports initiatives that increase the understanding of nature and science. As a member of The Giving Pledge, she has pledged to donate the majority of her wealth to charity.

Hill earned a degree in mathematics from Hollins University in 1964 and received its Outstanding Alumnae Award in 2009. Among her other numerous awards and honors are:

- Junior League of Dallas Lifetime Achievement Award, 2011
- Association of Fundraising Professionals

An unprecedented assault

MD Anderson's Moon Shots Program is a comprehensive assault on cancer launched in September 2012. It comprises six teams of MD Anderson researchers and clinicians initially focusing on these eight cancers:

- acute myeloid leukemia (AML)/myelodysplastic syndrome (MDS)
- chronic lymphocytic leukemia
- melanoma
- lung cancer
- prostate cancer
- triple-negative breast and high-grade serous ovarian cancers

Fundraiser of the Year, Dallas, 2007

- Leadership Dallas Outstanding Alumni Award, 2004
- Headliners of the Year Award, Fort Worth Press Club, 1993
- Newsmaker of the Year Award, Fort Worth, 1992
- Governor's Award, Outstanding Volunteer in Texas, 1988

Learn more at cancermoonshots.org.

Video: youtube.com/mygivingtomdanderson

AMONG FRIENDS

Tony's Prostate Cancer Research Foundation

Restaurateur leads the way in hope for a noninvasive cure

By Victor Scott

Houston entrepreneur and restaurateur Tony Masraff is sitting in his special events facility in the upscale Galleria area. He's taken time out of his always busy day to share details of his unexpected journey over the past 14 years.

"I was diagnosed with prostate cancer in 1999," says Masraff. "At the time, I didn't know anything about prostate cancer. My doctor told me the only option was surgery. After learning how debilitating surgery and other treatments can be for prostate cancer patients, I decided to have no treatment."

Masraff began a personal mission to find scientists working on research that could lead to a noninvasive cure for the disease, the second-leading cause of cancer death among men. He eventually came to MD Anderson's Christopher J. Logothetis, M.D., chair of Genitourinary Medical Oncology. Logothetis recommended no surgery and an active surveillance approach known as "watchful waiting" to monitor the disease through regular tests, biopsies and check-ups.

Following his instincts as a former engineer and high-tech business owner, Masraff did extensive research and found Timothy C. Thompson, Ph.D., then at Baylor College of Medicine, who had discovered the GLIPR1 protein and its relation to prostate cancer. Masraff became a patient advocate for Thompson's prostate SPOR (Specialized Programs of Research Excellence), a National Cancer Institute grant.

"Dr. Thompson discovered that the GLIPR1 protein is present in healthy prostate glands and absent in cancerous prostate glands," says Masraff. "I decided to support his research."

Starting four high-tech companies and venturing into the restaurant business never intimidated Masraff. Starting a foundation was



PHOTO COURTESY OF TONY MASRAFF

a different story. As he puts it, "I had not a clue about how to start one."

In 2002, Masraff launched Tony's Prostate Cancer Research Foundation. A friend suggested he run the 2003 Houston Marathon and pledged a donation if Masraff, then 66 and having never run more than 200 yards, could finish the race. Word spread quickly and donations poured in. After crawling the last 15 feet over the finish line, Masraff collected \$120,000, the most any person at that time had raised at the annual event.

In September of that year, the foundation hosted its inaugural fall fundraising gala, bringing total funds raised to \$350,000. Building on that success, Masraff created An Evening of Hope Wine Extravaganza.

Masraff set his sights on a spring event and in 2007 partnered with the Major League Baseball Players Alumni Association to create Swing With the Legends. The annual tournament at Redstone Golf Club in Humble pairs amateur golfers with legendary baseball players.

Thanks to the foundation's generous support, Thompson, now professor of

Genitourinary Medical Oncology-Research at MD Anderson, says his GLIPR1 research has accelerated significantly.

"We came together around a common goal to develop a cure for prostate cancer," says Thompson. "Tony's support of my research has removed a lot of barriers, and we're excited about GLIPR1 and testing it in patients."

On Oct. 16, 2012, during a surprise ceremony at MD Anderson, Masraff received a proclamation from U.S. Congressman Pete Olson recognizing his efforts to support prostate cancer research and awareness. In July 2010, Masraff received the Jefferson Award for outstanding community and public service. He has been recognized by Houston Mayor Anise Parker and Texas Gov. Rick Perry and is a recipient of Houston's Entrepreneur of the Year for High Technology.

"The pride I experience from all these people supporting me is overwhelming," says Masraff. "There's something there that really gets to me, and I feel humbled by it."

Learn more at tprc.org.

Video: youtube.com/mygivingtomdanderson

iPromise

Ashley Loeffler, of Houston, is chair of MD Anderson's Advance Team, a volunteer board of "next generation" community and business leaders. She's worked in the offices of Texas Gov. George W. Bush and Sen. Jeffrey Wentworth, in development at The University of Texas at Austin and as campaign finance director for Texas Lt. Gov. David Dewhurst. She and husband Lance have three children.

“Supporting MD Anderson was an easy decision for me, made even more personal by the 2006 cancer diagnosis of my dear friend, Jennifer Womble Daniels. I was grateful to support MD Anderson and all of the wonderfully talented doctors, nurses and medical staff who were helping save my friend's life. She is now cancer-free and serves on the Advance Team. My mother-in-law, Nancy Loeffler, was

diagnosed with cancer in 2007, and we credit the care she received at the institution with saving her life as well.

Cancer is a reality for us all. We all know someone who's been touched by cancer. MD Anderson is a beacon of hope. I feel blessed to live in the city that's home to the No. 1 cancer hospital in the world. I'm thankful for the opportunity to give back to the



PETIE BAATZ

institution that gives so much to so many. MD Anderson provides us with hope that one day we can put an end to cancer.”

Do you promise? Tell us why you're committed to Making Cancer History® by sending an email to Promise@mdanderson.org.

PHILANTHROPY IN ACTION

MUSIC VIDEO GOES VIRAL



Martin High School contributes to first pediatric colon cancer clinical trial

By Miriam Smith

Bob Helland, of Arlington, became determined to raise money for pediatric colon cancer when his daughter, Taylor, was diagnosed with the disease in 2011. Initially, Helland reached for the stars, contacting celebrities to garner awareness for the cause. When the response was nil, Helland refused to let closed doors stand in his way.

“I wrote on Taylor’s CaringBridge page (a personalized website for people facing serious medical conditions) that we were determined to take care of it ourselves,” says Helland. “Then I got a letter from the video department at her school saying they were going to make a video, sell pledges based on views and donate the money to MD Anderson.”

After months of preparation, all 3,321 students and 285 staff and faculty members at Martin High School donned costumes and lined up around campus to prepare for the filming of a “lip dub,” a one-take music video.

“I felt so honored that my classmates teamed up to fight cancer on my behalf,” Taylor says.

The video went viral on YouTube, reaching more than 155,000 views, and raised \$15,000 toward the first ever pediatric colon cancer clinical trial at MD Anderson. Taylor’s cherished doctor, Andrea Hayes-Jordan, M.D., will carry out the research.

“I’ve told Dr. Hayes-Jordan how much we

love and appreciate her, but I just don’t have the vocabulary to tell her how we really feel,” Helland says. “She wouldn’t have done anything differently if it had been her own daughter. There’s just no way to voice our appreciation of something like that.”

After Martin High School’s \$15,000 donation, Hayes-Jordan was still \$20,542 away from starting the trial. Out of nowhere, a stranger emailed Taylor’s mom, Julia, suggesting they contact The B+ Foundation.

Joe McDonough started The B+ Foundation, named after his son’s blood type, after his son died of cancer in 2007. Helland quickly summed him up as a man of few words. McDonough’s first response to Helland’s inquiry was “How much?”; his third, “Done. Where do I send the check?”

In June, Taylor completed her junior year of high school and her 27th round of chemotherapy. Her role in helping Hayes-Jordan start a pediatric colon cancer trial brings her great joy.

“Maybe this trial will lead to a cure someday,” Taylor says. “Maybe not now or soon, but if it benefits someone, I’ll be happy. I’ll be so proud to say that with my school’s full support, I contributed to finding a cure for this horrible disease.”

Video: <http://youtu.be/lygzJzoUdNg>



Top: With paintbrushes in hand, the Martin High School art club prepares to make its mark on lip dub history.

Bottom: The Martin High School French club cheers an enthusiastic “bonjour” as the lip dub video squad approaches.

PHOTOS BY BRENDA MAYO



Run broadens scope of awareness

Screening, education offer hope for colorectal cancer

By Victor Scott

Cathy Eng, M.D., associate professor of Gastrointestinal Medical Oncology, treats patients with colorectal cancer, a disease responsible for approximately 50,000 U.S. deaths per year according to American Cancer Society statistics. Kimberly Tripp, director of acute care services administration, lost a grandparent to the disease. With this common bond, they founded the Sprint for Colorectal Oncology Prevention and Education (SCOPE) 5K Run. Held each March, which is colorectal cancer awareness month, SCOPE shares a message of hope and emphasizes the importance of screening and education in preventing and surviving colorectal cancer.

Since 2006, the event has grown almost tenfold. More than 2,000 registered for the 2013 event, which included a kid’s 1K, survivor’s fair and post-race party and awards, raising approximately \$80,000.

“People who participate in the SCOPE 5K are passionate about their involvement,” says Eng. “For survivors, it means a great deal, and we’re grateful for the continued support and growth.”

Learn more at mdanderson.org/how-you-can-help.



Participants celebrate arm-in-arm at the 2013 SCOPE 5K Run, which raised approximately \$80,000 to support colorectal oncology prevention and education.

WWW.YOURSPORTINGIMAGE.COM

No lump, still cancer

IBC survivor dedicated to fighting rare form of breast cancer

By Miriam Smith

“That’s funky looking,” Terry Arnold’s family physician said with a laugh after examining her red, swollen breast for the first time. It was the beginning of a desperate, four-month search for a diagnosis.

In September 2007, Arnold landed in MD Anderson’s Morgan Welch Inflammatory Breast Cancer (IBC) Research Program and Clinic, the world’s first dedicated to fighting this devastating disease.

“I was so relieved to have an answer, I was probably the most excited person in the world to get a cancer diagnosis,” says Arnold. “I thought I was a well-informed person, so it shocked me that I didn’t know about IBC.”

IBC accounts for less than 5% of breast cancer diagnoses. This rare cancer differs from other breast cancers in that it typically forms in sheets rather than a lump. IBC is difficult to detect via mammogram. It’s also more aggressive and more deadly.

Arnold says she became an IBC advocate soon after her diagnosis. With the help of caregivers and trusted friends, she initially set her fundraising goal at \$30,000 to gauge interest in funding research for her beloved doctor, Wendy Woodward, M.D. Arnold met that goal in a matter of weeks.

Fast-forward to 2013. Arnold is celebrating five years without an IBC recurrence, something only 40% of IBC patients achieve compared with 90% of patients with other breast cancers. Her organization, The IBC Network Foundation, recently made its second donation, in the amount of \$75,000, to IBC research at MD Anderson.



Terry Arnold enjoys New York City with her daughters, Natalie Arneson and Veronica Arnold, and her grandson, Julian. While there, Terry spoke to the American Cancer Society’s Reach to Recovery group on IBC patient needs.

PHOTO COURTESY OF TERRY ARNOLD

“Terry and The IBC Network are a part of our team,” says Woodward, associate professor of radiation oncology.

Under the leadership of Naoto T. Ueno, M.D., Ph.D., executive director of the Morgan Welch IBC Program, this year’s foundation support will go toward a study of statins, frequently used to lower cholesterol.

The research is still in its earliest phases, but Arnold has unwavering faith in the IBC team at MD Anderson, just as the institution had in Arnold during her time of need.

“There were times I was in treatment for 12 hours, leaving the hospital at 1 in the morning, and the team at MD Anderson was there 12 hours with me,” Arnold says. “So for me to be able to do something to support their work is an incredible honor.”

Under the Palms and on the Prairie

Polo events prove effective in fight against cancer

By Victor Scott

What was the motivation that launched an MD Anderson fundraiser in Sarasota, Fla., called Polo Under the Palms? It began more than 1,300 miles away on the prairies of West Texas.

“In 2004, I was diagnosed with stage II tongue cancer and spent six weeks at MD Anderson,” says co-founder Jamie Uihlein of Sarasota, Fla.

Today he’s cancer-free and grateful, along with his wife, Mary, for the care and support he received at MD Anderson. The couple searched for a way to spread the message of hope the institution offers to their family and friends throughout Florida.

“We heard of an event in West Texas called

Polo on the Prairie,” says Jamie.

Henry Musselman, a Midland native and member of the MD Anderson Cancer Center Board of Visitors (BOV), and his wife, Melinda, and her mother, BOV member Mary Anne McCloud, of Eastland, co-founded Polo on the Prairie to support MD Anderson and its mission to eradicate cancer.

With its third event in March, Polo Under the Palms has raised more than \$734,000. Polo on the Prairie celebrated its 27th anniversary in April and has raised more than \$4.7 million. Together the two events have raised more than \$5.4 million.

Video: youtube.com/mygivingtomdanderson

A rose like no other

The Dr. Marnie Rose Foundation celebrates a decade of funding brain cancer research

By Miriam Smith

A lot has changed since 2002, when Marnie Rose, M.D., was diagnosed with brain cancer at the age of 27. For starters, The Dr. Marnie Rose Foundation has contributed more than \$2.4 million to immunotherapy research, drug development and five brain cancer clinical trials at MD Anderson. Moreover, for the first time in 50 years, the prognosis is changing for brain cancer patients, due in part to medical advances made possible by the foundation’s support.

The first Run for the Rose 5K in 2003 included one or two brain cancer survivors. At the 11th annual event in April, almost 80 survivors participated. Marnie lived with the disease for a year and a half. Today, patients are living three times longer than that. Lanie Rose, Marnie’s mother, says she wishes Marnie could see all of the promising new developments in the fight against the disease that took her life.

“Marnie would be pleased that we’ve been able to help so many people,” Rose says. “We really are following her life’s mission, which is to help all patients. Marnie was a pediatrician, so she’d be thrilled, particularly with the ways we’ve benefited children.”

Since 2003, Run for the Rose’s fundraising efforts have grown from \$90,000 and 1,800 participants to approximately \$500,000 and 5,000 participants in 2013.

“We started with my son’s worrying that it would just be the four of us there,” Rose recalls. “We’re just so grateful to Houston. People turn out for our run in droves, and it’s a wonderful feeling to know so many people support us.”

The Dr. Marnie Rose Foundation has raised more than \$3.5 million for MD Anderson and Children’s Memorial Hermann Hospital, where Marnie was a resident. This year, the foundation will give \$350,000 of the race’s net proceeds to support MD Anderson’s brain cancer research.

Video: youtube.com/mygivingtomdanderson



Lanie Rose’s daughter-in-law, Jennifer Rose, guides her nephew, Jordan Lewis (left), and her son, Maverick Rose (right), to the finish line at the 11th annual Run for the Rose.

DONORS MAKE A DIFFERENCE

Art Wagner, center, founder of Septembeard, poses with his 2011 whiskers-growing team from San Francisco: Dave Brown, from left, Lance Page, Bob Dailey and John Rollo.



PHOTO COURTESY OF SEPTEMBEARD

BROTHERS in BEARDS

Septembeard urges men to 'be a hero' in fight against prostate cancer

By Victor Scott

Luck shouldn't be a requirement for surviving cancer, as far as Art Wagner is concerned.

When Wagner was diagnosed with prostate cancer in 2009, he felt lucky to be near a world-renowned urologist, who saved his life.

"I wanted to help men anywhere who didn't have the same geographic luck as I did," says Wagner, who lives in San Francisco. Funding prostate cancer research seemed the best way to help."

He was inspired by the tradition of male athletes growing beards before playoffs or as part of a championship run to show support for their team. Aware that September is National Prostate Cancer Awareness Month,

Wagner founded Septembeard in 2011.

"I thought it would be great if millions of men throughout the country would grow beards throughout September," says Wagner. "And if someone asked them why they were doing it, they could try to get them to donate to Septembeard, so we could help eliminate prostate cancer."

Wagner wanted to make the greatest impact possible. He realized no single prostate cancer research program was going to find a cure and that a team effort among the most promising programs was the best approach. After researching programs across the country, he chose seven, including one at MD Anderson.

Through successful events in 2011 and

2012, Septembeard has raised \$403,000 and donated \$43,000 to MD Anderson.

Timothy C. Thompson, Ph.D., professor of Genitourinary Medical Oncology-Research at MD Anderson and a man with his own beard, knows the value of this support to the prostate cancer research he leads.

"We're excited to have Septembeard's support," says Thompson. "It's a very creative organization. These men know about prostate cancer research needs and understand the importance of moving important therapeutic concepts from the laboratory into the clinic as quickly as possible."

Learn more at Septembeard.org.

Video: youtube.com/mygivingtomdanderson

A generational thing

Scurlock Foundation continues tradition of making a difference

By Miriam Smith

A third generation of Blantons has taken over the leadership of the Scurlock Foundation, and they're leaving a legacy that would make their parents and grandparents proud.

The siblings, Elizabeth Blanton Wareing, Jack S. Blanton Jr. and Eddy S. Blanton Sr., recently established the Laura Lee Blanton Ovarian Cancer Endowed Fund in honor of their mother, who died in 1999 after battling ovarian cancer for three years. The \$410,000 fund will support the prevention, detection and treatment of ovarian cancer at MD Anderson's Blanton-Davis Ovarian Cancer Research Program, also named after Laura Lee Scurlock Blanton.

"Helping this incredible institution that treated my mother is a primary focus for our family," says Eddy Blanton, director of the

Scurlock Foundation and grandson of the foundation's founder, Eddy C. Scurlock.

Another part of the Blantons' lasting legacy is Sprint for Life. Laura Lee Blanton brainstormed the idea for the fundraising walk/run with her doctor while in remission in 1998. For 16 years, her husband and children have kept the tradition alive, raising \$4 million for ovarian cancer research at MD Anderson.



BOB DAEMRICH

The third generation of Scurlock Foundation leadership: Eddy S. Blanton Sr., from left, Elizabeth Blanton Wareing and Jack S. Blanton Jr.



Michael Wang, M.D., visits with patient Marvin Kimmel of Boca Raton, Fla.

Survivors Say



PHOTO COURTESY OF TOM BATES

Tom Bates is co-owner of Glendarroch Homes. He lives with his wife and sons in Fort Worth.

“When I was 3½, I developed a fever and started bruising easily while at Disney World with my family. My mom, an MD Anderson nurse, was worried I had leukemia. We left the next day for Houston. I was diagnosed with acute lymphocytic leukemia (ALL). In June 1981, I began chemotherapy at MD Anderson on a protocol called ALinC12. After two and a half years, I went into complete remission.

I remember going to the pediatric clinic to see Dr. Frankel. We played a game of “hide the Kleenex in the exam room.” Dr. Frankel would not start my exam until he had found the “hidden” Kleenex.

After chemotherapy, I was healthy enough to go overseas to live in Scotland and Singapore, but I came to the institution for checkups, even after I went to college. I had the opportunity to play baseball for the Texas Christian University Horned Frogs on a scholarship and earned First Team All-Conference honors my senior year.

Having ALL at a young age taught me not to take anything for granted. It taught me not to worry about what you can't control. My dad says it also taught me to fight hard and be tough.

Life goes on. I've been happily married for 10 years to my wife, Jennifer, and we've been blessed with four little boys who keep life exciting.

I was fortunate to live in Houston with the world's leading cancer treatment center in my hometown. I had lots of support from the staff at MD Anderson, but especially from my 'Aunt' Mary Beth Rios, who is still there, 33 years later, working as a research nurse manager.

My grandmother, grandfather and father all have been treated at MD Anderson. We're grateful to be part of the legacy of Making Cancer History®.

Video: youtube.com/mygivingtomdanderson

Promise invites cancer survivors to share their reflections. Email Promise@mdanderson.org.

Ibrutinib proves strong defense against mantle cell lymphoma

Latest results confirm high rate of response, remission

In a major international study led by MD Anderson researchers, the targeted therapy ibrutinib continues to show remarkable promise for the treatment of relapsed or refractory mantle cell lymphoma.

The most recent interim findings of the 18-center Phase II study were published in June in the *New England Journal of Medicine*.

“This oral inhibitor of the Bruton's tyrosine kinase in the B-cell receptor pathway is the most important breakthrough to date in the treatment of mantle cell lymphoma,” says

Michael Wang, M.D., MD Anderson associate professor in Lymphoma and Myeloma and Stem Cell Transplantation and Cellular Therapy. Wang is lead author of the trial.

“It's an oral drug, taken once a day, and its side effects are not severe. Yet it can achieve more than previous combination chemotherapy approaches,” says Wang. “Our results constitute excellent news for patients around the world.”

Pharmacyclics, Inc., which developed ibrutinib, sponsored the clinical trial.

MET protein levels seen as potential biomarker for aggressive colon cancer

Study a step toward personalized cancer treatment

MET protein levels correlate strongly with epithelial-mesenchymal transition (EMT) phenotype, a treatment-resistant type of colorectal cancer, and may be used as a surrogate biomarker, according to MD Anderson research reported at the American Society of Clinical Oncology 2013 annual meeting.

The study compared MET protein expression with protein/gene expression of EMT markers and evaluated impact on survival. The findings provide another piece of the puzzle of personalized cancer diagnosis and treatment.

“While we know there are many of types

of colorectal cancer, we're not as advanced as we'd like to be in our understanding of them,” says Scott Kopetz, M.D., Ph.D., MD Anderson associate professor in Gastrointestinal Medical Oncology and senior author of the study. “One of the larger goals of our research is to classify simple biomarkers that can be used by doctors in the community to identify subtypes. We want to condense sophisticated gene signatures down to single markers and simple tests that can be used to guide therapy.”

Support sources for the study include National Cancer Institute grants and the Hogan Foundation.

PROMISE

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Siddhartha Mukherjee, M.D.



Deborah Feingold

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Houston:
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October

Dallas:
A Conversation With
a Living Legend®
Honoring
President George W. Bush



Photo courtesy of George W. Bush

October

Houston:
MD Anderson Cancer
Center Board of Visitors
Annual Meeting

November

San Antonio:
A Conversation With a Living Legend®
Honoring David Robinson



Photo courtesy of David Robinson

November

Washington, D.C.:
A Conversation With
a Living Legend®
Honoring
James A. Baker, III



Photo courtesy of James A. Baker, III

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December

Palm Beach:
Making Cancer History® Gala
Honoring David Koch and
the late Maria Floyd



Photo courtesy of David Koch

December

Palm Beach:
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