



THE SYNCURE REPORT

PUBLISHED BY THE
SYNCURE CANCER RESEARCH FOUNDATION
3216 SESSIONS ROAD SUITE 200
TALLAHASSEE, FLORIDA 32303
TELEPHONE: (TOLL FREE) 866-SYNCURE
FAX: (850) 558-0364
EMAIL: SYNCUREINFO@SYNCURE.ORG
WEB SITE: WWW.SYNCURE.ORG



SYNCURE Cancer Research Foundation
3216 Sessions Road Suite 200
Tallahassee, Florida 32303

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FALL- 2005 ISSUE

Successful Public Cancer Education Series Continues...

It is estimated that there are currently 10 million cancer survivors in the U.S. Dr. Patricia Ganz, a highly regarded oncologist at the UCLA Comprehensive Cancer Center, noted in a recent Editorial in the Journal of Clinical Oncology that often these patients have health consequences from their cancer treatments that remain with them for life. Also, she states, *"In addition, many individuals live for extended periods of time with cancer as a chronic disease, on long-term therapy with alternating periods of remission and relapse. ...It is this growing segment of the cancer-survivor population to which the oncology community now needs to turn its attention..."*

SynCure has continued to address this need with the highly acclaimed **'UPDATE: Cancer Research and Treatment'** symposium series. The aim of UPDATE is to bring the latest information on advances in the war on cancer to patients/survivors and their loved ones, patient support providers, and the general public. SynCure believes when patients are better informed, they make better lifestyle and healthcare choices.

SynCure's UPDATE program on January 22, 2005 at Holy Cross Hospital in Ft. Lauderdale, Florida, was the second consecutive year for this very successful event, attracting over 300 attendees. Outstanding presentations were given by:

Dax Kurbegov, MD, Holy Cross Hospital
JoAnne Zujewski, MD, National Cancer Institute
Jedd Wolchok, MD, PhD, Memorial Sloan-Kettering CC
Marshal Lieberfarb, MD, PhD, Holy Cross Hospital
Teresa Gilewski, MD, Memorial Sloan-Kettering CC

The audience learned about the latest advances in diagnostic tests, radiation therapy, and immunotherapy; the critical role of clinical trials; and new generation cancer drugs. For the first time, the UPDATE program featured two simultaneous breakout Q&A sessions, with one focused on women's cancers and the other covering all other topics. The entire program, including the breakout Q&A sessions were very well received. For example, one participant wrote on their evaluation form *"Afternoon Q&A session was outstanding. A very worthwhile seminar."*



Dr. Murray F. Brennan, Chief of Surgery at Memorial Sloan-Kettering Cancer Center (New York City) honored at the highly successful PSS-SynCure Charity Golf Tournament in New Jersey. Read the story on page 3.

The most recent UPDATE program was held in Tallahassee, Florida, on April 9, 2005. The lead sponsor was Tallahassee Memorial Cancer Center in affiliation with Moffitt Cancer Center. Topics included new generation cancer drugs and immunotherapy; advances in screening and diagnostics; surgical innovations in breast and skin cancer; advances in women's cancers; and complementary and alternative medicine in cancer. The speakers were:

James Gulley, MD, PhD, National Cancer Institute
James S. Killius, MD, Radiology Assoc. of Tallahassee
Alfredo Paredes, MD, Tallahassee Plastic Surgery Clinic
Zainab Ilahi, MD, Moffitt Cancer Center
Larry Harper, MD, Tallahassee Plastic Surgery Clinic
Banu Arun, MD, M.D. Anderson Cancer Center
Holly Hough, PhD, Univ. of North Carolina, Chapel Hill

This program also featured breakout Q&A sessions with one on women's cancers and the other on all other cancers. As before, the program was well attended and well received. As one attendee wrote *"This is my second year and I think it gets better each time. I found answers to questions I didn't even know I had. Every one of the speakers was outstanding. On a scale of 1 to 10, I would rate this meeting as a 10 +."*

Future UPDATE Programs Scheduled....

As this newsletter "goes to press" there are three UPDATE programs scheduled....but others in the early planning stages. Please check our website to register for any of the programs or for more up-to-date information. You can also call us at 1-866-SYNCURE to register.

On Saturday, December 3, 2005, SynCure and the City of New York's Department of Health and Mental Hygiene will sponsor **UPDATE 2005: Women and Preventable Cancer** at Maimonides Hospital Cancer Center in Brooklyn, New York. The program will be conducted from 9:00 AM until 12:30 PM and will include a special emphasis on those cancers for which there are early detection methods and are preventable or easily treatable if caught early.

February 4, 2006, is the date for the 3rd Annual UPDATE program at Holy Cross Hospital in Ft. Lauderdale, Florida. The first two years have seen attendances of 300-400; therefore, we expect another "sell out" crowd this coming year.

On March 11, 2006, **UPDATE 2006: Cancer Research and Treatment** will be held for the 3rd consecutive year in Tallahassee, Florida with the lead sponsorship of Tallahassee Memorial Cancer Center.

Selected Cancer Questions and Answers

IMPORTANT: The following information has been extracted from NCI publications, the NCI web site (www.cancer.gov) and other government sources. Always consult your personal physician for guidance in matters pertaining to your health and that of your family.

What is the relationship between smoking and cancer?

According to the most recent report of the U.S. Surgeon General, compared to nonsmokers, men who smoke are about 23 times more likely to develop lung cancer and women who smoke are about 13 times more likely. Smoking causes about 90% of lung cancer deaths in men and almost 80% in women. In 2003, an estimated 171,900 new cases of lung cancer occurred and approximately 157,200 people died from lung cancer. The report also adds more evidence to previous conclusions that smoking also causes cancers of the oral cavity, pharynx, larynx, esophagus, and bladder. Cancer-causing agents in tobacco smoke damage important genes that control the growth of cells. For smoking-attributable cancers, the risk generally increases with the number of cigarettes smoked and the number of years of smoking, and generally decreases after quitting completely. Reductions in the number of people who smoke cigarettes, pipes, cigars, and other tobacco products or use smokeless tobacco could prevent most of the estimated 30,200 new cases and 7,800 deaths from oral cavity and pharynx cancers annually in the United States. Source: U.S. Department of Health and Human Services. *The Health Consequences of Smoking: A Report of the Surgeon General*, 2004.

What should cancer patients do when using or considering complementary and alternative medicine (CAM)?

Complementary and alternative medicine (CAM) is a group of diverse medical and health care systems, practices, and products that are not presently considered to be part of conventional medicine. Complementary medicine is used together with conventional medicine, while alternative medicine is used in place of conventional medicine. CAM includes such therapies as acupuncture, herbal medicine, massage therapy, movement therapies (such as yoga), spiritual healing, and meditation. A 2002 survey found that 62% of U.S. adults have used some form of CAM in the previous 12 months; when prayer was excluded from the definition of CAM the figure is 36%. The NCI and others are currently sponsoring or cosponsoring various clinical trials to study complementary and alternative treatments for cancer. Cancer patients using or considering complementary or alternative therapy should discuss this decision with their doctor or nurse, as they would any therapeutic approach.

Some complementary and alternative therapies may interfere with standard treatment or may be harmful when used with conventional treatment. It is also suggested to become informed about the therapy, including whether the results of scientific studies support the claims that are made for it.

What is cryosurgery and how is it used for cancer treatment?

Cryosurgery is a technique using extreme cold produced by liquid nitrogen or argon gas for freezing and killing abnormal cells, including cancerous cells. It can be used both inside the body and on the skin. For internal tumors, liquid nitrogen or argon gas is circulated through a hollow instrument called a cryoprobe, which is placed in contact with the tumor. The doctor uses ultrasound or MRI to guide the cryoprobe and monitor the freezing of the cells, thus limiting damage to nearby healthy tissue. Cryosurgery is an alternative to surgery for liver cancer that has not spread, for cancer that has spread to the liver from another site, for prostate cancer confined to the prostate gland, and for some other situations. The major disadvantage of cryosurgery is the uncertainty surrounding its long-term effectiveness. While cryosurgery may be effective in treating tumors the physician can see by using imaging tests, it can miss microscopic cancer spread. Furthermore, because the effectiveness of the technique is still being assessed, insurance coverage issues may arise.



SynCure is pleased to announce that Colonel Michael P. Smith, USAF (retired) has joined the Foundation's Board of Directors. Mike is Executive Director, Florida Center for Prevention Research, Institute of Science and Public Affairs, Florida State University. A graduate of the US Air Force Academy, he holds an MA from Central Michigan University and an MPA from George Washington University.



**PSS-SYNCURE
CHARITY
GOLF TOURNAMENT**

West Orange, New Jersey—On Monday, July 25, 2005, PSS (Physician Sales & Service, Inc.) and SynCure conducted their first annual charity golf tournament at the Crestmont Country Club in West Orange, New Jersey.

The event featured a superb buffet luncheon, golf on one of the Garden State's premier courses, several special events (hole-in-one contest, beat-the-pro, etc.), a spectacular dinner, a raffle and awards.

The 'sold-out' tournament honored Murray F. Brennan, MD, FACS, of Memorial Sloan-Kettering Cancer Center in New York City. Dr. Brennan is Chairman of MSKCC's Department of Surgery and holds the Benno C. Schmidt Chair in Clinical Oncology. Dr. Steven Rosenberg, Chief of Surgery at the National Cancer Institute has referred to Dr. Brennan as the "preeminent surgical oncologist of his generation."

Dr. Brennan's numerous honors include Chairman of the American College of Surgeons' Commission on Cancer, President of the Society of Surgical Oncology, President of the American Surgical Association, President of the American College of Surgeons, and election as a fellow of the Royal College of Surgery.

A substantial portion of the proceeds of this event constituted a research grant to Memorial Sloan-Kettering in Dr. Brennan's honor and under his direction.

Co-Chairmen of the tournament, Dan Denenberg of PSS and Steve Roman of SynCure, expressed their sincere gratitude to all participating golfers, the dedicated volunteers who helped make the event a success and the corporate sponsors for their support and generosity.



The Fall Blast

On Sunday, October 23, 2005, SynCure will be conducting a sporting clays charity fun shoot in Green Village, Chatham Township, New Jersey, in association with the Green Village Volunteer Fire Department. The event will feature breakfast, sporting clays, luncheon and some fun-filled side events. Proceeds from the 'shoot' will be used in support of SynCure's cancer education and research initiatives. As in the case of last year's Beretta-SynCure event, we expect another 'sell out' clay target smashing success.

Become a SynCure Volunteer...

SynCure is growing and we cordially invite you to join us in fulfilling our dual mission: (A) Supporting effective cancer research projects and (B) Conducting an extensive series of cancer education programs throughout the nation.

SynCure volunteers assist in a wide array of functions including program design, public relations/promotion, fundraising, speaker recruitment and event management.

As a SynCure volunteer, you will be playing an active and vital role in the war on cancer. For complete information, without obligation, simply complete and mail the form below. **Thank You.**



VOLUNTEER INFORMATION REQUEST

PLEASE PRINT/TYPE

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TEL: () _____ FAX: () _____

E-MAIL: _____@_____

PLEASE MAIL TO:

SYNCURE CANCER RESEARCH FOUNDATION
3216 SESSIONS ROAD SUITE 200
TALLAHASSEE, FL 32303



Support Cancer Research

Dr. Murray Brennan, at the recent PSS-SynCure Charity Golf Tournament, summed it up quite nicely when he said, "Don't support cancer research for yourself... do it for your children and your grandchildren!"

The SynCure Cancer Research Foundation is recognized by the U.S. government as a 501 (c)(3) nonprofit public charitable organization; all donations are fully tax-deductible. Over 90% of every dollar donated to SynCure is committed to research and education initiatives.

I am pleased to donate \$ _____ in support of SynCure's mission.

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TEL: () _____ E-MAIL _____@_____

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