



JOHN WAYNE
CANCER INSTITUTE
AT
SAINT JOHN'S HEALTH CENTER

Volume IV, Spring 2002

Perspectives

Armando E. Giuliano, M.D. to Receive "The Duke" Award at Odyssey Ball on April 6

The Special Service Award of the John Wayne Cancer Institute Auxiliary is presented annually at the Odyssey Ball to an individual who has made extraordinary and lasting contributions in the fight against cancer or who has demonstrated their humanitarian spirit within the community. On April 6, this year's Duke Award will

celebrate a world leader in the fight against breast cancer, our own Armando E. Giuliano, M.D. As JWCI's Chief of Surgical Oncology and the Director of JWCI's Joyce Eisenberg Keefer Breast Center, Dr. Giuliano has been on the forefront of breast cancer research for more than 20 years. He founded JWCI's Joyce Eisenberg Keefer Breast Center, one of the most successful centers for the treatment of breast cancer in the world. He pioneered sentinel lymph node mapping for breast cancer, and thereby revolutionized breast cancer therapy and earned JWCI worldwide acclaim. And, as his many patients over the years

can attest, he brings his vast expertise down to the human level when treating patients. He not only treats the patient's disease, but he treats the patient as a whole person, understanding that each patient has individual needs relating to their unique experience of their disease.

Dr. Giuliano also understands that the war against breast cancer will be won by research that directly impacts clinical decision making, as well as by patient and public education about risk factors and early detection. With the collaboration of Drs. Nora Hansen and Baiba Grube, Dr. Giuliano has assembled a world-class, multidisciplinary team, which has consolidated a variety of research efforts along a continuum defined by the patient's health and well-being. The Breast Cancer Research Program at JWCI is currently supported by such organizations as the National Cancer Institute and the Susan G. Komen Foundation. The Program is also a beneficiary of the popular Fashion Footwear Association of New York's "Shoes on Sale" Benefit on QVC. Of course, its famous research breakthroughs are largely made possible by the support of our private donors, for it is unrestricted funding that allows new research projects to be introduced and developed to the stage of attracting the attention of prominent funding organizations.

Among the many significant strides made against the disease, the following are some highlights of our current research program:

- the research team led by Myles C. Cabot, Ph.D. is on the forefront of determining why tumors develop resistance to drug therapy.
- directed by David S.B. Hoon, Ph.D., the development of a new method for detecting micrometastasis at the molecular level with uses in identifying patients with regional spread of breast cancer. This method can also be used to analyze blood specimens to detect recurrence of cancer.
- a pilot study of the feasibility of Radiofrequency Interstitial Tissue Ablation (RITA) – the long-term goal is to offer women the option of having their tumor ablated with the RITA probe and forgoing further surgery altogether.
- further sentinel node mapping trials, involving the significance of bone marrow and sentinel node micrometastases and determining whether all axillary nodes need to be removed.
- JWCI is a coordinating site for the National Cancer Institute's Women's Intervention Nutrition Study (WINS).
- endocrine research, directed by Frederick Singer, M.D., to prevent osteoporosis and to treat menopausal symptoms in breast cancer survivors ■



Armando E. Giuliano, M.D.



Members of JWCI's Breast Cancer Team at the Joyce Eisenberg Keefer Breast Center

Back Row (l-r): Baiba J. Grube, M.D.; Rachel S. Beller, M.S., R.D.; Rebecca Crane, Ph.D., R.N., M.N., A.O.C.N.; and Nancy Fawzy, R.N., D.N.Sc.
Front Row (l-r): Nancy C. Greep, M.D.; Nora Hansen, M.D.; Armando E. Giuliano, M.D.; Myles C. Cabot, Ph.D.; and R. James Brenner, M.D., J.D., F.A.C.R.
Not pictured: Frederick R. Singer, M.D.

For more information on this year's Odyssey Ball or any of our research programs, please call the Development Office at (310) 315-6111.

We appreciate the generosity of our donors and ask for your continued support



Michael Wayne Chairman, John Wayne Cancer Institute



This spring, as the JWCI Auxiliary presents “The Duke” award to the founder of our Joyce Eisenberg Keefer Breast Center, Armando E. Giuliano, M.D., we all should take pride in the many notable successes of our Breast Cancer Program. Our research efforts in the areas of lymph node mapping have influenced the way physicians practice medicine around the world. We have been able to coordinate laboratory research at the molecular level with operating room techniques for the early diagnosis of breast cancer. It is because our research in the laboratory interacts synergistically with our clinical facilities that our breakthroughs quickly become a welcome reality for many grateful cancer patients.

Our donors have been the cornerstone of our success. We have built our treatment approach into a highly integrated disease-management team, involving surgeons, diagnostic radiologists, radiation oncologists, oncology nursing, and our landmark nutritional oncology and psychosocial care programs. From donations of unrestricted funds, our researchers have the “seed money” to develop and implement new protocols for the treatment breakthroughs of tomorrow.

Our thanks to Dr. Giuliano and his talented team of researchers, clinicians and support staff. Because of their incredible dedication and energy, we are winning the battle against breast cancer ■

John Wayne Cancer Institute in the News



Donald L. Morton, M.D.

Did any of you catch the NBC Nightly News with Tom Brokaw this February 1? If you did, you saw JWCI's Medical Director and Surgeon-in-Chief, Donald L. Morton, M.D., being interviewed by national health reporter, Robert Bazell. The segment spotlighted the development and success of the melanoma vaccine, as well as how the medical community concurs that the vaccine is a major breakthrough for melanoma patients. Additionally featured was Dr. Morton's patient, Peggy Maddox, who was the first patient to receive the vaccine ■

Perspectives

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Remembering “The Duke” in the 60s

The Sons of Katie Elder

Paramount Pictures
Year Released: 1965
Produced By: Hal Wallis
Directed By: Henry Hathaway

STARS: John Wayne: *John Elder*
Dean Martin: *Tom Elder*
Martha Hyer: *Mary Gordon*
Michael Anderson Jr.: *Bud Elder*
Earl Holliman: *Matt Elder*
James Gregory: *Morgan Hastings*
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Endocrine/Bone Disease Program *Creating New Options for Breast Cancer Survivors*

Women with a history of breast cancer and those at high risk for the disease face unique challenges when seeking standard medical care throughout their lives. One area of challenge involves the symptoms brought about by menopause. Standard hormone replacement therapy (HRT) is highly effective in relieving a variety of menopausal symptoms and preventing osteoporosis in the general population of women. Unfortunately, estrogen therapy in women who have had breast cancer or who have a high risk of developing a breast tumor is generally discouraged because of the

chance of stimulating tumor activity. Because the researchers and physicians at the John Wayne Cancer Institute are dedicated to helping women with breast cancer through all aspects of their care, JWCI's Endocrine/Bone Disease Program is investigating avenues to improve the quality of life for breast cancer patients and survivors. Endocrinologists Dr. Frederick R. Singer and Dr. Nancy C. Grep have introduced research designed to reduce the symptoms of hot flashes in breast cancer survivors and to examine the effect of chemotherapy on bone loss and its prevention.

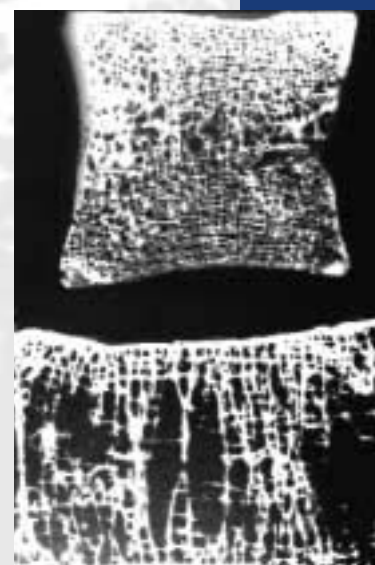


Nancy C. Grep, M.D. with Frederick R. Singer, M.D.

Roughly 85 percent of all menopausal women experience the set of symptoms most commonly known as "hot flashes." Dr. Grep has directed a promising study to determine if Paxil, a selective serotonin-reuptake inhibitor (SSRI), which is commonly prescribed for the treatment of depression, reduces hot flashes in breast cancer survivors. Preliminary studies have shown that another SSRI, Effexor, reduces the frequency and severity of hot flashes in breast cancer survivors. A new study, directed by Dr. Grep, will determine whether Paxil reduces hot flashes and improves quality of life in women who are symptomatic because of estrogen deficiency or because they are on Tamoxifen, a frequently prescribed drug for breast cancer treatment, which is an estrogen antagonist and can cause hot flashes.

A common problem in postmenopausal women who have had breast cancer is bone loss in the absence of estrogen therapy. In addition to the loss of bone associated with estrogen deficiency, recent studies of patients at JWCI's Joyce Eisenberg Keefer Breast Center suggest that chemotherapy may actually cause bone loss directly. Drs. Grep and Singer are investigating several possibilities in relation to this problem. One theory is that chemotherapy agents are directly toxic to bone, and another is that chemotherapy agents reduce hormone production of the postmenopausal ovary, thus causing the bone loss indirectly. The outcome of this research will impact how postmenopausal breast cancer patients are treated to prevent osteoporosis ■

If you are interested in helping to improve the quality of life for breast cancer patients and those with high risk for the disease, please consider a contribution to JWCI's Endocrine/Bone Disease Program. The Development Office can provide further information to assist you at (310) 315-6111.



(Pictured above right) The top vertebra is from a postmenopausal woman with normal bone. The bottom vertebra is from a postmenopausal woman with severe osteoporosis. (Note the great difference in the density of the two bones.)

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Top Row Photos:
Fun at the Event

2nd Row Photos Left to Right:

(l-r) Peter O'Colmain of the Regent Beverly Wilshire, Jeff Beyer of Farmers Insurance, Carol Dedrich of the John Wayne Cancer Institute, William Mackay of the Four Seasons Los Angeles

Dr. Donald Morton of the John Wayne Cancer Institute with wife Lorraine and daughter Danielle



A Community Joins In the Fight Against Cancer **6th Annual Run Benefits John Wayne Cancer Institute**

Alexandra Carter

With the unprecedented events of last year, which spotlighted non-profit companies and their key role in the community as never before, we were touched by the overwhelming support we received from participants and the community at the 2001 John Wayne Cancer Institute Terry Fox Run.

The 5k Run/Walk event, presented by Farmers Insurance and co-hosted by the Four Seasons Los Angeles, and the Regent Beverly Wilshire, a Four Seasons Hotel, took place on Sunday, November 18, 2001 at the Veterans Administration Park in West Los Angeles. The Children's Fun Run, Expo Booths, and entertainment made this year's Run an extraordinary and inspiring event for the thousands of people who attended. Cub Scout pack 146 led the pledge of allegiance, and celebrity co-chairs Patrick Wayne, Ethan Wayne and Marisa Wayne, along with Jeff Beyer of Farmers Insurance, kicked off the 5k Run/Walk. Also in attendance were the event co-chairs, Peter O'Colmain, Vice President and General Manager of the Regent Beverly Wilshire, and William Mackay, Vice President and General Manager of the Four Seasons Hotel Los Angeles.

With your support, this was one of our most successful Runs ever! We sincerely appreciate all of the sponsors, participants, volunteers, and friends, including those who collected pledges in the name of cancer research at the John Wayne Cancer Institute ■

Felix Navarrete at this year's Run.



(l-r) Canadian Consulate General, Colin Robertson with Carol Dedrich of the John Wayne Cancer Institute and celebrity co-chairs Marisa Wayne, Ethan Wayne and Patrick Wayne

Once again, Presenting Sponsor, Farmers Insurance, led the enthusiasm with their festive expo booth

photos by Amy Tierney of Lee Salem Photography

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The John Wayne Cancer Institute is proud to recognize the following who have made cumulative gifts and pledges of \$10,000 and above through December 31, 2001.

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- Associates for Breast and Prostate Cancer Studies "Salute to Hollywood"
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- Buehler Golf Classic
- Eko Nevada Radiothon
- The Event II Golf Tournament - Wish Sports Enterprises, L.L.C.
- George McDermott Charity Golf Scramble
- Geratin Clark and Evelyn Mandel Annual Holiday Gift Sale
- Jan Edwards Birthday Party in memory of Jane Ketchin Bryl
- John McGraw Memorial Golf Tournament
- John Wayne Cancer Institute Auxiliary Membership Luncheon
- John Wayne Cancer Institute Auxiliary Odyssey Ball
- John Wayne Cancer Institute Terry Fox Run
- Leslie Castaldo Golf Tournament
- QVC presents Fashion Footwear Association of New York "Shoes on Sale"
- Rod's Day
- Taryn Rose Opening Celebration
- Terry Addington Memorial Golf Tournament
- Tom Mullen Memorial Golf and Tennis Tournament
- United Enduro Association Charity Ride

JWCI Terry Fox Run

We thank the many companies and individuals whose hard work and dedication helped to make the 2001 JWCI Terry Fox Run one of the most successful ever.

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We make every attempt to accurately acknowledge the generosity of our contributors. Please accept our sincerest apology if an error has been made, and please call the JWCI Development Office at (310) 315-6111 so that we can amend our records.



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Myles C. Cabot, Ph.D.

According to the National Cancer Institute, of the approximately 1.2 million Americans who are diagnosed with cancer each year, about 400,000 will undergo chemotherapy. In standard chemotherapy, anticancer drugs destroy cancer cells by stopping them from growing or multiplying at one or more points in their life cycle. Because some drugs work better together than alone, chemotherapy often may consist of more than one drug. Even so, cancers such as those of the breast, ovary, and prostate may not respond. In fact, forty percent of operable cancers and eighty percent of inoperable cancers are drug-resistant.

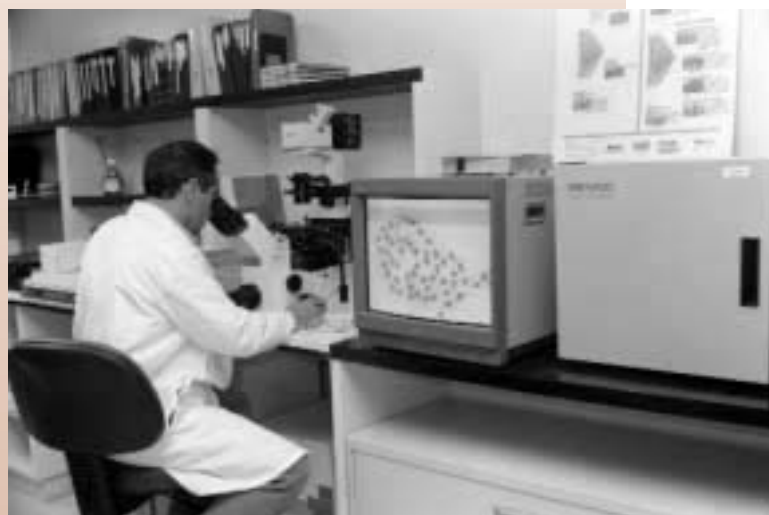
As recently reviewed in the March 2001 *Journal of the National Cancer Institute*, JWCI investigators, led by Myles Cabot, Ph.D., have identified a gene that impairs the effectiveness of chemotherapy. These researchers

have scrambled the gene using “antisense” technology, and then inserted it into chemotherapy-resistant breast cancer cells. The scrambled gene renders the cancer cell sensitive to chemotherapy, allowing its destruction by chemotherapeutic drugs. This approach has been used successfully to sensitize breast cancer to doxorubicin (Adriamycin), the most widely employed anticancer drug in the world and the main drug to which breast cancers become resistant. Laboratory models indicate that it also may be successful for other gender-specific cancers such as ovarian cancer.

Interestingly, drug-resistant breast cancer cells stockpile a lipid (glucosylceramide) that is not found in chemotherapy-sensitive cells. Accumulation of this lipid represents a potential “marker” of drug resistance. According to Dr. Cabot, “By measuring levels of glucosylceramide in a tumor specimen, we may be able to help clinicians identify patients whose cancers are unlikely to respond to chemotherapy.” Cabot also notes that his group is currently working on the development of a more sensitive test for glucosylceramide, based on genetic coding. This would enable rapid screening using only a minute sample size.

In addition to their genetic research, Cabot’s team is pursuing a multidrug approach to reverse chemotherapy resistance. Instead of blocking (scrambling) the gene, they are using common, clinically approved drugs to block the enzyme produced by the gene. “The ready availability of these drugs makes this an especially appealing approach,” says Dr. Cabot. As part of a federally funded competitive grant award, he will very shortly begin screening the National Cancer Institute’s natural and synthetic products repository with the hope of finding more effective agents to reverse drug resistance.

Dr. Cabot’s laboratory team is collaborating with clinicians at JWCI’s Joyce Eisenberg Keefer Breast Center to design clinical trials of antisense gene therapy and combination chemotherapy for patients with drug-resistant breast, ovarian and prostate cancers ■





ABCs Salute to Hollywood Gala



Creating a "Spirit of Hope" – Armando E. Giuliano, M.D. presents the Spirit of Hope award to Christie Hefner, CEO of Playboy Enterprises

"Dance to the Beat"... that was the theme of the Associates for Breast and Prostate Cancer Studies' (ABCs) annual Salute to Hollywood gala on November 9, 2001 at the Beverly Hilton in Beverly Hills. And that's exactly what 700 attendees did. This year the Spirit of Hope award went to Christie Hefner, CEO of Playboy Enterprises, who has dedicated her time and talent to the production of a video helping men to cope successfully with their wives or significant others being treated for breast cancer. Olivia Newton John was honored with the Spirit of Hollywood award, and long-time John Wayne Cancer Institute supporters, Bobby and Dick Haft, were honored for their philanthropy.

The event, chaired by Davida Lettiere and Jack Lerman, featured entertainment by the Four Tops and Jerry Lee Lewis. Reflecting the patriotic spirit of the country, Dionne Warwick sang a stirring rendition of "God Bless America."



Jack Lerman, co-chair of event, with wife Elaine



Dr. & Mrs. Donald Morton



(l-r) Dick and Bobby Haft who were honored for their philanthropy, with Marsha and Loren Yasunari

The evening raised \$250,000 for breast and prostate cancer research at the John Wayne Cancer Institute. Once again we thank the dedicated men and women of the ABCs who have contributed over \$3,000,000 to the Institute ■

photos by Shana Forman



Davida Lettiere, co-chair of event, with husband Don

Ask the Expert with Nancy Fawzy, R.N., D.N.Sc., Director of JWCI's Psychosocial Care Program



There comes a time in everyone's life when a loved one calls with bad news. When a friend or family member calls to tell us that he or she has been diagnosed with cancer, oftentimes we do not know what to do or what to say to that person. Many times a person who receives the diagnosis ends up feeling abandoned in a time when they need friends and family the most. It is not that the people around them do not care; it is simply that they are afraid or do not know how to reach out.

Here are some easy steps to take if a loved one or friend calls you after receiving the news that he or she has cancer.

First, accept that your own fears about cancer and death are very normal and universal. Avoiding these fears only gives them more power and strength. Facing them by talking about them and exploring your own beliefs puts them in perspective and often makes them less overwhelming.

The simplest and best thing to say on hearing such news is, "I am so sorry to hear this." Then become a good listener.

Ask for details about the diagnosis and treatment plan. Ask how they are feeling. Let the patient talk. Realize that you do not need to "do" anything or fix the problem. Just listen. The value of empathetic listening is enormous. Many people pay a lot of money to therapists for just this kind of attention, and you can offer it for free!

Offer emotional support. Some helpful phrases are, "This must be very hard and frightening to go through," or "It is hard to really understand what you are going through, but I am here for you." Even if you have had a similar experience, it is difficult, if not impossible, to place yourself in another person's shoes. Verbally express your feelings of love or caring for the patient frequently and reassure them that your feelings haven't diminished because of the situation.

Offer tangible support and help. Letters, cards, and flowers are great. Making and delivering food, providing childcare or transportation, or house-keeping assistance are often greatly appreciated. A generic "How can I help?" often goes unheeded. Offering specific types of help and the times you can really provide it are much more helpful. Don't offer unless you mean it. Remember that people are often uncomfortable asking for or accepting help. Remind them that "what goes around, comes around." They may have helped others in the past or can plan to do so in the future. Right now, it is their turn.

When thinking about the above, it is very important to realize that dealing with cancer is a long-term process. Many family and friends are ready and willing to move on as soon as treatments are completed, often as early as six months, post diagnosis. Even in the best case scenario where cure is probable, the psychological turmoil can take at least a year to settle down. Some days may be fine, but sometimes out of the blue an emotional upsurge can occur in the patient. Give them some time, and reiterate your caring and support ■

Benefactors Honored at Annual Winter Gala



On December 10th, 2001 the John Wayne Cancer Institute celebrated its annual Benefactors Dinner with 250 of its most devoted supporters at the Four Seasons Hotel in Beverly Hills. The black tie evening of dinner and dancing was the Institute's way of saying "thank you" to the women and men who contribute a minimum of \$1,500 annually to further the programs at the Institute. The Benefactors was started by Nancy and Carroll O'Connor in the late 1970's to ensure annual funding for the John Wayne scientists' crucial research that has since made history. The Benefactors Dinner has become a highlight of the holiday season in that it provides the opportunity for donors and doctors to get to know each other better.

Many new faces joined the festivities and were welcomed into the group by Vice President of Development, Carol Dedrich. Some of the more recent accomplishments of JWCI were shared with the group by Dr. Donald L. Morton, Medical Director of the Institute. The co-chairs of the evening were Gretchen (Mrs. Michael) Wayne and Joyce Green, Senior Vice President of Public Affairs ■

photos by Lee Salem Photography



(l-r) Chris Wayne, Josie Wayne, Teresa Wayne, Amy Sheperd, and Ethan Wayne



Frankie Avalon previews his Odyssey Ball appearance



B.J. and Nancy McMorrow



(l-r) Dr. Steven and Carol O'Day, Donna and Harvey Rosen



(l-r) Maj Hagman and Nancy O'Connor



(l-r) Marisa Wayne, Brigid Casey, Anita Swift



Leonard and Marguerite Mautner



(l-r) Frankie and Kay Avalon, Robin and Wally Steiner



Jim and Alicia McFarlane



Joyce and Mel Keefer



(l-r) Dick and Peggy Maddox, Sally and Terance Welsh



(l-r) Michael and Gretchen Wayne, Mary and Joseph Thompson



(l-r) Dan and Sherry Striepeke, Melinda Wayne Muñoz, Tom Gallagher



(l-r) Steve and Barbara Allen, Sandy and Irv Cohen

Laboratory of Molecular Therapeutics *Taking a Quantum Leap into the Future*

The Laboratory of Molecular Therapeutics, directed by Richard Essner, M.D., Assistant Director of Surgical Oncology at JWCI, is a world leader in the use of state of the art technology for creating revolutionary treatments for early stage cancer when therapy would have its greatest impact. The Laboratory is currently developing a hand-held surgical probe (Geiger counter) that would help surgeons localize cancer cells during surgery. The probe would be used to identify small collections of cancer that are difficult to see during routine surgery. The rationale of this technology is to improve the effectiveness of cancer removal, reduce the risk of not removing the entire malignancy, and decrease the amount of normal tissue removed ■





Having It Both Ways through Deferred Giving

Randy Banchik

Many of us would honestly like to be able to make a meaningful gift to those organizations that we feel most attached to. We would like to know that the support we have been generously giving over many years will continue and allow the organization to continue the valuable work that we have nurtured.

“But my family and I come first” is almost always spoken when the issue of these types of bequests is raised. We have our priorities, and nobody would disagree that our loved ones and our needs come first.

Deferred bequests and charitable gift planning provide the solution. Deferred giving frees a supporter to leave a substantial bequest to the John Wayne Cancer Institute, but only after that asset is first used to provide necessary income for the family. Once the income is no longer needed for support of the family, the asset would be gifted to JWCI.

Your Deferred Gift Benefits You, Your Family, and the John Wayne Cancer Institute.

Using deferred gift planning creates many personal benefits. Federal laws encourage deferred giving by providing for tax savings, while at the same time allowing donors to receive income and benefits from the charitable gift. These benefits may include, among others:

- Assurance of lifetime income for the donor and loved ones, if desired;
- Reduction of income and/or estate taxes for the donor and heirs;
- Turning “equity” into income and diversifying investment holdings without paying capital gains taxes;
- Protection from income and estate tax for Retirement Plan assets;
- Freedom from investment responsibilities and property management.

There are many plans that are available to meet the specific needs of deferred giving. Options include Charitable Remainder Trusts, Gift Annuities, Charitable Lead Trusts, and gifting Retirement Plans or Life Insurance.

Each plan has advantages and benefits that our staff would be pleased to help you explore. If you would like to talk with someone personally about your giving plans, please contact the Development Office at 310-315-6111. There is never any obligation. Also please be sure to let us know if you have already included the John Wayne Cancer Institute in your estate plans ■

Perspectives is made possible by the generous support of the Juels Eisenberg Fund

Since 1981, the John Wayne name has been committed to groundbreaking cancer research in memory of the much-loved actor who died of cancer. The John Wayne Cancer Institute (JWCI) at Saint John’s Health Center has received worldwide acclaim for advances in understanding the disease, focusing on melanoma (skin cancer), breast, lung, colon, pancreatic and liver cancer, as well as lymphoma and leukemia. With its unique ability to rapidly turn scientific breakthroughs into innovative approaches to treatment and early detection, JWCI provides immediate hope to cancer patients from around the globe ■

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