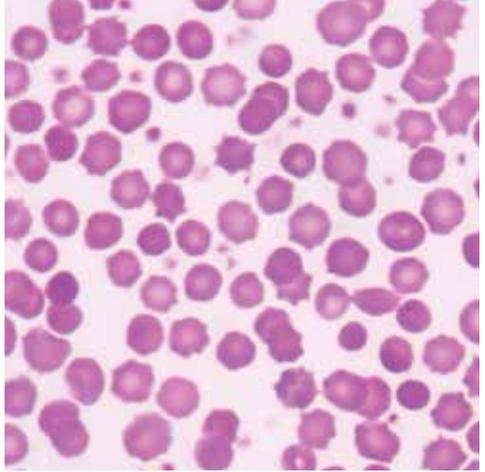
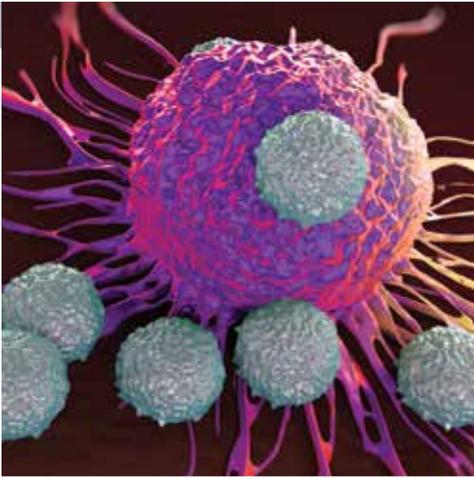


CANCER

DISCOVERY & CARE

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UPMC CancerCenter
Partner with University of Pittsburgh Cancer Institute

NCI Comprehensive
Cancer Center

A Cancer Center Designated by the
National Cancer Institute

The University of Pittsburgh Cancer Institute, working in conjunction with UPMC CancerCenter, UPMC's clinical care delivery network, is western Pennsylvania's only National Cancer Institute (NCI)-designated Comprehensive Cancer Center, reflecting the highest level of recognition by the NCI.

CANCER
DISCOVERY&CARE

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HEROIC LEADERSHIP



This year marks three decades of our arduous yet increasingly promising pursuit to end cancer — or, at minimum, reduce its heavy burden.

Our thoughts naturally go to the many people responsible for getting us here. Not a single member of our extended University of Pittsburgh Cancer Institute and UPMC CancerCenter family — scientists, physicians, nurses, technicians, support staff, donors — has ever been content to go through the motions, to settle for the status quo. Each possesses a healthy restlessness, a desire to pursue something more, something different, something great.

In our minds, you all are heroes. All leaders. We observe your courage, tenacity, and heart in the pursuit of our collective mission, every day. In our line of work, failure is a given. But what we learn from failure and how we respond can and will save lives. Knowing this keeps us moving toward our goal.

Leading the charge and setting an inspired example, was our first and most heroic leader Ronald Herberman, MD,

who set the vision and worked tirelessly alongside us in those early critical days. His exceptional daring set the tone for the innovations that followed.

In this magazine, we highlight some of the wonderful accomplishments we've made over the past 30 years. We truly do have much to celebrate.

We also pay tribute to Elsie Hillman, a woman who gave so much and inspired so many. We all remain part of her growing legacy. And finally, we share exceptionally candid stories from donors Barbara Ventura and Barbara and Herb Shear, as well as a courageous cancer survivor Kate Crawford.

We hope these stories help reinforce your resolve in our noble cause.

We remain guided by our resolve to create a better future.

Nancy E. Davidson, MD

Director
University of Pittsburgh Cancer Institute

Stanley M. Marks, MD

Chairman
UPMC CancerCenter

*Deceased

30 YEARS OF INNOVATION



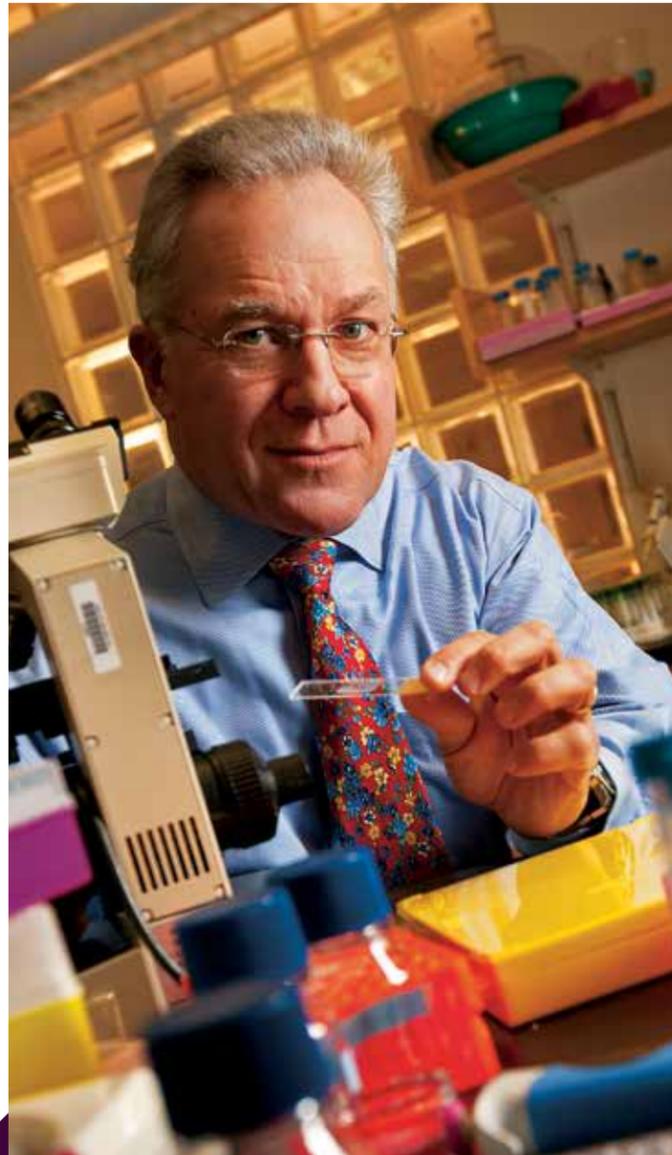
HILLMAN CANCER CENTER

On September 3, the University of Pittsburgh Cancer Institute (UPCI) proudly celebrated the first 30 years of an ambitious collaboration between UPMC, the University of Pittsburgh, and Carnegie Mellon University to contest the ubiquity of cancer and lessen its toll.

It all started in a linen closet ... or perhaps in a trailer ... or a converted patient room Everyone tells a slightly different tale. But this is certain: since its undeniably humble beginnings in the Oakland section of Pittsburgh, UPCI now includes more than 2,000 physicians, researchers, and staff focused on the complex, seemingly relentless disease. These individuals are leading approximately 440 active clinical trials to improve cancer care. And each year, they are part of a team that cares for some 70,000 patients and publishes as many as 1,000 scholarly articles about their transformative work.

The staff takes tremendous pride in this. Dorothy Mann, manager, Division of Hematology/Oncology and UPCI's fifth employee, recalls the early days, with people being "peppered all over" with "no cell phones, no fax, no email" and just doing "a lot of running" from makeshift lab to makeshift lab. A cancer survivor herself, Mann is reassured by the progress she sees firsthand. "I am in awe of the researchers," she says. "They are so committed and they will not give up until they find a cure."





“WHEN WE BEGAN THIS WORK, THE AVERAGE SURVIVAL OF A PATIENT WITH METASTATIC MELANOMA WAS MEASURED IN A FEW MONTHS; NOW THE AVERAGE SURVIVAL IS TWO YEARS.”

JOHN KIRKWOOD, MD

UPMC experienced rapid growth and transition during the early 1990s. Then in 1997, Shadyside Hospital merged with UPMC, and UPCI was moved to Shadyside. In 1990, the National Cancer Institute designated UPCI as a Comprehensive Cancer Center, a distinction currently held by only 45 centers throughout the country. The elite designation was renewed in August of 2015.

In 2000, Stanley M. Marks, MD, and his oncology and hematology group joined UPCI, which led to significant expansion of medical and radiation oncology clinical activities. And in 2002, Hillman Cancer Center opened on the UPMC Shadyside campus, bringing the research and clinical aspects of UPCI and UPMC CancerCenter together under one roof. It provided the nucleus for an integrated community network of cancer physicians and specialists throughout the region, as well as in strategic locations around the globe. (See separate story on Hillman Cancer Center on page 10.)

“We’ve made some great discoveries here,” says Nancy Davidson, MD, director of UPCI. “And that translates to improved patient outcomes.”

The American Cancer Society reports 1.5 million deaths from cancer have been prevented in the U.S. since 1991 “when UPCI was coming into its stride,” according to Dr. Davidson. Deaths are continuing to decrease about one percent per year, she noted. “I think it’s our job to use all the amazing scientific understanding that we’re gaining to make that statistic even stronger.”

Discoveries Bring Hope

“We are without question one of the finest cancer centers in the world,” says Dr. Marks, current chairman of UPMC CancerCenter. “We have so many thought leaders in the areas of immunology, immunotherapy, DNA, viruses, drug development, and drug discovery. Our Phase I program (first in human trials) is one of the best in the country.

“Cancer treatment is a three-pronged approach: surgery, medical oncology, and radiation therapy,” he says. “We’re making huge advances across the board.”

From a surgical standpoint, UPMC CancerCenter is at the forefront of new technologies and innovative therapies, with expertise in liver resections, HIPEC (heated intraperitoneal chemoperfusion used to treat abdominal cancers), and many new minimally invasive surgeries.

“As for radiation, we have the largest CyberKnife® program in the country,” Dr. Marks says. “We also have a training center designed to teach physicians from around the globe about new technologies in radiation therapy.”



“Considerable work is being done in the area of radio protection and radio sensitization,” adds Dr. Davidson. “We’re exploring how we can maximize the therapeutic index so we get lots of good effects, and fewer bad effects.”

UPCI’s radiation oncology team has been working in this area for more than a decade, she says.

A current project is being overseen by the University of Pittsburgh’s Center for Medical Countermeasures Against Radiation, which is dedicated to identifying and developing small molecule radiation protectors and mitigators that easily can be accessed and administered in the event of a large-scale radiological or nuclear emergency. The team found that resveratrol, a natural antioxidant commonly found in red wine and many plants, may offer protection against radiation exposure.

But the primary focus at UPCI has been on medical oncology, according to Dr. Marks.

UPCI has long been a leader in tumor immunology research, he says. “Most now agree that immunotherapy is where the future of cancer treatment lies, but UPCI has held this belief for decades.” Not surprising when you consider the NK or natural killer cell was identified in the laboratory of UPCI’s founding director Ronald B. Herberman, MD, when he was with the National Institutes of Health.

Dr. Marks adds that two of UPCI’s earliest staff members — Theresa Whiteside, PhD, professor of Pathology and Immunology at the University of Pittsburgh School of Medicine, and John Kirkwood, MD, director, Melanoma and Skin Cancer Program, UPMC CancerCenter — are recognized around the globe for their work in immunology.

“There are so many different directions we can take in trying to undo this awful stuff that tumors do,” says Dr. Whiteside. “When I started working with dendritic cell-based vaccines many years ago, people didn’t want to buy this idea that tumors are immunoinhibitory. Now this has become a very hot topic of investigation. For many years, there was chemotherapy, surgery, and radiation therapy, and that was it. Now, finally, people recognize the power of the immune system. Now, people are thinking of combinations of immunotherapy with conventional surgery, with conventional radiation therapy, and with conventional chemotherapy.

“There is a rainbow, I think, on the horizon,” says Dr. Whiteside. “It’s multidisciplinary, translational research and condensed application of all different approaches that leads to success. If you are with other people who bring different expertise to the game, then the game becomes more interesting and moves more rapidly.”

The work of Dr. Kirkwood and his team also has been game-changing. He has been enormously successful in securing support for the development of numerous innovative immunotherapies, particularly for melanoma.

“The body’s own immune system has the ability to recognize and lash out against disease,” he says. “In 1986, we had no treatments that altered survival of melanoma. Now there are 10 FDA-approved treatments for metastatic melanoma and three for adjuvant therapy. Even five years ago, we didn’t have any therapies for advanced melanoma; now we have six. Progress has been explosive.”



“CANCER’S JUST TOO SMART. WE NEED INNOVATIVE DISCOVERIES TO ATTACK IN MULTIPLE WAYS, FROM DIFFERENT ANGLES.”

DAVID BARTLETT, MD



Early in his tenure at UPCI, Dr. Kirkwood led a multidisciplinary team comprised of 22 academic institutions and more than 300 community hospitals that established interferon alpha as the first effective adjuvant therapy for high-risk melanoma patients. Without this drug therapy, which is given after surgery, patients would have a one and one-half times greater chance of relapse and death.

Dr. Kirkwood also is involved in trials using new agents in neoadjuvant therapy. In neoadjuvant therapy, treatment is given to shrink a tumor as a first step, prior to the primary treatment, which typically is surgery, but also may be radiation or hormone therapy.

“If there’s a lymph node, you’re dealing with Stage III melanoma,” he explains, “so rather than operate and wait to treat, we do a biopsy, which takes five minutes, and then start treating before surgery.”

“When we began this work, the average survival of a patient with metastatic melanoma was measured in a few months; now the average survival is over two years,” says Dr. Kirkwood. “We expect it soon will be possible to cure a fraction of patients with inoperable distant metastatic melanoma.”

These immunotherapies developed for melanoma have shown to also work in lung, head and neck, and bladder cancers.

“Our whole approach to vaccine development for melanoma recently led to approval of the first vaccine for prostate cancer,” says Dr. Kirkwood. “Immune therapies will clearly have an application in many cancers, maybe even leukemia,” he says.

“The biggest challenge we have is dealing with cancer in its earliest stages so that’s been our focus the last two years,” notes Dr. Kirkwood. Among other initiatives, he and his team created an outreach program designed for primary care physicians to help them make early diagnoses of cancer; pilot data suggests doing so may reduce the burden of cancer by half.

Dr. Kirkwood was awarded a SPORE (National Cancer Institute’s competitive Specialized Program of Research Excellence) grant seven years ago to do this important work. The award was renewed in November 2013. The SPORE grant requires cancer institutes to foster strong collaboration between eminent scientists and clinicians as well as outstanding programs in translational research.

There are only about 50 SPORE grants awarded in this country at any one time, and UPCI has the distinction of having four of them for several years, notes Dr. Davidson. The other three support investigators working with head and neck, lung, and ovarian cancers.

Another lauded achievement at UPCI was the identification of Kaposi’s sarcoma and Merkel cell cancer viruses, two of the seven viruses that cause cancer. These discoveries are due to the work and leadership of Patrick Moore, MD, and Dr. Yuan Chang, MD, who were just renamed as American Cancer Society professors, “a very elite group in our country,” according to Dr. Davidson. Dr. Chang also was named to the National Cancer Advisory Board by President Barack Obama.

“Twenty percent of cancers around the world are caused by viruses and other infectious agents so the fact that we have these brilliant investigators here, leading one of the strongest cancer virology initiatives in the country, is significant,” says Dr. Davidson. “Big cancers that have viral causes are Hepatitis B, liver cancer, and the HPV virus, which causes cervical cancer and head and neck cancer,” she explains. Dr. Chang and Dr. Moore are especially interested in the problem of patients who are in an immunosuppressed state after a bone marrow or organ transplant; these people are more vulnerable to cancer.

“Cancer’s just too smart,” suggests David Bartlett, MD, vice chairman, Surgical Oncology and Gastrointestinal Services, UPMC CancerCenter, and professor of clinical and translational science, UPCI. “We need innovative discoveries to attack in multiple ways, from different angles.”

“I personally think the most exciting advances in therapy have been along the immune front,” says Dr. Bartlett. “We are looking to develop many new viruses that will enhance immune potential of treatment. It’s an exciting time for this research.” (Dr. Bartlett’s vaccine work is discussed on page 10 in the story about Hillman Cancer Center.)

“I always thought of cancer as a very interesting and difficult puzzle,” Dr. Bartlett says. “It can wear on you when patients lose their battle; it’s like losing a friend. But the element of discovery is exciting. And it’s rewarding for me to provide new options and new hope for these patients that have exhausted all the standard therapies.”

“A lot of people I treat have already metastasized and their backs are up against the wall. It’s a very unique time to be involved in someone’s life. They appreciate any approach you can offer them that extends their life or enhances the quality of their life. I think that’s what keeps us going.”

The Next 30 Years?

“My personal hope is that cancer won’t be a death sentence for people,” says Kara Bernstein, PhD, one of UPCI’s newest researchers. “I hope we reach a cure or that we at least can manage cancer like we do diabetes. I hope to be out of business.”

“In the past, it was one size fits all and not everyone responded to therapies because every tumor is different,” she says. “In the future, I think we’ll have a better understanding of genetics and be able to better tailor treatment plans.”

Investigators seem to agree there is a strong movement toward personalized medicine. Big data and bioinformatics also will be very important, according to Dr. Davidson. “We’re going to be able to do all this sophisticated cancer sequencing and molecular testing,” she says, “so we’re going to need to have equally sophisticated bioinformatics solutions to apply this information.”

“Clearly, we have a long way to go to better treatments and cures,” says Dr. Marks. “The road to getting there is going to require new ideas — whether it’s new technology, immunotherapy, or better, safer treatments for cancer. One thing is for certain, though, we’re going to be curing a lot more people than we are today.”

The Wind Beneath Our Wings

“We’ve come a long, long way in 30 years,” says Dr. Davidson. “And we owe a debt of gratitude to a lot of people.” She points specifically to the leadership of Thomas P. Detre, MD, PhD, late vice chancellor of UPMC, and Dr. Herberman. Also critical to early success, Dr. Davidson says, were the investments made by the Commonwealth of Pennsylvania, the Richard King Mellon Foundation, the Benedum Foundation, the Shadyside Hospital Foundation, the Hillman foundations, and others.

Regrettably, cancer still is the second leading cause of death.

“You’d be hard pressed to find someone who hasn’t been touched by it,” contends Dr. Bernstein. “I just think, with the government cutbacks, there’s never been a more important time to make a commitment to research,” she says. “Even a small amount of funding really helps. I can’t think of a better way to honor someone who was important to you.”

“Our hands would be tied without our donors,” agrees Dr. Davidson. “The work we do is possible only because of our donors’ commitment to help us win the battle. They are every bit our comrades in arms.” ■

30
YEARS
OF INNOVATION

HOW HILLMAN CANCER CENTER IS CHANGING THE WAY HEALTH CARE IS DELIVERED



The October 2002 opening of Hillman Cancer Center was the realization of a shared vision of Henry and Elsie Hillman and the University of Pittsburgh Cancer Institute's (UPCI) founding director Ronald B. Herberman, MD.



"They are the three foundational pillars for this truly distinct and comprehensive hematology and oncology center — distinct in that it links laboratory science and clinical care under one roof," says Nancy E. Davidson, MD, director of UPCI. "Ron Herberman and the Hillmans provided the leadership, inspiration, and firepower to get us to this place and we always will be indebted to them."

But Dr. Davidson credits the growing number of achievements of Hillman Cancer Center to the UPCI and UPMC CancerCenter staffs.

"We all are very passionate about bringing scientific discovery to state-of-the-art cancer care. The concept of taking our discoveries from the bench to the bedside, and then out to the broader community, is very exciting."

The physical space — with the laboratories on one side and the clinical operations on the other — was designed to spur meaningful, real-time dialogue and interaction among scientists, medical oncologists, surgeons, and other medical staff.

"There is constant back and forth translation and forward momentum here that we've not experienced before," Dr. Davidson says. "It's exceeding our expectations."

UPCI's clinical trials in dendritic cell therapy (a new and quickly evolving form of immune therapy) are a case in point, explains David Bartlett, MD, vice chairman, Surgical Oncology and Gastrointestinal Services, UPMC CancerCenter, and professor of clinical and translational science, UPCI:

"In this instance, we are performing surgeries on patients with metastatic colon cancer at UPMC Shadyside and then carrying the cancer next door to the laboratory at the Hillman Cancer Center where each tumor is digested into a single cell suspension and prepared for a custom vaccine. After surgery, the patients are seen in the clinic portion of the Hillman Cancer Center. There, the patient's blood is filtered and dendritic cells removed. The dendritic cells are carried back to the lab and combined with the previously removed cancer cells to create a potent dendritic cell vaccine. After the supercharged dendritic cells are given back to the patients, we carefully track each patient's progress — wherever they are.

"Having the hospital operating rooms, the clinical patient experience, and the laboratory physically adjacent to each other allows us to offer this approach," Dr. Bartlett says. "The technology behind this dendritic cell therapy was developed here by Pawel Kalinski, MD, PhD; it's

absolutely pioneering work, and we're seeing immediate patient outcomes. Patients come for the procedure from all over the country."

Another feature of Hillman Cancer Center is that it serves as the flagship facility for UPMC CancerCenter's network of more than 40 sites in western Pennsylvania and internationally, including Italy and Ireland.

"We created a hub and spoke model so patients wouldn't have to leave their community hospital setting to obtain world-class care," says Stanley Marks, MD, chairman, UPMC CancerCenter. "We believe patients should have access to the best available care, close to home."

"It doesn't matter which facility a patient chooses; they will be treated well and consistently," Dr. Marks notes. "Doctors are all on the same team and regularly communicate. It's a cohesive, transparent, and efficient model."



Supporting the model is Via Oncology Pathways, a disease-specific, evidence-based cancer treatment protocol developed by UPMC. Pathways is a suite of Web-based decision-support tools physicians use to guide them in developing a treatment plan customized for each patient's particular type and stage of cancer. Each Pathway combines innovative and promising clinical trial options with the best standard-of-care therapies.

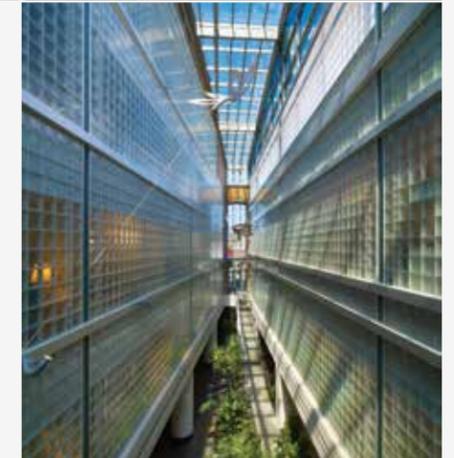
"Pathways covers 95 percent of cancers. The algorithms have been so successful that they're now being used by 1,200 providers in 20 states," Dr. Marks notes. "Still, patients always are welcome to visit Hillman for a consultation or second opinion. And often, the most rare and complex cases are handled here due to the disease specialists based here."

The Mario Lemieux Center for Blood Cancers in Hillman Cancer Center provides an example of the disease-specific care available to patients. It offers comprehensive diagnostic services, individually designed treatment plans, and long-term follow-up services to patients with leukemia, Hodgkin's and non-Hodgkin's lymphoma, multiple

myeloma, and other blood malignancies. Patients who normally have to travel to different offices to visit various clinicians and undergo testing instead are able to see their entire care team in one place.

"We see more than 200 new patients with acute leukemia each year, and are conducting several clinical trials for these patients," says Dr. Marks. "But we also perform about 200 stem cell transplants per year and have a team of eight full-time leukemia physicians and staff to manage the transplants."

"So, yes, we are conducting illuminating research and performing world-class clinical trials that will affect cancer care in the future, but we're also employing state-of-the-art treatments that are improving and prolonging lives, right now."



Further, the Hillman Cancer Center faculty and physicians are actively involved in community outreach and education to ensure the latest advances in cancer research and treatment are shared and understood throughout western Pennsylvania and beyond. ■

"WE ALL ARE VERY PASSIONATE ABOUT BRINGING SCIENTIFIC DISCOVERY TO STATE-OF-THE-ART CANCER CARE."

NANCY E. DAVIDSON, MD

HERB AND BARBARA SHEAR



MAKING MEDICINE PERSONAL

A Family's Gift Advances Genomics Research

Herb and Barbara Shear created the Shear Family Foundation with their children in August of 2014 as a means to fund — and propel — a set of nonprofit organizations and causes whose missions align with their own. They also see their foundation as an opportunity to teach their grandchildren about the joys and responsibilities of philanthropy.

"We're still early in the game," says Herb Shear, "but we're making some heart-felt and strategic decisions that we think will have long-term impact. That's what gets us excited. We want to help make a measurable difference in areas we really care about."

Herb is chairman and CEO of the Shear Family Office, which manages the Shear Family Foundation and Shear Family Investments. Formerly, he was the executive chairman and CEO of GENCO, where he earned an international reputation for pioneering work in reverse logistics. He grew the family business into the second largest third-party logistics provider in North America, and then sold the company to FedEx in 2014, which enabled the Shears to focus on other passions.

The Shear Foundation's focus areas include medical research, hunger insecurity, Jewish causes, and family issues.

"We both are interested in and encouraged by the advances we've seen in medicine and particularly the progress being made in cancer research," says Barbara Shear. "We want to help continue this impressive momentum."

To that end, the Shears recently made a significant gift and pledged multi-year support to the University of Pittsburgh Cancer Institute (UPCI), partner with UPMC CancerCenter.

"There are brilliant, dedicated researchers at UPCI doing transformative, life-saving work," says Herb. "This is the type of project the Shear Foundation wants to get behind."

"The Shears are helping us to advance our program in precision medicine, especially in the area of breast and ovarian cancers," says Nancy Davidson, MD, director of UPCI. "The funds they're providing will allow for the sophisticated infrastructure needs such as tissue banking, data bases, and analytics needed to support the initiative."

More specifically, the investment will support investigation in genomics of breast cancer, as well as research projects ranging from work on a specific subtype of breast cancer called lobular cancer to a comprehensive genomic characterization of breast cancer metastases, to understand the molecular pathways that contribute to this advanced and generally lethal stage of the disease."

"The work supported by the Shears is focused on translational research — research that extends from the laboratory bench into the communities we serve," explains Dr. Davidson. "UPMC CancerCenter is optimized for and excels in this type of research."





The work will be led by Adrian V. Lee, PhD, director of the Women's Cancer Research Center, a collaboration between UPCI and Magee-Womens Research Institute.

"The more we heard the more we wanted to be active and make a commitment there," Barbara says. "We just think they're on the cutting edge in a lot of areas."

The family time and the educational components of their endeavors are important to the Shears, too.

"We find it gratifying to embark on this endeavor with our two sons and daughters-in-law, and instill in them and their children a spirit of generosity and empathy," she adds. "One thing we have planned is to have the grandkids think about where they want to make a donation and why."

Barbara recalls when a young scholarship recipient landed his first job and told the Shears that they had inspired him so much by their support of the program that he donated \$500 of his own to the school.

"We're really, really proud of our kids because they have participated in some amazing philanthropic initiatives, but this was outside the family and special to us," she recounts. "Herbie and I grew up knowing that it was important to give back; it's just what we did," Barbara says. "We feel very lucky to have this opportunity and to be sharing it with our family."

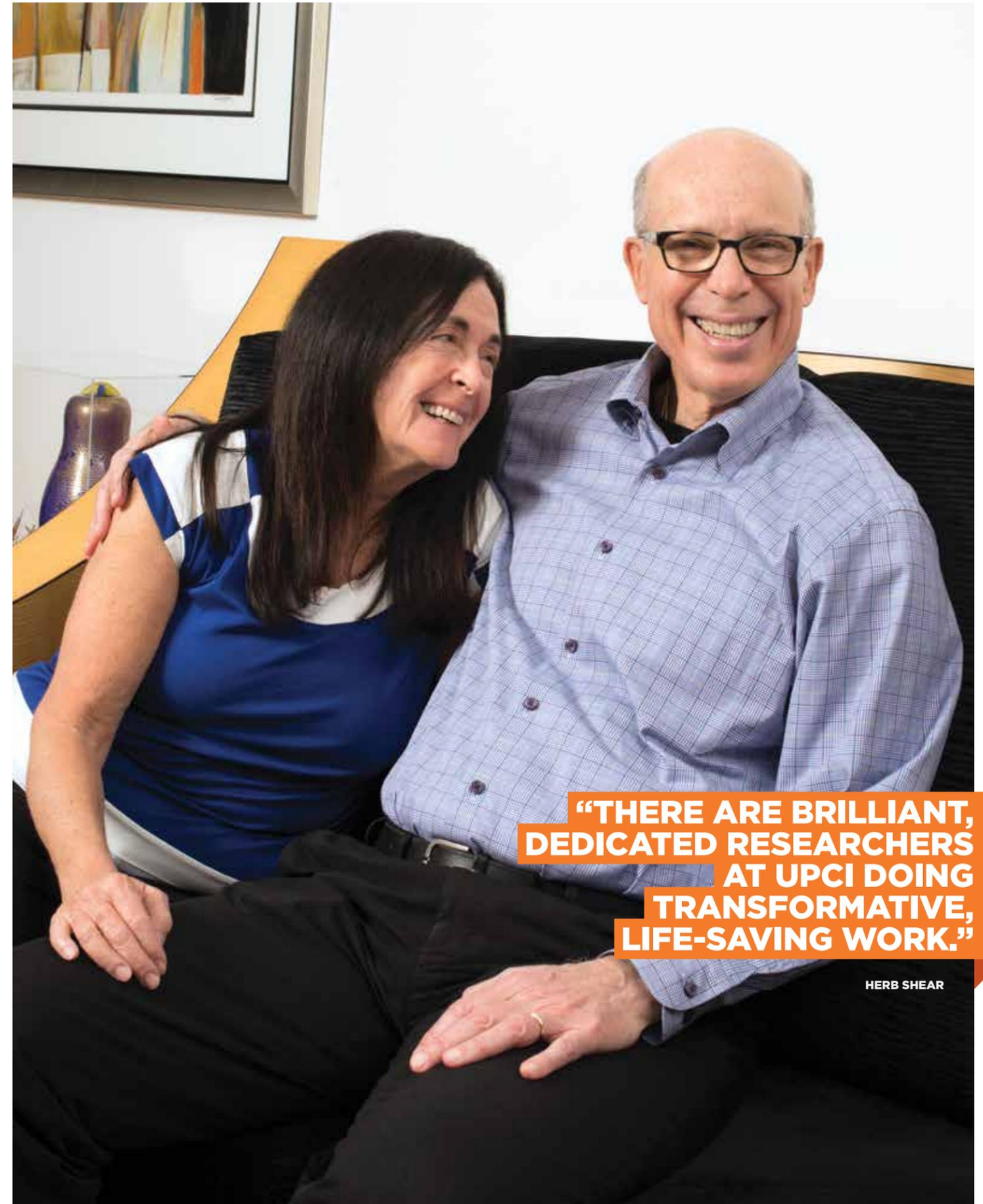
Barbara and Herb Shear have set a high bar. Both are active in American Israel Public Affairs Committee and are past board members of Leket, Israel's National Food Bank. Herb also is past president of Greater Pittsburgh Community Food Bank and former board member of University of Pittsburgh. Barbara is involved in a volunteer leadership capacity at Israeli Food Bank, the University of Pittsburgh, the Hebrew Union College-Jewish Institute of Religion, and the Jewish National Foundation in Southern Florida.

While the Shears prefer to maintain a low profile, they agreed to be featured here with a little prodding.

"If it will help spread the word about this new and exciting research in personalized medicine and gene sequencing and if it inspires other people to contribute in ways that they can," says Barbara, "then it's the right thing to do."

UPCI, of course, is enormously grateful to the Shears for their investment.

"The scientific opportunities have never been better and we appreciate the Shears' commitment to support our UPCI investigators in their quest to develop high impact ideas that can lead to advances in our ability to practice molecular cancer medicine," says Dr. Davidson. "Their partnership and confidence in our work are extraordinary gifts to our research team and ultimately to our patients." ■



"THERE ARE BRILLIANT, DEDICATED RESEARCHERS AT UPCI DOING TRANSFORMATIVE, LIFE-SAVING WORK."

HERB SHEAR



THE DETERMINATION TO MAKE A DIFFERENCE

There's a lot to appreciate about Barbara Ventura. One of those things is her abounding delight in being the youngest of eight children.

"No matter how old I was, I was always referred to as the baby sister. Yep all the time." And nothing could please her more. "It was nice growing up in a big family. I feel very fortunate."

Barb is the kind of sister — and the kind of nurse — we all would like to have. Compassionate, devoted, optimistic, generous, and always up for some fun.

She beams when she speaks of her siblings and the natural caregiving role she often assumes with them. Five of the eight suffered from some type of cancer. Mary, her oldest sister had melanoma. Ann died from cholangiocarcinoma that spread to her spleen, liver, and gallbladder.

"We thought Ann had the flu at first," remembers Barb. "She was admitted on New Year's Eve and died on February 9. But she got very good care."

Barb's brother Bob had cancer of the kidney and prostate, and had basal cell carcinoma on his ear, Barb says. "He's still living; he'll be 91 in December."

Gene had lung cancer and died at 60. And another sister, Eleanor, 87, has colon cancer.

"Eleanor is doing well with chemotherapy. This hasn't slowed her down a bit."

These experiences have created considerable heartache for the family, but they also strengthened Barb's resolve to fight for a cure.

"Cancer has just always been in my mind because it's been a big factor in my family," Barb says. "When I pass on, University of Pittsburgh Cancer Institute will get a little bit of money through my annuity. I just think giving what little I'm able to give will further cancer research, and that's what I want to do."

Ilene Tobias, assistant director of planned giving, Medical and Health Sciences Foundation, helped Barb understand precisely what her gift to UPCI could do.

"When Barb contacted our office, she knew she wanted to direct her giving toward cancer research to essentially become part of the cure," Ilene recalls. "We arranged a tour of Hillman Cancer Center and a meeting with Dr. Davidson, answered her questions and just helped her with some of the technical details of making her gift."

Barb was determined to make a difference in the fight against cancer.

"People said, 'Barb, are you sure you want to do this?' I never batted an eye. It was an easy thing to do. It's the only way they're going to make any progress with this terrible disease. If there was something I could do to encourage more people to give, I would do it."

This spirit of generosity seems to run in the family.

"I do think we're a giving family even though we're not wealthy," Barb says. "My parents (her father a shoemaker and her mother a homemaker) always emphasized going to school and doing what we were supposed to do. And you better be home for dinner. It was nothing like this one at four and this one at six; none of that business. We always made it home on time. And you ate what Mamma fixed. We had good family values instilled in us.

"My one brother with the kidney and prostate cancer put four kids through Duquesne University and after they graduated, he continued to make donations to Duquesne for scholarships. And another brother of mine gave money every month to St. Jude Children's Hospital. His wife had lymphoma. My sister who has cancer now gives to UPMC CancerCenter."

Barb has directed her money to lung and gastrointestinal cancer research, and also makes donations to UPMC CancerCenter Medical Oncology, Uniontown, in honor of Sajid Peracha, MD.



THE DETERMINATION TO MAKE A DIFFERENCE

"My sister and I both give in honor of Dr. Peracha," Barb says. "I just love him. And lung and gastrointestinal are dear to my heart right now because of my family history." She notes, "big strides" have been made since her brother died of lung cancer in 1992.

"I have a friend with lung cancer and he can get out and do things. My brother didn't have that opportunity," she says. "And of course, my sister is doing very well. I hope that continues."

We can only hope her optimism and good old fashioned neighborly kindness are contagious.

"Barb is such a warm and wonderful person," says Ilene. "She's been a real inspiration to me, personally. I mean, her family endured so much tragedy. But she credits Dr. Peracha and UPMC with saving her sister's life. And she is turning her gratitude into a gift that will benefit cancer research and other people."

Barb graduated from St. John Hospital School of Nursing in 1958 and then worked as a nurse for 47 years. She began as a general duty staff nurse at Uniontown Hospital and then spent the majority of her career working for a general surgeon, who also ultimately died from cancer. She then completed two stints as an industrial nurse. At Rockwell International, she was the sole medical professional on site for 950 employees. The last 12+ years of her career were spent as a school nurse in the California Area School District in Pennsylvania.

"I've been very blessed," Barb insists. "I had really good jobs all the time. I've learned so much and enjoyed them all."

A member of St. Theresa's church in Uniontown, Barb sings in the funeral choir, is a member of the wake service, and belongs to the altar society.

"I'm busy. I'm on the go all the time," she says. Upon retirement, Barb joined the local YMCA.

"Believe me, that's been wonderful," she shares. "I made some nice friends at water aerobics, and we do a lot of things together."

"My friends went to Germany," she recalls. "'Oh come on, Barb,' they said. But I had no desire. I've been to Florida. I've been to Las Vegas. I've been to Boston. I've been to San Francisco. I haven't gone anywhere lately," she says, "because I don't want to leave Eleanor."

That's a baby sister for you. Well, that's Barb for you, anyway. ■

To learn more about how you can include UPCI or UPMC CancerCenter in your will or trust, contact Lisa Scullo, director of Planned Giving, at 412-647-0515 or slisa@pitt.edu. A charitable bequest allows you to support specific programs or initiatives of meaning to you, while maintaining your desired cash flow during your lifetime. It also can help you reduce estate taxes.



CELEBRATING ELSIE HILLMAN AND HER LEGACY OF HOPE

ELSIE HILLMAN

Esteemed philanthropist Elsie Hillman was a woman of vision and action, devoting her life to community service from a very young age. Her voluminous legacy includes important advances in cancer discovery and care with long-term implications. She died on August 4 at the age of 89.

While the Pittsburgh native was a widely known and effective catalyst within the highest levels of U.S. politics, we knew her best for her tireless work to lessen the burden of cancer.

Through the Hillman Foundation, Elsie and her husband Henry donated many millions of dollars to support research and cancer care at UPCI and the UPMC CancerCenter, specifically playing a crucial leadership role in the conception, design and building of Hillman Cancer Center.

"In addition to being pivotal donors for the cancer center, the Hillmans supported almost 100 researchers over the past 10 years through their foundations and scholar programs," says Nancy E. Davidson, MD, director of UPCI.

The couple was instrumental in the development of the Shadyside Hospital Foundation, Magee-Womens Research Institute, and Children's Hospital of Pittsburgh of UPMC. The Hillman Foundation also underwrote the construction of the Herberman Conference Center on the Shadyside campus, and endowed the Hillman Professorship of Oncology.

"Elsie cared deeply about our providing exceptional patient experience and outcomes," says Dr. Davidson. "She advocated zealously for the best possible science, the best possible treatments and staff, even the best possible surroundings. Until the day she died, she remained extremely engaged in the patient experience."

"Elsie wasn't one to hand over a check and say 'build it,'" says Stanley M. Marks, MD, chairman, UPMC CancerCenter and chief medical officer, UPCI. "She was directly involved in the planning and design of the Hillman, even to the point of choosing furniture, wall colors and artwork," he recalls. "She got down to details, and she never missed a meeting of the patient care committee unless she was traveling."

A founding member and vice chair of the UPCI Council, Mrs. Hillman reportedly shared every comment she received about the cancer center, good or bad, and expected every issue to be immediately researched and resolved.

"No one was more committed to cancer patients," says Dr. Marks. "Cancer is never fun, but it was important to her that we make the experience as pleasant as possible for patients and families. She was enormously passionate and effective in doing that, but also as down to earth as could be."

David L. Bartlett, MD, vice chairman, Surgical Oncology and Gastrointestinal Services, says the loss of Mrs. Hillman is tremendous for the UPCI/UPMC family, that "it was her personal touch that really developed the culture at Hillman Cancer Center."

A wife and mother of four, with nine grandchildren and 14 great-grandchildren, Mrs. Hillman valued family above all else, Dr. Davidson acknowledged.

"But she also was a treasured member of our UPMC family," Dr. Davidson suggests. "She will be missed. But she leaves us in a far better place and her influence is around us every single day."

In addition to her philanthropic work with UPCI and UPMC CancerCenter, Mrs. Hillman generously supported the Pittsburgh Symphony Orchestra, WQED, the Hill House Association, and other local causes. Her interests and philanthropy also took her to a national stage where she worked to influence civil rights, champion women's causes, and increase jobs. She served 20 years on the Republican National Committee and is credited with helping to elect President George H. W. Bush, Senator John Heinz, and Pennsylvania governors Dick Thornburgh and Tom Ridge. According to *The New York Times*, Mr. Bush, upon learning of her death, referred to her as "one of the brightest points of light and finest political activists in the country." ■





YOUNG MOM DETERMINED TO FIGHT CANCER AND HELP OTHERS ALONG THE WAY

Kate Crawford likes to keep it real. Skip the hyperbole. *Cancer sucks.*

It's important to the 31-year-old wife, mom, and fire-fighter-turned-entrepreneur that people hear this. Loud and clear. Because if we don't acknowledge how complex, widespread, and life-changing cancer is, Kate maintains, we aren't likely to win the fight against it.

"I want to show the rawness and reality of breast cancer, not sugarcoat it and say everything is OK," Kate says. "I want people to know what's going on and what I'm feeling."

Kate was diagnosed with stage IV breast cancer at age 29. Her son Stephen, who was born premature and continues to require intensive therapy, was just 3 years old. The twins, Grace and Lily, were 5. Kate's daughter Shannon had died six years earlier at three days old. On the heels of losing her first child, Kate again endured a tough pregnancy and lost a second child. All this, and Kate's husband, Steve, had just become a police officer, which came with its own demands and worries. Also, the successful nonprofit Kate founded in Shannon's memory required enormous time and energy. The weight of it all could have easily crushed Kate and her young family.

But through her faith, Kate found courage and continues each day to persevere, appreciating that her family loves and depends on her, and recognizing there is a lot she still wants to accomplish in her life.

As a sort of therapy for herself and also a way to help others coping with cancer, Kate talks openly about her diagnosis, treatment, experiences, letdowns, small wins, and myriad emotions.

"I think the main thing I try to convey is enjoy what you have, focus on what's important," Kate says. "Before my diagnosis, I was so busy and I felt like I couldn't juggle the nonprofit, the kids, the family and just everything that was going on. It took my diagnosis to really appreciate what I have."

She wrote in her blog about accepting the reality of paper plates and a messy house. China plates and cloth napkins seem far less important now.

"Another thing I like to tell everyone, especially women under 40, is to perform breast exams on yourself and trust your instincts," she adds. "You have to be your own advocate. I found the lump on my breast, and I'm the one who called the doctor to find out what was happening."

It was in August of 2012 that Kate noticed her right breast had become hard.

"There wasn't a lump; the breast tissue just became more dense," she explains. "The only reason I even felt my breast was because I had a friend in Australia who was diagnosed with breast cancer at age 40. She told us one in eight women is diagnosed with breast cancer so she knew one of her friends would get diagnosed with it during her lifetime. I never even thought about it before that."

Kate noticed other symptoms, too. "I started experiencing pretty horrific back pain, and I developed a cough and fever." This prompted her to make a doctor's appointment.

After a series of mammograms and ultrasounds, Kate was told she had breast cancer. Soon after that, a scan showed the breast cancer had metastasized to both breasts, her lymph nodes, right shoulder, ribs, spine, pelvis, and liver. She was told she had less than a five percent chance of being cured. Immediately after hearing her diagnosis at Magee-Womens Hospital of UPMC, she pulled herself together and drove to Children's Hospital of Pittsburgh of UPMC to stoically accept a \$20,000 donation from JP Morgan Chase for the nonprofit she established and leads. The organization, Project Sweet Peas, prepares and delivers care packages to women and families dealing with premature births or the death of a newborn.



YOUNG MOM DETERMINED TO FIGHT CANCER AND HELP OTHERS ALONG THE WAY

"Kate has a very serious diagnosis, but she's been able to live her life," says Adam Brufsky, MD, PhD, associate director of Clinical Investigation at the University of Pittsburgh Cancer Institute and co-director, Comprehensive Breast Center, UPMC CancerCenter. "She's turned it around and become a real inspiration to everyone at the CancerCenter and elsewhere."

For Kate, the primary course of treatment was chemotherapy, but she developed an extreme allergic reaction to the first regimen. A second regimen, which she endured every week for 11 months, was more tolerable. Due to considerable pain and problems in her pelvis, Kate opted for radiation to that area. She also received a targeted treatment with Herceptin®. She will continue with the Herceptin infusions every three weeks for the rest of her life. And every three months, she will get a full body scan.

"I'll friggin' take it," Kate said in her blog. Anything for more time with her family.

"Kate's done extraordinarily well, and I hope she'll continue to do well," says Dr. Brufsky. "And there's no reason to think she won't." He noted the therapies administered to Kate were pioneered at UPCI, one of them nearly 20 years ago, and remain the standard of care in many cases.

Lots of people seem to be taking note of just how special Kate is. Baby products company Kids II Inc. recently honored Kate as one of eight PinkPower Moms; Kate chose the Magee-Womens Research Institute & Foundation to receive the \$9,000 prize money. Kate's even become a bit of a media darling, having recently been featured on MTV during the cable station's #PinkPride programming, as well as on Pittsburgh's WTAE-TV and the FM-100.7 "Bubba Show."

"MTV was really neat. Yeah, that was the top of the coolness chart," she gushes. "But meeting Bubba was on my bucket list; in my eyes, he's a real celebrity. And he lived up to everything I hoped he would be."

Also on Kate's long bucket list are "teach kids to fly a kite," "have a backyard camp night," "go to a Christian concert," "buy kids a swing set," and "take kids to the circus." Those have all been crossed off. Further down the list, Kate hopes for a trip to Ireland and seeing her children graduate from college and get married. Finding a cure for cancer also is on her list.

Shortly after she was diagnosed, Kate blogged, "My faith won't be shattered. My hope won't be forsaken ... my soul will always be smiling ... I will live life for now, around my cancer ... I will love on my babies, my husband, and my family ... I will feverishly work to fund breast cancer research."

She is the embodiment of making lemonade from lemons. Literally. Kate, with the help of her family, friends, and the community, raised \$30,000 for cancer research through LemonAID the Cure — a lemonade stand (which was another bucket list item) — along with other fundraising.

"I appreciate and love everyone at the CancerCenter. They're my healing team. I really can't give the UPMC doctors and nurses enough praise and gratitude," Kate says. "My infusion nurses were like my mom. They all called me kiddo. I talked to one of the chemo nurses about absolutely everything."

So she wants to give back. And she wants to increase awareness and understanding about this horrible disease, but also about the research advances and the potential for a cure.

"Dr. Brufsky is one of the leading oncologists in the country," she adds. "He and others at UPCI were involved in the clinical trials for Herceptin and in the development of other cancer treatments. The research they're doing right here in Pittsburgh is the stuff that saves lives." ■

"I APPRECIATE AND LOVE EVERYONE AT THE CANCERCENTER. THEY'RE MY HEALING TEAM. I REALLY CAN'T GIVE THE UPMC DOCTORS AND NURSES ENOUGH PRAISE AND GRATITUDE."



KATE CRAWFORD WITH HER CHILDREN



A FUTURE WITHOUT CANCER

On Sept. 17, 2015, more than 800 of the region's most influential community leaders and supporters gathered at CONSOL Energy Center for the 2015 Hillman Cancer Center Gala, *A Future Without Cancer*, to celebrate the 30th anniversary of UPCI and to recognize the life and contributions of Elsie Hillman, who passed away in August 2015.

A Future Without Cancer helps provide crucial funding for the research that takes us one step closer to a

future without cancer. UPCI and UPMC CancerCenter are focused on treatments for all types and stages of cancer, with an emphasis on personalizing cancer care to ensure that each patient receives the most appropriate prevention, detection, and treatment available for his or her condition.

Event leadership included honorary co-chairs Elsie* and Henry Hillman, and Cathy and Sy Holzer and gala co-chairs Debbie and Frank Coonelly, and Leslie and Jim Rutherford. PNC was the presenting sponsor. ■

OUR DONORS

2015

Each year, UPCI and UPMC CancerCenter staffs are humbled by the generous support of our donors. Clearly, we share a passion to put an end to the horrific suffering of patients and families afflicted by cancer.

We appreciate your allowing us to recognize you here. And we cannot thank you enough for your confidence in us and the work we do.

ENDOWED CHAIRS

A number of endowed chairs support the mission of University of Pittsburgh Cancer Institute, partner with UPMC CancerCenter. The income generated from endowed chairs enables our scientists, clinicians, and their teams to strengthen established areas of expertise, expand new initiatives, and forge new frontiers in science that benefit our patients and their families now and into the future.

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These dedicated partners have given or helped to raise a cumulative total of \$1 million or more in support of cancer research and care.

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Often, a personal experience with cancer or loss of a loved one to the disease spurs a family or others to establish funds that honor a patient or caregiver through support of continuing efforts to better detect, prevent, and treat cancer.

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CIRCLE OF HOPE

The Circle of Hope honors individuals, family foundations, and privately held companies that make contributions of \$10,000 or more in a year. This list recognizes those who were members in 2014 and 2015, as of August 30, 2015.

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The University of Pittsburgh Cancer Institute, partner with UPMC CancerCenter, gratefully acknowledges planned gifts from the following individuals:

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ANNUAL GIVING

The annual fund provides vital support for the operation of clinical programs, basic and clinical research programs, recruitment of new physicians and scientists, seed money, medical and patient education, and outreach programs. Those listed have made gifts at the following levels during the fiscal year 2015 (July 1, 2014 – June 30, 2015).

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COMMUNITY EVENTS

IT TAKES A VILLAGE: HOW OUR NEIGHBORS CONTRIBUTE TO THE SEARCH FOR A CURE

BRAIN CANCER AWARENESS 5K

Brain cancer is often overlooked: not many organizations work to raise awareness of this deadly disease, and it rarely garners much attention from the press. But one group is planning to change that.

Aug. 22, 2015 was the date of the Second Annual Brain Cancer Awareness 5k, which took place in the heart of White Oak Park in White Oak, Pennsylvania. This year, 425 runners participated, up from 250 in 2014. The race organizers, who are in the process of forming a nonprofit group, share a common bond: either they or their loved ones have been treated for brain cancer at UPMC CancerCenter. Their positive experiences with our physicians, nurses, and other caregivers led them to form an organization to raise funds exclusively to support research at UPCI.

In 2014, the Brain Cancer Awareness 5k raised \$25,000 for research. On August 13, 2016, they hope to increase that number and educate even more people about their cause. To learn more about the group's mission, visit www.active.com/white-oak-pa/running/distance-running-races/brain-cancer-awareness-5k-2015.

STOMP OUT CANCER

Many of us have fond memories of our first teachers. In Evans City, Pennsylvania, the children of the Seneca Valley School District honor the memory of a beloved teacher every year by marching in an event called STOMP Out Cancer.

STOMP, which stands for Saull's Teddybear Official Memorial Parade, refers to Mrs. Linda Saull, who taught kindergarten for 17 years at Evans City Elementary. Her annual Teddybear Picnic was always a favorite event. She died of cancer in 2007 and is still greatly missed—but her influence lives on. Evans City Elementary and Middle School children devote one day every year to raising money and awareness in the hope of finding a cure. Iceburgh, the mascot of the Pittsburgh Penguins, joined the kids in 2014. During the parade, the children carry banners bearing the names of loved ones who have experienced cancer.

Last year, STOMP raised more than \$22,000, and, over the past eight years, the event has established an endowment of more than \$127,000. In 2009, the Western Pennsylvania Chapter of the Association of Fundraising Professionals recognized Evans City with its Outstanding Youth in Philanthropy Award. All proceeds from STOMP benefit UPCI. To learn more, visit www.svsd.net and click the Evans City Elementary link.

STAMPEDE IN THE PARK

On July 23, 2015, approximately 350 runners and 250 spectators came together in Boyce Park, in Plum, Pennsylvania, for the tenth annual Stampede in the Park, a 5k run sponsored by the Plum Running Mustang Alumni. The event raises funds for leukemia and lymphoma research at UPCI and Hillman Cancer Center.

Joe Ionta, who has coached the cross country team at Plum High School for more than 30 years, found out 10 years ago that he had chronic lymphocytic leukemia. This diagnosis spurred his group to create the event to raise funds for research.

This year's race was run in memory of Rachel Twigg, a former Running Mustang who passed away from osteosarcoma. In nine years, Stampede in the Park has contributed more than \$210,000 for cancer research.

HACKERS FOR HOPE

On May 20, 2016, approximately 200 golf enthusiasts will come together at the Longue Vue Club in Verona, Pennsylvania to raise funds to support cancer research and treatment. Hackers for Hope is a golf marathon event: up to 16 golfers solicit pledges and sponsorships and then play as many holes of golf as they can in one day. The event, which is open to the general public, ends with a dinner party featuring a silent auction and live entertainment.

Hackers for Hope is an event that grew from a gathering of longtime friends who had each experienced cancer among their loved ones and wanted to find a way to help others. They identified a specific program—the BRCA registry program at UPCI—and, in six years, have raised more than \$300,000 to support it. Children's

Hospital of Pittsburgh of UPMC also benefits; the event supports the hematology/oncology pediatric fellows program. For more information, visit www.hackersforhope.org/pittsburgh.

OTHER EVENTS

Many members of our community work to support cancer research at UPMC CancerCenter and UPCI, and we sincerely appreciate their contributions. Here are a few organizations that have dedicated their time and talents to the ongoing search for a cure:

- **Pink Pamper** (*women's cancers*)
Information: 412-855-6822
- **Denise's People** (*brain tumor research*)
Information: 724-482-2984
- **Maple Lane Farm** (*nurse education fund*)
Information: 724-679-8259
- **Woiner Foundation: 3-2-1 Ride** (*melanoma program*)
Information: 844-321-7433
- **Ladies Hospital Aid Society** (*various programs*)
Information: 412-648-6106
- **Pittsburgh Cure Sarcoma** (*sarcoma research*)
Information: 724-622-5712
- **Carnegie Mellon Athletics** (*breast cancer research in memory of Cynthia Lackner*)
Information: 412-268-3894
- **A Glimmer of Hope** (*various programs*)
Information: 800-454-6746
- **Chris4Life** (*colon cancer*)
Information: 1-855-610-1733
- **Grant Channell Memorial** (*melanoma research; 21 years of support*)
Information: 412-623-7707
- **Tailgate for the Cure** (*cancer research*)
Information: 412-440-7558

Annual giving donors listed are from Fiscal Year 2015.

Circle of Hope donors listed are from calendar year 2015, as of August 31, 2015.

UPCI DISTINGUISHED AS NCI COMPREHENSIVE CANCER CENTER, AWARDED GRANT RENEWAL

In July, UPCI learned its National Cancer Institute Comprehensive Cancer Center designation was renewed. The highly coveted award recognizes world-class multidisciplinary research. UPCI is one of just 45 NCI-designated Comprehensive Cancer Centers in the U.S. This year's five-year grant renewal goes a long way in acknowledging UPCI's strength in basic, clinical, and population research, as well as education and community outreach.



UPCI investigator receives Outstanding Investigator Award by NCI, awarded grant to study how food can lower cancer risk

Thomas Kensler, PhD, professor of pharmacology and chemical biology and co-leader for the Cancer Epidemiology and Prevention Program at UPCI, was presented this new award for research focused on chemoprevention, or how food can be used to lower the risk of developing cancer caused by unavoidable environmental toxins. The seven-year grant is one of just 60 awarded this year.

NIH supports investigative work to mitigate effects of radiation, renews Pitt grant

Joel S. Greenberger, MD, chair of the Department of Radiation Oncology at UPMC, and his team of researchers with the university's Center for Medical Countermeasures Against Radiation (CMCR) won a third grant from the National Institute of Allergy and Infectious Diseases (NIAID) to continue work developing drugs that could provide protection from radiation in emergencies such as terrorism or reactor meltdowns. It is one of only four such grants awarded by the NIAID in the U.S. In the next phase of the study, researchers will be looking at ways to safely and practically administer two patented drugs to patients who may be too sick to take an oral therapy.

UPCI awarded grant renewal for head and neck cancer research

The University of Pittsburgh researchers have received renewal of their head and neck cancer research through the National Cancer Institute's competitive SPORE program. (See page 8 for more information about SPORE grants.) This particular five-year grant includes a new project to study differentiated thyroid cancer. Incidence of this malignancy is rising at the fastest rate of all cancers, worldwide.

CANCER DISCOVERY & CARE

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UPMC CancerCenter connects patients to the integrated expertise of leading clinicians, academic researchers, specialty programs, and treatment centers. By partnering with the University of Pittsburgh Cancer Institute (UPCI), designated as a Comprehensive Cancer Center by the National Cancer Institute (NCI), we are accelerating the breakthroughs in our labs into clinical practice around the world. Backed by the collective strength of UPMC and UPCI, UPMC CancerCenter is transforming cancer research, care, and prevention — one patient at a time.

For information about supporting cancer research efforts and patient care at UPMC CancerCenter and the University of Pittsburgh Cancer Institute, contact us at **412-623-4700**.



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