

impactCancer

THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER –
ARTHUR G. JAMES CANCER HOSPITAL AND RICHARD J. SOLOVE RESEARCH INSTITUTE



Many Sponsors. One Goal.

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The James



THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER

Welcome



Difficult problems are easier to resolve when you have help, and that is especially true when you are confronting a disease as complex as cancer.

At Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute (OSUCCC – James), we rely heavily on community involvement in helping us pursue our vision of a cancer-free world. Many of our efforts to translate research discoveries to innovative cancer care and prevention strategies would be impossible without the generous support of a caring community, especially in a time when government funding for cancer research is increasingly difficult to obtain.

In appreciation of the vital community backing that benefits our cause against cancer, we are featuring in this edition of *impactCancer* several stories about those who help us, including corporate supporters, community partners who host major fundraising events, Ohio State University board members, the James Ambassadors Society, and sponsors of Pelotonia, the annual grassroots bicycle tour that raises millions of dollars for cancer research at the OSUCCC – James.

We are truly grateful to everyone who steps forward to help us. By supporting our mission, you are helping create a cancer-free world.

Thanks for all you do. I hope you will find this issue of *impactCancer* informative and inspiring.

Michael A. Caligiuri, MD

Director, The Ohio State University Comprehensive Cancer Center
CEO, James Cancer Hospital and Solove Research Institute

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Make a gift of appreciated securities.

A gift of appreciated securities is a tax-efficient gift that provides immediate funds to support Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute.

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For more information on gift-planning opportunities, such as appreciated securities, please contact the Office of Development at (614) 293-3752 or cancergiftplanning@osumc.edu.



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Cancer Program News

SPORE Grant Will Boost Thyroid Cancer Research



Matthew Ringel, MD

The National Cancer Institute (NCI) has awarded a five-year, \$11.3 million Specialized Program of Research Excellence (SPORE) grant that will help a multidisciplinary team of researchers led by the OSUCCC – James improve the lives of patients with thyroid cancer.

The prestigious SPORE grant, which also involves researchers at MD Anderson Cancer Center in Houston, will support four interactive projects that collectively will seek to identify genetically at-risk

individuals and thus allow for early diagnosis and prediction of tumor behavior, development of approaches to minimize side effects of treatments, and development of better biomarkers and treatment options for metastatic disease.

“Several factors support the importance of applying these efforts to thyroid cancer,” says SPORE Principal Investigator (PI) Matthew Ringel, MD, co-director of the Thyroid Cancer Unit at the OSUCCC – James, where he is a member of the Molecular Biology and Cancer Genetics (MBCG) Program. “Incidence of this disease is rising at the fastest rate of all cancers in the United States and worldwide; it is now the fifth most common malignancy in women and 11th most common in men.”

OSUCCC – James Achieves Prestigious Magnet® Designation



Following countless hours of work and dedication by nurses, faculty and staff over the past few years, Ohio State’s James Cancer Hospital and Solove Research Institute has achieved the highly prestigious Magnet® designation from the American Nurses Credentialing Center (ANCC).

Only 392 hospitals out of more than 6,000 across the United States have earned Magnet status. The Magnet Recognition Program® recognizes healthcare organizations for quality patient care, nursing excellence and innovations in professional nursing practice. Consumers widely view Magnet status as the ultimate credential for quality nursing.

Magnet Recognition will remain in effect for four years and can be renewed if the hospital reapplies and continues to demonstrate performance according to quality benchmarks and reporting.

OSUCCC – James Research Contributes to FDA Approval of Ibrutinib for Treating Mantle Cell Lymphoma Patients



Kristie Blum, MD

The U.S. Food and Drug Administration (FDA) on Nov. 13 granted accelerated approval to a targeted agent called ibrutinib (Imbruvica™) for treating patients with mantle cell lymphoma (MCL) who have received at least one previous therapy.

The FDA based its approval on promising results from a multi-institutional, single-arm, phase II clinical trial co-led by

Kristie Blum, MD, of the OSUCCC – James, in which 111 patients with previously treated MCL who took ibrutinib as an orally administered medication showed an overall response rate of 68 percent, with 21 percent of patients achieving a complete response and 47 percent achieving a partial response. The median response duration was 175 months.

Blum, an associate professor in the Division of Hematology at Ohio State and head of the OSUCCC – James lymphoma program, was senior author of an article on the study results published last summer in the *New England Journal of Medicine*.

Kroger:

Raising Awareness One Ribbon at a Time

Every day, families in central Ohio and beyond rely on Kroger for fresh, nutritious groceries.

And thanks to a longstanding partnership with Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute (OSUCCC – James), our communities can also count on Kroger to help advance breast cancer research.

The Kroger Company invests in cutting-edge breast cancer research at the OSUCCC – James by supporting the Stefanie Spielman Fund for Breast Cancer Research. The company leverages its very visible public profile and reputation for excellence to raise awareness and critical research dollars.

Throughout the year, Kroger sponsors events benefiting the OSUCCC – James, including the Buckeye Cruise for Cancer and the Buckeyes' Go Pink Game. During the latter, held most recently this past Oct. 26 when Ohio State hosted Penn State, Ohio Stadium experienced a "pink out" as Buckeye fans sported pink attire and brandished pink spirit towels and light-up wands.

Kroger also holds a Pink Ribbon campaign in stores each October during Breast Cancer Awareness Month. During this popular campaign, shoppers may purchase a pink ribbon for \$1. The 2013 campaign raised more than \$200,000

from the 127 stores in the Columbus District for research at the OSUCCC – James. In addition, Kroger helps to highlight merchandise from manufacturers that donate a portion of proceeds to breast cancer causes. Customers can easily identify those items on store shelves during Breast Cancer Awareness Month thanks to Kroger's specialty tags.



Bruce Macaulay, president of Kroger Co.'s Columbus Division, points out that women's health is a key philanthropic initiative for the company.



At the 2012 "Buckeyes Go Pink Game," (from left) Bruce Macaulay and Cheryl McCormick join Maddie Spielman, Noah Spielman, Macy Spielman and Michael A. Caligiuri, MD, to announce that Kroger had raised more than \$1.8 million for the Spielman Fund. That total is now more than \$2.6 million.

"Breast cancer impacts so many people, including our Kroger customers, associates and their families. We have many breast cancer survivors among our Kroger ranks and hope to grow the survivor numbers by raising funds to support research that will someday eradicate this deadly disease."

Kroger teamed up with Stefanie Spielman and her husband Chris for many years as she waged her battle against breast cancer while raising funds to support research. "We believed in Stefanie's cause then and we continue to believe in it today, which makes our partnership with the Stefanie Spielman Fund and the James Cancer Hospital and Solove Research Institute so special," says Macaulay. "We have been honored to join Chris and his daughter, Maddie, along with Urban Meyer, in an annual breast cancer awareness campaign as we continue to champion breast cancer research in Stefanie's honor."

Kroger Public Affairs Manager Cheryl McCormick underscores that commitment. "It's comforting to know that we have an institution like The James in our own backyard. And with Kroger being in the neighborhoods of that backyard, it's important that we support The James."

The McNutts

Fighting Cancer a Family Affair

Just over a year ago, Ken McNutt received a prostate cancer diagnosis on his wife Suzanne's birthday. Married for 51 years, and wanting to hit the 75-year mark, the McNutts took it hard. Especially since the doctor—not affiliated with The Ohio State University—who gave the diagnosis seemed “cold” and “clinical,” talking to the family like they were “a number.”

The McNutts, along with son Michael and daughter-in-law Katy Shaffer, made the decision to seek a second opinion at Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute as a family. It was not a difficult decision to make.

The McNutts have had a long relationship with Ohio State. Both are graduates—Ken in agriculture and Suzanne in dental hygiene. They held their wedding reception at Ohio State's Faculty Club 51 years ago, and Suzanne's father, John H. Helwig, DVM, was a respected professor of veterinary medicine here for 39 years.

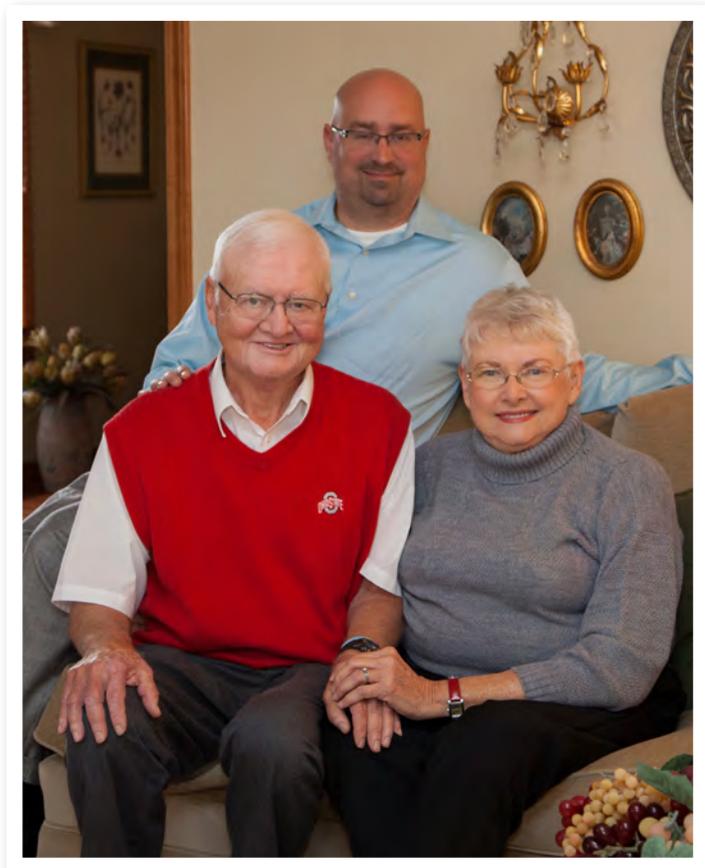
“When we first went in to talk with Dr. Mortazavi, I was not calm. But I came out calm.”

— Suzanne McNutt

Their interactions with Amir Mortazavi, MD, and the rest of the team at The James have only enhanced their respect for Ohio State. “When we first went in to talk with Dr. Mortazavi, I was not calm,” remembers Suzanne. “But I came out calm.” “He has a wonderful bedside manner,” says Ken, “but he doesn't sugarcoat things.”

Their son Michael, a public information officer for Columbus Public Health, concurs. “I've never been in to see a doctor where you did not feel like they were looking to get out and move on to the next thing. Dr. Mortazavi made us feel welcome, like he cared and was invested.”

The McNutts are also highly impressed by Dr. Mortazavi's research that takes a crops-to-clinic approach to fighting cancer. As a family, they made the decision to create the Kenneth and Suzanne McNutt Family Fund in Prostate Cancer Research following a tour of Dr. Mortazavi's lab,



Ken, Michael and Suzanne McNutt

a tour that included a locally-grown lunch by a chef who is also a cancer survivor.

Michael has become a strong advocate for prostate research as well, growing a mustache and raising \$2,800 last “Movember”—even winning Columbus Mayor Michael Coleman's Award of Excellence for his efforts. His wife Katy was so impressed by her father-in-law's experience that she now works for The James Quality and Patient Safety Department as an administrative assistant.

They are not, Ken insists, millionaires, just hardworking people who are proud to be able to invest in life-saving research. The impact of their gift will be amplified by matching donations from Prudential and MetLife, companies Ken worked for before retiring. Says Ken, “Health is the most important thing, and you don't have to be a multimillionaire to make an impact. Whatever you can give, give. And tell people why you're giving to inspire them to give, too.”

The Cugini Family:

Working to Find an Answer to “What if?”

Cesidia Cugini was born on May 26, 1942, just outside of Rome, Italy. Known for her outgoing personality, passion for life, great sense of humor and kindness to everyone she encountered, Cesidia loved music, dancing, cooking and traveling. But most of all, she loved her family. The relationship she shared with her husband, Cesidio, during their 46 years together was an example of true and unconditional love. Cesidia also shared a very special relationship with her daughters, Anita and Carmela, and her grandchildren, Bianca and Jason, whom she loved very deeply. She was loved by many people because of her unique way of caring for others.

In February 2006, Cesidia was diagnosed with lymphoma. Despite the disease, she remained positive and demonstrated more strength and courage than anyone could have imagined. The next nine months were a rollercoaster of emotions as the family would learn that, after enduring chemotherapy through August and appearing to go into remission, the cancer had spread to her brain. She was diagnosed with Transverse Myelitis, and the family ultimately learned that the cancer was wrapped around her spine.

After receiving full spine radiation at a hospital in Boston, she regained enough strength to return home on Christmas Eve 2006. She celebrated life and welcomed the New Year in by entertaining and making a big meal for friends and family. Then, a few weeks into 2007, Cesidia began experiencing difficulties, and she and her family looked to Ohio State’s Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute for help. Here, they were connected with Pierluigi Porcu, MD, in the Division of Hematology. Dr. Porcu and his team discovered that the cancer was in Cesidia’s central nervous system. Together, Dr. Porcu and the family decided on a course of treatment. Unfortunately, because she had undergone full spinal radiation, she wasn’t able to reproduce the blood counts necessary to receive a second treatment. “Through it all, Dr. Porcu preserved what our mom had always prayed for, her dignity,” says Anita. The family brought their beloved wife



Cesidia's immediate family members: Jason Daniel (grandson), Anita Cugini, (daughter), Carmela Cugini (daughter), Cesidio Cugini (husband) and Bianca Daniel (granddaughter)

and mother home on March 1, 2007, and she passed away peacefully, with dignity, in her bed on March 3, 2007.

Although they share that they “are believers that everything in life happens for a reason,” Cesidia’s family often wonders, “What if?” “What if” they had found the true source of her cancer much earlier; would she have beaten the disease and still be here to celebrate the holidays with her family? And, “What if” she’d lived long enough for further research to be done to find a cure for her disease?

The Cugini family is doing their part to solve the “What ifs” for future generations by hosting an annual event to honor Cesidia’s memory and raising money to support lymphoma research and treatment at the OSUCCC – James. In 2013, their Italian-style feast held at Villa Milano in Columbus, Ohio, attracted more than 200 supporters and raised \$25,000. To date, they’ve raised more than \$103,000 total to support The James.

Carmela says, “Nothing will bring her back, but perhaps our experience was for a greater purpose...to help others and possibly make a difference in their lives. This is what mom would have wanted, because this is what she was about, helping others. If the loss of one life could make the difference in saving other lives, then it is worth it.”

Leading by Example:

OSUCCC – James Executives Give Back

In fiscal year 2013, more than 122,700 donors gave more than \$70.9 million to Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute (OSUCCC – James). Among those donors are OSUCCC – James researchers, clinicians, specialists, business professionals and many members of the leadership team, including: Michael A. Caligiuri, MD, director of the OSUCCC and CEO of The James; Richard Goldberg, MD, physician-in-chief; Peter Shields, MD, deputy director of the OSUCCC; and Jeff Walker, MBA, senior executive director.

In addition to the time these four leaders spend performing their daily operational, clinical and research duties, they and their families have made sizable gifts to support the efforts, facilities, programs and talent at the OSUCCC – James. They have given for different reasons, and their gifts support different areas, but they share a belief that cures for cancer will be found at Ohio State.

These leaders recently explained what their gifts mean to them and how they hope those gifts will further the OSUCCC – James vision of creating a cancer-free world.

DR. MICHAEL AND ANI CALIGIURI



Supporting life-saving work at the OSUCCC – James is not a new idea for Dr. Caligiuri. He has generously supported many projects during his tenure as director and CEO, including research grants and riders in Pelotonia, the annual grassroots bicycle tour that

raises millions of dollars for cancer research at Ohio State. But his most recent gift marks the first time he and his family have supported a facility that is under construction, namely the new James Cancer Hospital and Solove Research Institute that is targeted to open in December 2014. Dr. Caligiuri admits that this gift represents a shift in his thinking, but he notes that the community “needs a bigger facility to take care of cancer patients, and this is a structure that I believe will help bring an end to cancer. I hope this gift will inspire people to give, and that this new building will inspire patients to get well.”

Married for 28½ years, Ani Caligiuri knows well the passion that her husband has for his work and for the impact that the OSUCCC – James is having on cancer research and treatment. “For me, making this gift is about honoring my husband and the work he’s put in over so many years. He’s been an integral part of the team that’s made so many successes in the cancer fight. I know what it means to him to do anything he can to support the work done at The James.”

DR. RICHARD AND LYNDA GOLDBERG



When the Goldbergs moved from North Carolina to Ohio and took positions at the OSUCCC – James, they immediately recognized that Ohio State is part of a special community. Lynda says she is in awe of those who are so passionate about work being done at

the OSUCCC – James. “The Pelotonia community is a great example. It’s not just OSU; it’s not just The James. You have people from all around coming together all year long with the same goal.”

“Giving to this institution is a way of multiplying the work that we do. It’s a showing of commitment. Giving is like dotting the “i” in Ohio.”

— Dr. Richard Goldberg

Dr. Goldberg adds, “The community is united around The Ohio State University – whether it’s for The James, the education or the football. People love Ohio State.”

For their gift, the Goldbergs have created the Goldberg Family Prize to annually recognize five individuals –

a physician, two professional caregivers (e.g., nurses, therapists, technicians) and two individuals without advanced degrees – who provide exceptional care to James patients. “We picked a gift that supports the extraordinary attributes of caregiving. Caregivers are often unsung heroes, and there are so many who devote their lives to the cancer fight, one patient at a time,” Dr. Goldberg says. “We talk about our high-tech approaches, our robots and our special research, which is all extremely important, but making people feel cared for is just as important. That’s what we are trying to incent and reward with this.”

DR. PETER SHIELDS AND LESLIE KIRSCH



Before coming to Ohio State, Peter Shields, MD, and his wife Leslie knew of the rapid growth and great impact that researchers at the OSUCCC-James were having, and they wanted to be a part of it. Leslie is no stranger to development work

and fundraising, and when she visited the cancer center during the recruitment process, she saw firsthand how donors’ gifts were being put to work, which made it an easy decision to make their gift. In addition to their personal giving, Dr. Shields developed a special program to determine how donor funds are distributed to researchers. “It is a peer-reviewed panel of scientists from inside and outside of OSU who rank proposals and select the ones worthy of funding, namely the ones that will return impactful research results.” And he raises the bar by asking reviewers, “Would they want their money to be spent on this research?” He says that reviewers take this to heart as many also contribute to The James, so they have a personal stake in the success.

The Shieldses enjoy interacting with the donor community at events such as Pelotonia, Up on the Roof, the Block Memorial Tournament and others. Dr. Shields marvels that, when he mentions to perfect strangers that he works at The James, “Their eyes light up, and they proceed to share a personal story of what The James did for them, or how they support The James.” Dr. Shields and Leslie say the Columbus community support is special, “a big morale booster.”

JEFF AND COLLEEN WALKER



Jeff and Colleen Walker elected to make a gift to the Cancer Strategic Support Fund at The James. These funds are disbursed via a competitive grant process that identifies the most promising work being done at the OSUCCC – James.

Jeff says this fund designation was an easy choice for them. “While the awarded project may be focused on a specific cancer, we know that research on any cancer can lead to breakthroughs for all cancers. We just want to make sure that our dollars go to the best opportunity for making an impact.”

“It’s reassuring to know that the people I work with, the leaders of this institution, are coming forward to give, even without being asked, because we understand that the work being done here is so special. We are striving to be role models.”

— Jeff Walker

The Walkers are no strangers to the donor community at The James after attending a number of the fundraising events and meeting with many philanthropic supporters throughout the years. “The one thing that has blown me away here at The James is that the community support is unparalleled and unwavering. The willingness of people to give, not just their money, but their time... It’s an honor to be considered part of that community,” shares Jeff.

“I’m giving to something that I’m very passionate about and has impacted my life and really changed me. I’m not giving to the organization. I’m giving to the mission.”

Many Sponsors. One Goal.

It takes an enormous commitment to wage a war on cancer, as Pelotonia has done since its inception five years ago.

Limitedbrands FOUNDATION

VICTORIA'S SECRET / BATH & BODY WORKS
PINK / LA SENZA / HENRI BENDEL



PEGGY & RICHARD
SANTULLI

At every turn, Pelotonia's major funding partners—Huntington National Bank, Limitedbrands Foundation, and Peggy and Richard Santulli—have been there. Thanks to their extraordinary generosity, Pelotonia has raised more than \$61 million following a Dec. 5 check presentation for \$19,007,104, the total raised by the 2013 event.

By aligning their brands and resources with Pelotonia and believing in the event's mission to fund life-saving cancer research, these sponsors have played a critical role in taking a new, previously unheard-of event and making it a household name in central Ohio and beyond.

"The fact is that Huntington National Bank, Limited Brands, and Peggy and Richard Santulli are the top tier of the many partners that are necessary to make Pelotonia a success. Each of these partners has believed in Pelotonia from the start and has made it the gold standard for grassroots fundraising in Ohio," says Stephen Chaykowski, assistant vice president of advancement at The Ohio State University Comprehensive Cancer Center – Arthur G. James Cancer Hospital and Richard J. Solove Research Institute (OSUCCC – James). (See sidebar for the list of generous Pelotonia partners.)

Support from Huntington, Limited Brands, the Santullis and other sponsors has fully covered operational costs for the massive event—a tremendous gift that enables 100 percent of the funds raised by riders to go directly to cancer research. Explains Michael A. Caligiuri, MD, director of the OSUCCC and chief executive officer of The James, "Our major sponsors have had a remarkable impact that reverberates beyond their initial investments. Their support has helped to leverage a network of giving, and because of them, people who support our riders can feel good that 100 percent of their donations go directly to life-saving cancer research."



Limited Brands Super Peloton



Team Huntington Peloton

“Our major sponsors have had remarkable impact that reverberates beyond their initial investments.”

— Michael A. Caligiuri, MD

Beyond providing financial support at the corporate level, Pelotonia major sponsors Huntington and Limited Brands have also generated significant support for the event through their corporate pelotons. Thousands of employees represent the companies as riders, virtual riders or volunteers whose donations of time and talent help to make Pelotonia a success.

Limited Brands’ super peloton, consisting of six total pelotons, is the highest grossing peloton in the event, having raised nearly \$7 million over the past five years. More than 3,000 members representing various brands and functions of the company ride alongside others in the community who want to bring an end to cancer. The super peloton’s captain, Limited Brands Chairman and CEO Leslie Wexner, has repeatedly demonstrated his commitment to the fight against cancer through his extensive personal and corporate giving. Wexner’s wife Abigail and their four children also ride in the event each year.

Team Huntington, the super peloton representing 13 Huntington-affiliated teams of riders, contains 2,150 members who together have raised about \$2.8 million. Team Huntington’s captain Steven Steinour, chairman, president and CEO of the corporation, is a firm supporter of cancer research. He enjoys riding alongside other Huntington employees each August.

The excitement generated by Limited Brands’ and Huntington’s super pelotons is genuine and irreplaceable. Indeed, it is that excitement that has fueled the event’s success over the past five years.

“As we think about that amazing number— \$61 million raised since Pelotonia began—and look at all the promising research that has come out of it, we have to give huge credit to our major sponsors,” says Dr. Caligiuri. “Without Huntington, Limited Brands, and our friends the Santullis, none of this would be possible.”

Support from these partners is crucial so that Pelotonia is able to direct 100 percent of every dollar raised to life-saving cancer research at the OSUCCC – James.

Major Funding Partners

Huntington National Bank
Limitedbrands Foundation
Peggy and Richard Santulli

Supporting Funding Partners

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Harold C. Schott Foundation
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Giant Eagle
JD Equipment Inc.
Kenda
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Genuine Muscle Milk
New World Van Lines
Pepsi Co.
Red Roof Inn
Ticketbud
Tropical Foods
Yakima
Velvet Ice Cream
Zone Perfect

The Angel Open: A Promise Fulfilled

It's been 15 years since Keith Hamilton made a promise to his 32-year-old sister Kelley to do his part in finding a cure for cancer. It had been less than a year since Kelley was diagnosed with a cancer that affected her brain and nervous system. Just days after making that promise, Keith had to say goodbye to his beloved sister. One year later, Bob Coonfare, Keith's uncle, was making that same promise to his wife Judy during her breast cancer battle, which ultimately took her life as well. But even through the grief, Keith and Bob began "making good" on their promises to their loved ones.

As avid golfers, Keith and his family and friends had participated in many golf outings for various causes and decided to turn their passion for the game into an outlet to honor their angels, Kelley and Judy. 2001 brought the first annual Angel Open event, which raised \$4,000 to benefit Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute. The family was ecstatic with that amount and with the 100-plus golfers who came out to participate in the event. Keith shares that, "It's a fun day of golf. I don't care how much we raise because no matter the amount, it's more than there was yesterday in support of cancer research."

Year after year, the event grew to raising \$8,000, \$11,000, and even \$14,000 per year. Sponsors who signed on for the inaugural event came back each year and helped raise awareness and funds. Then in 2008, a friend of the



Hamiltons, Jan Wilson, lost her battle to cancer. Her husband, Larry, became engaged with the event and brought along support from the Liebert family. The following year, proceeds from the event jumped to \$38,000. With more than 200 golfers now involved, the event moved from an afternoon golf outing to a double-shotgun format with a morning and afternoon start, and it relocated to the Oakhaven Golf Club after being hosted by Mill Creek Golf Club for the first 10 years. Jeff Block, another generous supporter of the OSUCCC – James, now brings his helicopter out each year for the exciting Ball Drop. Prizes at the event have also become a major pull for attendees and are highly anticipated each year. They include golf clubs, rounds of golf at local prestigious country clubs like Muirfield, Little

Turtle, Rattlesnake and Double Eagle, diamond bracelets and gold necklaces, and even an Angel Open picnic table handcrafted for each tournament by Keith's father. "There are people who come out who aren't typically golfers, but they come out to show support because it's a great day for a great cause," says Keith.

2013 marked the 13th year since the Angel Open began in honor of Kelley, Judy and Jan. "They would be so proud of what all of us have accomplished in their honor," Keith says. And he knows that the success of the event is largely due to the generous sponsors and friends, like his uncle Bob Coonfare, his business partner Jeff Vigar, and Larry Wilson and the Liebert family. "We all enjoy putting on this event because it's fun, it honors the memories of those important to us, and it's the right thing to do."

James Ambassadors Society: Moving Members to Action

It isn't very often, Robin Holderman points out, that one has the opportunity to attend an event and simply learn about an organization's impact without being asked to write a check.

But that's exactly what the James Ambassadors Society is doing through its two events each year: raising awareness for life-saving research and treatments at Ohio State's Comprehensive Cancer Center –James Cancer Hospital and Solove Research Institute. The hope is that all attending ambassadors will continue their enthusiasm for the OSUCCC – James by igniting unprecedented awareness and raising critical research dollars through their advocacy.

Holderman, co-chair of the James Ambassadors Society, and chief asset and development officer of the Columbus Regional Airport Authority, and his co-chair John Hines, partner of HNS Sports Group, president of the Nicklaus Museum, and executive committee member of the Memorial Tournament, are taking the James Ambassadors Society to new heights.

The group, which started in 2005, originated as a way to keep James Foundation Board members engaged following the conclusion of their terms. "We needed an action society," explains Holderman. "There are so many advocates who might not have a seat on the James Foundation Board."

In the past couple of years, the society has taken off, now boasting 250 members, including current and former members of the James Foundation Board, key community partners and influencers, and donors. Hines and Holderman expect this number to grow, considering that more and more people attend each event the society hosts.

"Word is spreading," says Hines, pointing out that one in two men and one in three women will be diagnosed with cancer during their lifetimes. "When you have that many people impacted by cancer, it's important that we educate the ambassadors about what is happening at The James so that they can pass information along to their friends and loved ones."

Society events, such as the one held at Ohio State's Faculty Club this past November and those held at Muirfield Village Golf Club—thanks to Hines' longtime affiliation with the Club and the Memorial Tournament—showcase the best of what the OSUCCC – James has to offer. Some past programs



Robin Holderman (left) and John Hines, co-chairs of the James Ambassadors Society

have included Michael A. Caligiuri, MD, chief executive officer of The James and director of the OSUCCC, sharing an excerpt from his State of the Cancer Program address, Ohio State researchers sharing progress from clinical trials, patients who have benefited from care at The James, and James Ambassadors who offer their own success stories of raising awareness and funds for the OSUCCC – James.

"There is so much happening behind the scenes at The James that people are not aware of," says Holderman. "It's astonishing. We want to spread the word not only within central Ohio, but statewide and nationally about this great institution, as well."

Polo in the Pines:

Bringing Support for The James from 500 Miles Away

In 1989, Sharon Knight, a wife and mother, heard the words, “You have cancer,” for the first time. Her diagnosis of sarcoma and prognosis of just three months to live was a tremendous shock to her family. But Sharon has surprised all of her doctors and those around her as, 25 years later, she continues celebrating her life.

Sharon’s daughter, Tina Fowler, decided to put together a polo fundraiser honoring her mother as part of the Cruising for a Cause event sponsored by Tina’s company, Fowler Connection Travel Consulting. As Georgia residents, Sharon and Tina grew up around horses and share that passion with Tina’s teenage daughter and the rest of their friends and family. For that reason, they created the Polo in the Pines event at the Atlanta Regional Polo Center in Georgia.

“This event is a celebration of my mom’s life,” Tina says. Our sponsors came on board because of the connections they had to my mom. So many people are connected because of the lives she’s touched.” Tina knew that the network of individuals who were coming together to honor her mom had the potential to make a tremendous impact for cancer funding.

While in treatment for her sarcoma, Sharon sought the expertise of Raphael Pollock, MD, PhD, at The University of Texas MD Anderson Cancer Center. As such, the Polo in the Pines event shifted its focus to support Dr. Pollock’s work there. Then, in September 2013, Dr. Pollock was recruited to the OSUCCC – James as the director of surgical oncology. With him, he brought an \$11.5 million National Cancer Institute (NCI) grant to support collaborative sarcoma translational research, which is one of the largest NCI Specialized Programs of Research Excellence (SPORE) grants ever to study sarcoma. In addition, he brought with him the support of Polo in the Pines as their event beneficiary became the OSUCCC – James in 2013.

In 2013, the event also brought in a new co-director, Jen Croker, whom Tina refers to as her “Angel.” Jen lost her sister,



Event Chairs, Jen Croker (left) and Tina Fowler celebrate at the 2013 Polo in the Pines event.



Peyton Dergay, to sarcoma nine years ago and was looking for an outlet to honor her sister. Thankfully, a mutual friend connected Tina to Jen. With a background in hotel management and event planning, Jen brought new skills to the table for the event which raised \$45,000 this year for sarcoma research at The James.

Polo in the Pines clearly showcases that cancer has no boundaries, so neither should support for the work being done in prevention and treatment. Dr. Pollock reminded attendees at the 2013 Polo in the Pines that, “Sarcoma is a dreaded disease. It affects everyone from Georgia to Ohio, coast to coast, and around the world. It has no predilection for age, race or geographic location.”

After her sister’s passing, Jen found a poem that Peyton had written, and she encourages all to live by this mantra:

Don’t divide your life into weeks months or years.
Rather, divide your day into moments.
Then, live each moment as if it were one full life.

Brent Porteus:

Cultivating a Cure

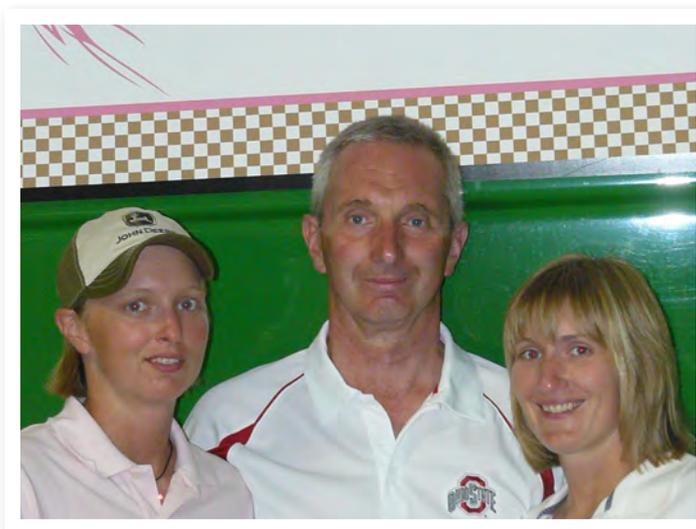
Brent Porteus is no stranger to hard work. Having grown up on a farm in Coshocton, Ohio, he was raised to help in the family's chores. Now as the managing partner of the family-owned farm and agricultural business – Blair Porteus and Sons – he has passed this work ethic along to his daughters, Amy and Beth, and he expects the same hard work from his caring community.

Brent's wife, Debra, shared his work ethic in her roles in the family business and also had a special ability to build relationships to benefit the business and community. So when she was diagnosed with breast cancer in the spring of 1997, there was no doubt that she would fight with everything she had.

After a mastectomy in 1998 to remove the cancer, doctors discovered in 2005 that her cancer had metastasized. Debra went to Bhuvanewari Ramaswamy, MD, and nurse practitioner Julia Garrett at the OSUCCC – James. While the prognosis was not good, Debra's strong will and support gave her five more years with her family before she died in 2010.

Brent wanted to find a way to honor Debra and the team who cared for her. He had also identified the need for an outlet for Ohio's agricultural leadership to come together across commodities and collectively address the opportunities for success. To bring those ideas together, Brent reached out to the Ohio Farm Bureau, and the Cultivating A Cure event was born.

After being hosted at Blair Porteus and Sons farm in Coshocton in 2011 and 2012, the 2013 event was held at The Leeds farm in Ostrander, Ohio. The initial intention of the move was to engage more attendees by making travel easier, and then another motivation was discovered. One week after the Porteus family reached out to Leeds farm, the



Brent Porteus (center) and his daughters Amy (left) and Beth (right)



family matriarch, Christy Leeds, received a breast cancer diagnosis. This is one of many cancer connections that Brent has discovered while forming the event. "Many of the attendees have shared that they have a cancer connection and are so pleased to be brought together not only for the discussions about business, but for a cause close to their hearts," says Brent. Guest speakers share their cancer experiences at each event, including Ohio Sen. Rob Portman, Bobby Mossier, former dean of Ohio State's College of Food, Agricultural, and Environmental Sciences, and Jack Hanna, director emeritus of the Columbus Zoo and Aquarium.

In its third year now, Cultivating A Cure has raised more than \$120,000 for research at Ohio State's Comprehensive Cancer Center – James Cancer Hospital and Solove Research Institute (OSUCCC – James). These funds support three separate efforts:

- Dr. Ramaswamy's breast cancer therapy research
- The Lee Discretionary Fund supporting cancer prevention efforts using food and nutrition
- The Cooperatives for a Cure Fund, a collaborative effort between the OSUCCC – James and Ohio State's College of Food, Agricultural and Environmental Sciences to identify dietary and nutritional links to cancer treatment and prevention

Brent knows that this event isn't just about agriculture, nor is it solely to honor Debra, but to bring the community together for a shared cause. "It's always good to give and even better when you're joined by your community in the effort," he says.

Community Partners

The OSUCCC – James Community Partners Program consists of corporations, individuals and community groups who raise funds in support of our vision to create a cancer-free world. From corporate initiatives to local events, our more than 400 Community Partners bring in significant dollars to further research, education and patient care at the OSUCCC – James. To learn more, please contact The James Development Office at 614-685-5967, communitypartnerevents@osumc.edu, or visit go.osu.edu/JamesCommunityPartners.

On June 9, Bexley High School hosted the **8th Annual Jack Roth 5K Rock & Run**. This annual 5K & 1 mile run/walk benefits the Jack Roth Memorial Fund for Lung Cancer Research and other lung cancer research efforts at the OSUCCC – James. This year the event raised \$60,000. As honorary race commander, Michael A. Caligiuri, MD, Director and CEO of the OSUCCC – James, says, “We are so grateful for the commitment and support of the 2013 Jack Roth Rock & Run. At The James, we are dedicated to creating a cancer-free world, and as one of the beneficiaries of the run, we are able to further our lung cancer research in honor of Jack and the many other patients like him.” For more information, visit www.jackrothfund.com.



July 19 marked the 9th annual **Mary Diaz & William Copeland Jr. Memorial Tennis Tournament** to support the Mary Diaz Fund for Pancreatic Cancer Research at the OSUCCC – James. This year's event raised more than \$42,000 in celebration of the memories of Mary Diaz and William Copeland. Since its inception, the event has raised more than \$360,000 to support funding for pancreatic cancer research efforts. Please visit www.diaztennis.org for information on the 2014 tournament.



On Aug. 17, Kirk and Lyndsey Vidra organized the 4th annual **War Against Melanoma (WAM) Golf Outing** for the WAM Foundation Fund for Melanoma Research at the OSUCCC – James. The outing was held at Bent Tree Golf Course in Sunbury, Ohio, and was followed by a dinner that raised more than \$9,000. Brutus Buckeye entertained kids and adults to get everyone excited about the Buckeyes and fighting skin cancer! Kirk, a stage-four melanoma survivor, said he was incredibly thankful for his care at The James, and this event is his way of giving back. WAM's total fundraising efforts for this year raised \$27,500, bringing their cumulative four-year giving to \$100,000. For more information, visit www.thewamfoundation.org.



The 26th annual **Dennis Clark Cancer Research Classic** was held on Sept. 10. For the first time, the event was hosted at the Wedgewood Golf and Country Club in Powell, Ohio. Formed in 1987 in honor of Dennis E. Clark, a past-president of the Columbus Chapter of the National Association of Insurance and Financial Advisors, the event has raised more than \$500,000 for the Dennis E. Clark Chair in Surgical Oncology Research at the OSUCCC – James. William (Bill) Clark said the event to honor his father has been a great way to give back for all that the OSUCCC – James has done for his family. “We hope to continue our tradition of giving toward the fight to stop cancer through the classic,” Bill shared.



The 3rd annual **Runway to Awareness** fashion show, sponsored by Leal Boutique in Upper Arlington, was held on Sept. 20. The show has raised more than \$100,000 in just three years to support the Patricia D. Dinunzio Ovarian Cancer Endowment Fund at the OSUCCC – James. Boutique owner Connie Ballenger started this event after DiNunzio was diagnosed to raise money for bags given to gynecologic cancer patients that include items to help them tolerate their chemotherapy treatments. Items include lip balm, nausea medicine, diet and exercise tips, and information about wigs and head wraps. All the models in the show are ovarian cancer survivors or those who have been touched by ovarian cancer. For more information, visit www.patdinunzio.org.



On Aug. 24, the third annual **Rock and Roll Over Brain Cancer** event raised money for the Roc On! Neuro-Oncology Fund at the OSUCCC – James. The event, held in Dublin, Ohio, at the Bogey Inn Bar and Grill to benefit brain cancer research, welcomed 400 guests to a full concert lineup including Grey Matter, JessiJam, Reganomics and Sweet Rock Candy. Event organizer Mary Kay Fenlon’s neuro-oncologist, Herbert Newton, MD, a professor in the Division of Neuro-Oncology at Ohio State, performed with his band Grey Matter. “I believe strongly in finding a cure for brain cancer through research,” Fenlon said. “The Rock and Roll Over Brain Cancer event brings survivors, current patients, family members and friends together to listen to great rock and roll music which, for a few hours, heals our hearts.” For more information, email Mary Kay Fenlon at mf1842@att.com.



For more on our Community Partners, including upcoming events and promotions, and information about becoming a Community Partner, visit go.osu.edu/JamesCommunityPartners

Mark Thomas:

Driving FORE Cancer Research

Mark Thomas is what his friends call a “doer.”

When his aunt died from ovarian cancer in 2006, immediately his thoughts turned to what he could do to promote cancer research. “Why not start a golf tournament?” he recalls thinking—an event in which he and his friends could get together and have fun while raising money for a good cause.

Now, just seven years later, Thomas, along with a dedicated team of family, colleagues and friends, manages FORE Cancer Research—a 501(c)(3) nonprofit that runs one of central Ohio’s most successful charity pro-am tournaments.

The FORE Cancer Research Charity Pro-Am, held the first Monday in August each year at The Lakes Golf and Country Club in Westerville, Ohio, draws professionals and amateurs alike. Says event co-chair Kevin Stiverson, “We want people to walk away from the tournament saying, ‘That’s the best event I’ve ever played in,’ and we have several people say that to us every year.”

The tournament is on track to raise \$1 million for cancer research by the conclusion of 2014—a milestone the organizers could not have imagined in 2006.

FORE Cancer Research has funded skin, colorectal, lung, ovarian, breast and, most recently, sarcoma cancer research projects at Ohio State’s Comprehensive Cancer Center –James Cancer Hospital and Solove Research Institute. The money raised goes directly into the hands of the researchers—from “donors right into the lab,” says Thomas.

Event organizers share an acute understanding of the importance of cancer research, each one having had a close family member or friend impacted by cancer. It is a sentiment imparted to the golfers following tournament play. When Michael A. Caligiuri, MD, chief executive officer of The James and director of the OSUCCC, and special guests such as Chris Spielman share their stories with guests, “That’s when it really hits home what the day is about,” says Stiverson.

FORE Cancer Research has expanded its fundraising efforts beyond the tournament as well, initiating Give 18 FORE Cancer Research, a program that encourages every golfer in the nation to donate \$18 to cancer research annually. With more than 26 million golfers in the United States alone (according to the National Golf Foundation), FORE Cancer Research organizers see a huge potential for fundraising and are working with partners to raise the stature of this effort nationally.

Thomas and the other organizers attribute FORE Cancer Research’s success to a team spirit that guides them in their work. Says FORE Cancer Research organizer Jim Zink, “When you put a bunch of people who are doers together, you can make a big difference.”



For more information on the Give 18 FORE Cancer Research Campaign, visit forecancerresearch.org.



Left: FORE Cancer Research Committee Members (back row) Eddie Klein, Kevin Stiverson, Bryan Bigelow, Mike Anderson, Jim Zink and (front) Mark Thomas





Upcoming EVENTS

RAISE A RACKET FOR CERVICAL CANCER AWARENESS

January 25, 2014 | 5 p.m.
Wickertree Tennis Club
5760 Maple Canyon Avenue
Columbus, Ohio 43229

www.thecrawfordcrew.org

Benefits the Diane Crawford Cervical Center Research, Education and Outreach Fund

This annual tennis event features drills with tennis pros, music, food, drinks, silent and live auctions, and a raffle. The goal is to raise money for patient assistance, education, research and outreach programs for cervical and other gynecological cancers.

ALPHA TAU OMEGA CASINO NIGHT

February 8, 2014
The Ohio Union
1739 N. High Street
Columbus, Ohio 43210

Benefits the Tressel Family Fund for Cancer Prevention Research

Casino Night is a formal-attire event featuring a variety of casino style games such as blackjack, roulette, craps and more. Special guests for the evening include former Ohio State Head Coach Jim Tressel. For more information please email Ryan Lysaght at Lysaght.10@osu.edu.

CELEBRATE MMORE GALA

February 8, 2014
Hilton at Easton
3900 Chagrin Drive
Columbus, Ohio 43219

www.mmore.org

Benefits the MMORE Fund for Multiple Myeloma Research

This wonderful event includes fabulous appetizers and dinner, inspirational presentations, unique auction items, music and dancing. The gala offers a special opportunity to support the promising research being done in the search for a cure for multiple myeloma.

BUCKEYE CRUISE FOR CANCER

February 20-24, 2014
www.BuckeyeCruise.com

Benefits the Urban and Shelley Meyer Fund for Cancer Research

Setting sail on Royal Caribbean's Brilliance of the Seas, the 2014 cruise will gather Buckeye Nation to travel to Grand Cayman to benefit cancer research at the OSUCCC – James.

CESIDIA CUGINI FUND ANNUAL BENEFIT

March 29, 2014 | 6:30 p.m.
Villa Milano
1630 Schrock Road
Columbus, Ohio 43229

www.cesidia.org

Benefits the Cesidia Cugini Memorial Fund for Lymphoma Cancer Research

This annual benefit dinner is the Cugini family's way to honor Cesidia's memory and others fighting lymphoma. The evening includes food, dancing and music to benefit lymphoma research at the OSUCCC – James. (Learn more about the event and the Cugini family on page 7.)

STEFANIE'S CHAMPIONS AWARD LUNCHEON

April 9, 2014
**Archie M. Griffin Grand Ballroom at
The Ohio Union**
1739 N. High Street
Columbus, Ohio 43210

www.SpielmanFund.com

Stefanie's Champions annually honors those whose dedication and strength are powerful influences in the lives of cancer survivors. Join us for the 15th Anniversary of *Stefanie's Champions*. New this year, Champions will be honored in three categories: Caregiver, Corporate, and Community Partner Champions.

BOWLING FOR THE BOYZ

April 12, 2014
Delphos Recreation Center
939 E. 5th Street
Delphos, Ohio 45833

www.tcare.org

Benefits the Jay Holdgreve Endowment for Testicular Cancer Research

Join us for bowling, raffles, silent auctions, food, drinks, karaoke and live music to benefit testicular cancer research at the OSUCCC – James.

CELEBRATION FOR LIFE

May 17, 2014
Smith & Wollensky, Easton Town Center
4145 The Strand West
Columbus, Ohio 43218

go.osu.edu/CelebrationForLife

Benefits the Technology Acquisition Fund

Celebration for Life is an annual event chaired by Judy and Steve Tuckerman to benefit the James Fund for Life established by Abigail and Les Wexner. In its 13th year, this event has raised more than \$12.5 million for the OSUCCC – James.



For more information on upcoming events benefiting work at the OSUCCC – James, visit cancer.osu.edu/WaysToGive.

Read *impactCancer* online and find out more about the inspiring philanthropy happening at the OSUCCC – James by visiting

cancer.osu.edu/waystogive



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