

## Discovery to Cure Gala Committee Report - Summer 2007

### Progress on Awareness

Co-chair Jacques Dickinson is practicing the ripple effect with great success. Jacques and friends have devoted their sunny Saturdays to distributing DTC brochures while selling cold lemonade and brownies to patrons at the New Canaan Farmers Market. Not only is he getting the word out about early detection and the tremendous research being done at Yale, but he has raised close to \$600 to-date. If you have a farmers market your town, perhaps you'd like to do the same – let Sue know and she can supply you with DTC brochures, and Jacques' marketing plan!

### Research News

Dr. Gil Mor spoke recently on *Healthline with Yale Cancer Center* (broadcast on WNPR Sunday mornings at 8:30). He has been working on the blood test that would be used to detect stage 1 and stage 2 ovarian cancer for general population screening (not just women with genetic risks). This test is proving to be more accurate than ultrasound and C125.

This test has evolved since it first was developed in 2005 (at which time it was 95% accurate). After changing the methods for evaluating the protein markers measured in the blood, and adding two more markers to be evaluated, the sensitivity is now at 99.7% with a specificity of 98%. These modifications eliminate the problem of false positives which would have occurred using the original test. This product has been licensed to LabCorp, and a clinical trial with validation is currently ongoing. Dr. Mor hopes this product will be commercially available very soon.

### Fundraising Efforts

Now is a great time to begin your list of businesses and other potential donors to DTC – include contact names, telephone numbers etc. to be added to the master list for solicitations. Ideally, you will be calling, visiting or writing to your own contacts, but **Sue needs to vet and keep track of all solicitations** for two reasons – 1) to make sure that our prospects are targeted appropriately based upon their giving potential and 2) to avoid embarrassing duplications! You can call, email or mail your contacts to Sue. A form letter for your use will be available by our September meeting – you can also return your personal notes to go with the letter to Sue, and Yale will pay the postage.

### Awareness Programming

We are delighted to announce that J.P. Morgan will be hosting our first awareness program to be presented to their women's network in late September/early October. We expect Dr. Rutherford to be the featured speaker. We will keep you informed as the details are finalized. If you are part of a community group or network at your place of business, let us know if we can organize a similar program to promote early detection, and spread the word about our plans for the 2008 Gala.

### Gala Plans

Stephanie, Marie Green, and Sue met with Andy and the senior caterer at Commons to discuss our options for the Gala 2008 regarding menus, table arrangements, music etc. Sue has arranged for the cocktail portion of the evening to be held upstairs in the Presidents Room and the adjacent and gracious foyer. Silent auction items will be displayed in this area. These spaces will accommodate 400 people, bars, servers etc. but a smaller selection of silent auction items will be necessary for this to be comfortable. Guests will then descend the dual staircases to Commons for dinner and the evening's program.

Our designer, Andy Rubenoff, would like to come up with a signature for our gala that would be used annually – similar to “Art in Bloom”, “Nite in Hand”, etc. Please let your creative juices flow and try to come up with some suggestions for a great name for the DTC Gala.

We will be asking you for your input regarding the design theme for the Gala at our September meeting. Proposals include a Black and White ball and a fall or harvest color theme. Andy is willing and able to implement our choice with his usual energy and enthusiasm.

We also will be asking you to volunteer to serve on one of the following sub-committees:

**Outreach/Awareness Programming** – contact and follow-up with potential groups; help with scheduling/coordination

**Gala Design - Printed material** –work with designer for invitation/journal design

**Gala Design – Event** –work with designer for table décor, favors, etc.

**Silent Auction/Raffle** – coordinate logistics and donations, on-line bidding/preview program

While we may establish a sub-committee for **Solicitations/Sponsors**, everyone should plan on pursuing companies and local businesses they have a relationship with for financial support, in addition to filling Gala tables with colleagues, friends and family.

### **Welcome New Members**

Mara E. Cella and Maureen Moreau have recently joined the DTC Gala Committee. Maureen lives in Branford, and is a friend of committee-member Judy Jorgensen. Mara was encouraged to join our efforts by Renee Luongo. Mara is organizing an event to benefit DTC near her home on Long Island to be held in May, in honor of her mother Bonnie Silverman, who passed away this past spring. Welcome to both of you!

### **Upcoming Meeting**

We would like to hold our next meeting on **Tuesday, September 18 from 6 – 8 pm**. We will send out a specific invitation and agenda in the next week or so. Please come prepared to discuss the topics mentioned above.

In closing, I know we all are keeping Jacques and his family in our thoughts during this difficult time.

As always, please feel free to contact any of us with your ideas and suggestions.

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