



**Association of
American Cancer Institutes**

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October 16-18



CME sponsored jointly by the Vanderbilt School of Medicine
and the Association of American Cancer Institutes

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Welcome

The cancer centers represented by the Association of American Cancer Institutes (AACI) form America’s cancer research infrastructure and are the hubs of critical discoveries, treatment advances and improvements in patient care. AACI and the Cancer Center Administrators Forum (CCAF) jointly formulated the program for the 2011 AACI/CCAF Annual Meeting.

This event convenes AACI cancer center directors and executive-level administrators with leaders of national cancer research and advocacy groups, industry, and government health agencies to develop solutions to common challenges and to share best practices. No other program presents information on cancer research and patient care issues as they pertain to the leaders of the nation’s cancer centers, and provides them with a forum to discuss common issues. The gathering also affords an opportunity to acknowledge scientific leaders and individuals in public service who help to advance and promote cancer research.

The theme of this year’s meeting is, “The Power of Partnerships.” Meeting sessions will focus on collaborations with industry and the FDA to advance development of new cancer therapies, partnerships within cancer center networks to expand access to promising new treatments, partnerships with patient advocacy organizations and delivery and payment systems for quality cancer care.

Program Committee

2011 AACI/CCAF Annual Meeting Program Committee Members

Chair: Nancy E. Davidson, MD

University of Pittsburgh Cancer Institute
UPMC Cancer Centers

Mary Beckerle, PhD

Huntsman Cancer Institute
University of Utah

Michael A. Caligiuri, MD

The Ohio State University
Comprehensive Cancer Center –
James Cancer Hospital & Solove
Research Institute

William L. Carroll, MD

NYU Cancer Institute

William S. Dalton, PhD, MD

H. Lee Moffitt Cancer Center and
Research Institute

Vijayalakshmi C. Gandhi, PhD, MBA

University of Pittsburgh Cancer Institute
UPMC Cancer Centers

Ira S. Goodman

Rebecca and John Moores UCSD
Cancer Center
University of California at San Diego

Lauren E. Hackett, MPA

Vanderbilt-Ingram Cancer Center

Alan McClelland, PhD

University of Texas M.D. Anderson
Cancer Center

Paul Okunieff, MD

University of Florida Shands
Cancer Center

Barbara Duffy Stewart, MPH

Association of American
Cancer Institutes

Jeanine H. Stiles

UC Davis Cancer Center
The University of California,
Davis Medical Center

Dan Theodorescu, MD, PhD

University of Colorado Cancer Center
University of Colorado Health
Sciences Center

George Wilding, MD

University of Wisconsin
Paul P. Carbone Comprehensive
Cancer Center

All 2011 AACI/CCAF Annual Meeting sessions will be held in Grand Ballroom A&B, Ballroom Level

Agenda

Sunday, October 16

11:00 am Registration Begins

(Grand Ballroom Foyer, Ballroom Level)

12:00 pm Exhibits Open

(Grand Ballroom Foyer, Ballroom Level)

1:00 pm 2011 AACI Business Meeting

President's Report

Dr. Michael A. Caligiuri

The Ohio State University Comprehensive Cancer Center -
James Cancer Hospital & Solove Research Institute

Executive Director's Report

Ms. Barbara Duffy Stewart

Association of American Cancer Institutes

Treasurer's Report

Mr. Randall C. Main

Fred Hutchinson Cancer Research Center

Welcome

Dr. Nancy E. Davidson, Chair, Program Committee

University of Pittsburgh Cancer Institute, UPMC Cancer Centers

CCAF Report

Ms. Lauren E. Hackett, CCAF Executive Committee

Vanderbilt-Ingram Cancer Center

1:45 pm The Quest for Quality and Cost Effectiveness in Cancer Care

Dr. John Peabody

Sg2

2:45 pm Break

Agenda

Sunday, October 16 *continued*

3:00 pm **Partnerships with the Pharmaceutical Industry and the Food and Drug Administration**

Moderator: Dr. William S. Dalton

H. Lee Moffitt Cancer Center and Research Institute

Cancer Centers: Building Partnerships for Drug and Device Discovery

Dr. Frank M. Torti

Comprehensive Cancer Center of Wake Forest University

The Importance of Public/Private Partnerships at the FDA

Dr. Vicki Seyfert-Margolis

Food and Drug Administration

Academia and Industry Partnerships – a New Evolving R & D Ecosystem

Dr. Anthony Coyle

Centers for Therapeutic Innovation, Pfizer

4:00 pm **CCAF Business Meeting** (open only to CCAF Members)

5:00 pm **Adjourn**

6:00 – **Welcome Reception**

7:30 pm *(Grand Ballroom Foyer, Ballroom Level)*

Monday, October 17

7:00 – **Breakfast**

8:00 am *(Oriental Ballroom, Ballroom Level)*

7:00 am **Exhibits Open**

(Grand Ballroom Foyer, Ballroom Level)

Monday, October 17 *continued*

8:00 am **Partnerships in Cancer Center Networks**

The Pittsburgh Model: University of Pittsburgh Cancer Institute and UPMC Cancer Centers

Dr. Davidson

The Huntsman Intermountain Cancer Care Program: A Statewide Alliance to Enhance Outreach, Research and Quality of Cancer Care

Dr. Mary Beckerle

Huntsman Cancer Institute, University of Utah

The New Mexico Cancer Care Network and Cancer Care Alliance: Collaborative Models for Community Partnerships, Research, and Clinical Care Delivery

Dr. Cheryl L. Willman

University of New Mexico Cancer Center

9:30 am **Delivery and Payment Systems for Quality Oncology Care**

Moderator: Dr. Davidson

Quality Oncology Care: What Are We Purchasing?

Dr. Allan Korn

Blue Cross Blue Shield Association

Quality as a Foundation for Cancer Care: A View from ASCO

Dr. Allen S. Lichter

American Society of Clinical Oncology

Partnerships Between Providers and Payers: Opportunities for Improved Quality of Care and Reduced Cost

Dr. Lawrence N. Shulman

Dana-Farber Cancer Institute

10:30 am **Break**

Agenda

Monday, October 17 *continued*

10:45 am **2011 AACI Distinguished Scientist Awardee Presentation**

Cancer Genomes and Their Implications for Research and Patients

Dr. Bert Vogelstein

Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins University

12:00 pm **AACI Awards Luncheon**

(Oriental Ballroom, Ballroom Level)

2011 Distinguished Public Service Award

Rep. C.W. Bill Young (R-FL)

2011 Distinguished Public Service Award

Rep. Steve Israel (D-NY)

An Overview of the Organisation of European Cancer Institutes (OEI)

Dr. Willem van Harten

President OEI, Executive Board Netherlands Cancer Institute

New President's Initiative 2011-2013

Dr. Dalton

Recognition of AACI Supporters

2:00 pm **Partnerships with Advocates**

Moderator: Ms. Stewart

Mr. Andy Miller

LIVESTRONG

Ms. Shelley Fuld Nasso

Susan G. Komen for the Cure®

Ms. Alison Smith

C-Change

Monday, October 17 *continued*

3:00 pm **NCI Office of Cancer Centers Update**

Dr. Linda K. Weiss

National Cancer Institute

3:30 pm **Break**

3:45 pm **Genetic Medicine of the Future: The Business of Genomics**

Moderator: Dr. Caligiuri

Practical Aspects of Implementing a Genomics-Based Personalized Medicine Program in an NCI-Designated Cancer Center

Dr. William L. Carroll

NYU Cancer Institute

A Public/Private Partnership Model to Support Personalized Medicine

Dr. Timothy J. Yeatman

H. Lee Moffitt Cancer Center and Research Institute

Personalized Genomics in Oncology

Dr. Laura J. van 't Veer

UCSF Helen Diller Family Comprehensive Cancer Center

5:00 pm **Adjourn**

8:30 – 11:00 pm **Hospitality Suite**
(Garden I, Lobby Level)

Agenda

Tuesday, October 18

7:00 – 8:00 am **Breakfast**
(Oriental Ballroom, Ballroom Level)

7:00 am **Exhibits Open**
(Grand Ballroom Foyer, Ballroom Level)

8:00 am **New Partnership Models**
Moderator: Ms. Jeanine Stiles
*UC Davis Cancer Center,
The University of California Davis Medical Center*

Cancer is a Global Problem
Dr. Oliver Bogler
University of Texas M.D. Anderson Cancer Center

Cancer Care in the Digital Age
Dr. Frederick J. Meyers
*UC Davis Cancer Center,
The University of California Davis Medical Center*

Shared Facilities and Resources: New Models and Innovations
Dr. Dan Theodorescu
University of Colorado Cancer Center

9:15 am **The Oncology Drug Shortage: Is There a Solution?**
Dr. Karen Hagerty
American Society of Clinical Oncology

9:45 am **Break**

10:00 am **AACI Excellence in Cancer Communications
Awardee Presentation**
A Better Public Understanding of Cancer Research
Dr. Siddhartha Mukherjee
Herbert Irving Comprehensive Cancer Center of Columbia University

11:00 am **Adjourn**

Continuing Medical Education

Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Vanderbilt School of Medicine and the Association of American Cancer Institutes. Vanderbilt School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Designation of Credit

Vanderbilt School of Medicine designates this educational activity for a maximum of 11.25 AMA PRA Category 1 Credit(s)TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

- a. To obtain credit for your participation in today's activity, complete the Vanderbilt CME Documentation of Attendance form.
- b. Place the completed form on the registration desk as you leave today.
- c. You will receive email notification of online credit availability 1-2 weeks after data is submitted to Vanderbilt CME.
- d. You may access your record of participation at anytime by visiting the Division of CME web-site at www.cme.vanderbilt.edu and following the instructions to obtain a transcript.

Objectives

After participating in this CME activity, participants should be able to describe and discuss:

1. What metrics to use to assess a cancer center's readiness to deliver and succeed in delivering high quality, cost-effective coordinated care to patients with cancer.
2. The importance of collaborative partnerships in the rapidly changing environment caused by health care reform and exploding biomedical knowledge.
3. The characteristics of successful collaborative partnerships in —
 - a. Delivering high quality cost-effective coordinated care
 - b. Expediting the development of new cancer therapies
 - c. Expanding the reach of cancer treatment and care expertise
 - d. Examining the value of new cancer treatments
 - e. Developing an implementation plan for genomics
 - f. Establishing global academic programs
 - g. Creating telemedicine programs
 - h. Setting up shared facilities and resources

Continuing Medical Education

Statement of Need

Health care reform and the genomics revolution have created conditions that few individuals have experienced in previous training. These new conditions call for new metrics to be used and new collaborative arrangements that are still evolving. For cancer centers to continue to be leaders in cancer care and provide the very best possible care to patients who have cancer, individuals who provide leadership at cancer centers will have to develop the competencies to use these new metrics and collaborative arrangements.

Faculty Disclosure

It is the policy of Vanderbilt School of Medicine and the Association of American Cancer Institutes to require disclosure of financial relationships from individuals in a position to control the content of a CME activity; to identify and resolve conflicts of interest related to those relationships; and to make disclosure information available to the audience prior to the CME activity. Presenters are required to disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentations. A comprehensive list of disclosures can be found below.

Speaker CME Disclosure

Disclosure of Financial Relationships

All course directors, planners, and speakers have no financial relationships to disclose with the exception of the following:

| | | |
|-----------------------|------------------------------------|---|
| Dr. Laura van 't Veer | Agendia, Inc. | Shareholder Employee |
| Dr. Bert Vogelstein | Inostics Exact Sciences PGDx | Shareholder Shareholder Shareholder |

Vanderbilt CME has determined that there are no conflicts of interest.

Speaker Bios

Mary Beckerle, PhD

**Ralph E. and Willia T. Main Presidential Professor
CEO and Director, Huntsman Cancer Institute
Associate Vice President of Cancer Affairs, University of Utah
Distinguished Professor of Biology**

Mary Beckerle, PhD, has served as CEO and Director of Huntsman Cancer Institute since 2006, and she was appointed in 2009 to an additional key health sciences leadership role as Associate Vice President for Cancer Affairs at the University of Utah. Beckerle joined the faculty of the University of Utah in 1986, and is a distinguished professor of biology and oncological sciences, holding the Ralph E. and Willia T. Main Presidential Professorship. She earned her PhD in molecular, cellular, and developmental biology from the University of Colorado at Boulder, where she was the recipient of a Danforth Fellowship, and completed post-doctoral research at the University of North Carolina at Chapel Hill.

Beckerle's research has defined a novel molecular pathway that regulates cell motility and is currently focused on understanding the impact of this pathway on tumor progression, particularly in Ewing's sarcoma. Her scientific work has been continuously funded by the National Institutes of Health and the American Cancer Society for over 21 years. She guided graduate education at the University of Utah as the director of the Interdepartmental Graduate Program in Molecular Biology for two years. In addition, Beckerle developed the Multidisciplinary Cancer Research Training Program at Huntsman Cancer Institute at the University of Utah and served for several years as principal investigator of the National Cancer Institute grant that supports this cancer-focused training initiative. Beckerle is the principal investigator of Huntsman Cancer Institute's NCI Cancer Center Support Grant (CCSG). Dr. Beckerle was elected as a Fellow of the American Academy of Arts and Sciences in 2008.

Oliver Bogler, PhD

**Vice President, Global Academic Programs
Professor, Department of Neurosurgery, Division of Surgery
The University of Texas M.D. Anderson Cancer Center**

Dr. Bogler studied Natural Sciences at Cambridge University graduating in 1988, and then moved to the laboratory of Dr. Mark Noble, Ludwig Institute for Cancer Research, University College Branch in London, UK for his PhD, which he completed in 1991. Following a post-doc at the Salk Institute in Developmental Neurobiology, he rejoined the Ludwig Institute, working with Dr. Webster Cavenee, Director of the San Diego Branch. His first faculty appointment in 1997, was in the Departments of Anatomy and Neurosurgery at Virginia Commonwealth University in Richmond.

Speaker Bios

In 2000 he moved to the Hermelin Brain Tumor Center, Henry Ford Hospital, Detroit and was promoted to Associate Professor in 2002. In 2005 Dr. Bogler joined the Department of Neurosurgery and the Brain Tumor Center at the UT M.D. Anderson Cancer Center as Director of Basic Research, and was promoted to Professor in 2009. His research is focused on EGFR signaling in glioma and novel platinum compounds.

Michael A. Caligiuri, MD

**Director, The Ohio State University Comprehensive Cancer Center
CEO, Arthur G. James Cancer Hospital and Richard J. Solove Research Institute
J.L. Marakas Nationwide Insurance Enterprise Foundation Chair in Cancer Research**

Michael A. Caligiuri, MD, is the director of The Ohio State University Comprehensive Cancer Center, chief executive officer of the James Cancer Hospital and Solove Research Institute, and holds the John L. Marakas Nationwide Insurance Enterprise Foundation Chair in Cancer Research. He is a professor in the departments of Internal Medicine and Molecular Virology, Immunology and Medical Genetics.

Dr. Caligiuri's research focuses on the molecular biology of leukemia, vaccine development to prevent lymphoma, and natural killer cell biology. More than 1,000 patients have been entered on his clinical trials in leukemia and lymphoma. He has authored more than 225 original scientific publications, holds numerous patents, and has trained over 100 students in his laboratory. He is an elected member of the American Association for Clinical Investigation and the American Association of Physicians, and he is an elected Fellow in the American Association for the Advancement of Science. In 2009, Dr. Caligiuri began serving a two-year term as president of the Association for American Cancer Institutes. He is the chair of the Publications Committee for the AACR, an associate editor of the journal *Blood*, and is on numerous national committees, including the National Cancer Institute's Board of Scientific Advisors. In 2010, Dr. Caligiuri was one of four individuals in the country to receive a MERIT award from the National Cancer Institute for his work on immunity and cancer.

William L. Carroll, MD

**Julie & Edward J. Minskoff Professor of Pediatrics and Pathology
Director, NYU Cancer Institute**

William L. Carroll, MD, the Julie and Edward J. Minskoff Professor of Pediatrics and Pathology, serves as director of the NYU Cancer Institute. Since assuming the position of director in January of 2008, he has forged new programs in

understanding why certain populations may be at risk for cancer and reasons for unequal distribution of cancer health care in urban environments as well as a new initiative to bring molecularly targeted therapy to patients.

Dr. Carroll has attained international renown as a leader in using the basic science of genomics to understand childhood tumors from their earliest beginnings and developing new more effective therapy. He has played a key role in developing new treatments, especially for acute lymphoblastic leukemia (ALL). As Chair of the Children's Oncology Group ALL Committee, he directed the largest clinical trials network for children with cancer worldwide. His laboratory has focused on using technical breakthroughs in the field of genomics to understand the underlying biological pathways that drive leukemia progression and drug resistance.

Anthony Coyle, PhD

**Vice President and Chief Science Officer
Centers for Therapeutic Innovation, Pfizer**

Dr. Coyle brings an extensive knowledge of the full development process to Pfizer. As Vice President and Global Head of Respiratory, Inflammation, and Autoimmunity Research at Medimmune Biologics, a Division of AstraZeneca, Dr. Coyle has succeeded in advancing more than ten compounds from discovery to clinical development. He additionally recruited and developed key scientific talent at Medimmune, growing the research organization from 20 to 100+ over five years and significantly improving core discovery competencies, processes and results. Prior to Medimmune, Dr. Coyle was Director of Research and Biology at Millennium Pharmaceuticals where he led a 35-person group responsible for the identification of novel target genes as well as for late stage lead optimization and delivery of development candidates. These include identification of novel surface receptor molecules such as T1/ST2 and ICOS as biotherapeutic targets as well as delivery of small molecule candidate drugs for respiratory disease.

William S. Dalton, PhD, MD

**President/Chief Executive Officer and Center Director
H. Lee Moffitt Cancer Center & Research Institute**

Dr. William S. Dalton received his PhD in toxicology and medical life sciences and his degree in medicine from Indiana University. He completed his internship in internal medicine at Indiana University and his residency in medicine at the University of Arizona in Tucson. He received fellowships in oncology and clinical pharmacology at the University of Arizona. He is board certified in internal medicine and medical oncology.

Speaker Bios

Dr. Dalton was the Founding Director of the Bone Marrow Transplant Program at the University of Arizona. At H. Lee Moffitt Cancer Center & Research Institute at the University of South Florida, Dr. Dalton was hired in 1997 as the Associate Center Director for Clinical Investigations. While at Moffitt, Dr. Dalton was appointed Deputy Director in 1999. Additionally, in 1999 he was the Professor and Founding Chairman of the Department of Interdisciplinary Oncology (now known as the Department of Oncologic Sciences) at the University of South Florida, until 2001. He served as Dean of the College of Medicine at the University of Arizona in Tucson from 2001-2002. Dr. Dalton returned to H. Lee Moffitt Cancer Center & Research Institute in August 2002 to serve as its Chief Executive Officer and Center Director. He is president-elect of the Association of American Cancer Institutes.

Nancy E. Davidson, MD

Director
University of Pittsburgh Cancer Institute
UPMC Cancer Centers

Nancy E. Davidson, MD, serves as Director of the University of Pittsburgh Cancer Institute and UPMC Cancer Centers and associate vice chancellor for cancer research at the University of Pittsburgh. She is responsible for all aspects of cancer research, care, and education within the University of Pittsburgh and UPMC health system. She holds appointments as Professor of Medicine, Pharmacology and Chemical Biology, and the Clinical and Translational Science Institute at the University of Pittsburgh School of Medicine.

Dr. Davidson is internationally known for her research in breast cancer. Her laboratory research has focused on epigenetics and breast cancer. She has been a leader in the conduct of breast cancer clinical trials in the national setting, previously serving as chair of the Eastern Cooperative Oncology Group's Breast Committee. She is author of over 200 scholarly papers and has been continuously funded by the National Institutes of Health since 1989.

Dr. Davidson was president of the American Society of Clinical Oncology in 2007-8 and has been an elected member of the Boards of Directors for the American Association for Cancer Research, American Society of Clinical Oncology, and Association of American Cancer Institutes. She is chair of the 2011 AACI/CCAF Annual Meeting Program Committee.

Lauren E. Hackett, MPA

Executive Director for Cancer Research Administration
Vanderbilt-Ingram Cancer Center

Lauren Hackett was named the Executive Director for Cancer Research Administration at the Vanderbilt-Ingram Cancer Center in September 2011,

responsible for operations, finance, administration, and clinical and translational initiatives across the cancer center. With over 20 years experience in administration at academic medical centers, her previous positions include Executive Director for Administration at the NYU Cancer Institute, Deputy Director for Administration at the Yale Cancer Center and the Director of the Office of Sponsored Programs at Rockefeller University.

Ms. Hackett currently sits on the Cancer Centers Administrators Forum Executive Committee, serves as a member of the external advisory board for several NCI-designated Comprehensive Cancer Centers, has participated in numerous NCI CCSG and Cooperative Group site visits, and is an ad hoc member of NCI Subcommittee H.

Karen Hagerty, MD

Director of Reimbursement Policy
American Society of Clinical Oncology

Dr. Karen Hagerty graduated from the George Washington University School of Medicine and Health Sciences. After a year of post-graduate training, she spent five years working on contracts with NCI and other NIH institutes, primarily in the areas of health information and informatics. She joined ASCO five years ago as Director of Guideline Development, subsequently moving into her current role as Director of Reimbursement Policy. Dr. Hagerty has spent the last 18 months monitoring the drug shortage issue and working with key ASCO leaders to develop advocacy strategy around this issue, including raising public awareness and engaging stakeholders and policymakers.

Allan M. Korn, MD

Senior Vice President, Chief Medical Officer
Office of Clinical Affairs
Blue Cross and Blue Shield Association

Allan Korn, MD, is Chief Medical Officer and Senior Vice President for Clinical Affairs for the Blue Cross and Blue Shield Association (BCBSA), a national federation of 39 independent, community-based and locally operated Blue Cross and Blue Shield companies. The Blue System is the nation's largest health insurer covering nearly 98 million people – one-in-three of all Americans. It is the largest single processor of Medicare claims in the nation, and holds the world's largest privately underwritten health insurance contract — the 4.9-million-member Federal Employee Program (FEP).

Dr. Korn serves as Medical Director for BCBSA and oversees the Technology Evaluation Center (TEC), an independent, applied health service research organization that uses an evidence-based methodology for the assessment of clinical technologies. He also represents BCBSA with governmental agencies, regulatory bodies and accrediting entities, and oversees the National Council of Physician Executives made up of senior BCBS company physicians that advise the Association.

Speaker Bios

Allen S. Lichter, MD

Chief Executive Officer American Society of Clinical Oncology

Allen S. Lichter, MD, is the Chief Executive Officer of the American Society of Clinical Oncology (ASCO). ASCO is the world's leading professional organization representing over 30,000 physicians and other health professionals in all oncology subspecialties. ASCO's members set the standard for patient care worldwide.

Dr. Lichter spent the major part of his career at the University of Michigan, first as Chair and Professor of Radiation Oncology from 1984-1998 and then as Dean of the Medical School from 1998-2006. Prior to his time at Michigan, Dr. Lichter was the Director of the Radiation Therapy Section of the NCI's Radiation Oncology Branch. Dr. Lichter's research led to a Gold Medal from the American Society for Therapeutic Radiology and Oncology (ASTRO). He is a member of the Institute of Medicine of the National Academies of Science.

Randall C. Main, MBA

Vice President and Chief Financial Officer Fred Hutchinson Cancer Research Center

Randall Main is vice president and chief financial officer at the Fred Hutchinson Cancer Research Center. Mr. Main has served in his current position at Fred Hutchinson since 1984 and his responsibilities include all corporate financial management, treasury and reporting functions, budget development and financial modeling, research grant and contract administration, risk management, and materials management. As CFO, Mr. Main is also the corporate treasurer and staff to several committees of the Center's board of trustees. Mr. Main is a certified public accountant and received his MBA from the University of Puget Sound and his bachelor's degree in accounting from Western Washington University. Mr. Main was appointed treasurer of the Association of American Cancer Institutes in 2005.

Frederick J. Meyers, MD, MACP

Executive Associate Dean UC Davis School of Medicine

Frederick J. Meyers, MD, MACP, executive associate dean for the UC Davis School of Medicine, oversees the research, teaching, clinical care and community engagement missions of the medical school and closely coordinates with the leadership across UC Davis Health System to advance the health of patients and their families. He is also the executive director of Medical Education and Academic Planning for the University of California, Merced. He is leading the effort to begin a UC Merced medical school that would train new physicians in the San Joaquin Valley to provide care in medically underserved communities.

Dr. Meyers is a long-time leader of the hospice movement in the United States, establishing programs that are now national models for providing compassionate end-of-life care. He is well known for his work in "simultaneous care," a model of care that allows cancer patients with advanced disease to receive both investigational treatments and palliative care. In recognition of his pioneering role in the field, Dr. Meyers was elected a Master of the American College of Physicians, the nation's largest medical specialty organization. Meyers has focused his research on cancer molecular biology, metastatic cancer and pain management. He has conducted numerous clinical trials on prostate cancer and gene expression in renal cell carcinoma.

Andy Miller, MHSE, MCHES

Executive Vice President of Mission LIVESTRONG

Andy Miller is a melanoma survivor and Executive Vice President of Mission for LIVESTRONG. He oversees the strategic direction and daily operations of its programmatic activities, including grants and partnerships, educational programs for those affected by cancer, and implementation of the foundation's cancer policy platform.

Andy joined LIVESTRONG in 2003 to assume responsibility for the creation of the foundation's public health initiatives and went on to oversee the foundation's development of all survivorship programs. Prior to joining LIVESTRONG, Andy directed the Physician Oncology Education Program (POEP), a joint project of Texas Medical Association and the Texas Cancer Council. The mission of the POEP was to educate primary care physicians on cancer prevention and early detection issues. Andy also worked at the University of Florida as a Health Educator, coordinating patient education on a variety of health-related topics for a campus of over 40,000 students.

Siddhartha Mukherjee, MD, DPhil

Assistant Professor, Department of Medicine The Herbert Irving Comprehensive Cancer Center of Columbia University

Dr. Siddhartha Mukherjee is a cancer physician and researcher. His book "The Emperor of All Maladies: A Biography of Cancer" won the 2011 Pulitzer Prize in general non-fiction. Dr. Mukherjee is an assistant professor of medicine at Columbia University and a staff cancer physician at Columbia University Medical Center. A Rhodes scholar, he graduated from Stanford University, University of Oxford and Harvard Medical School. He has published articles in *Nature*, *The New England Journal of Medicine*, *The New York Times*, and *The New Republic*.

Speaker Bios

Shelley Fuld Nasso, MPP

**Director, Public & Medical Affairs
Susan G. Komen for the Cure®**

Shelley Fuld Nasso joined Susan G. Komen for the Cure® in 2004. She has helped Komen for the Cure become a global advocacy leader, driving numerous local, state and federal policy initiatives to increase funding for breast cancer screening, treatment and research and ensure quality of care for all. In her previous role as director of public policy, Fuld Nasso managed Komen's public policy and legislative efforts. She helped expand Komen's grassroots advocacy efforts from a pilot program with 15 Affiliates to a program that reaches Komen's entire Affiliate Network, the world's largest and most progressive grassroots network of breast cancer survivors and activists operating in more than 120 cities and communities across the globe.

John Peabody, MD, PhD, FACP

**Chief Medical Officer and Senior Vice President
Sg2**

Dr. Peabody is Sg2's chief medical officer and a member of the clinical leadership team. An internationally recognized leader, he has authored more than 200 peer-reviewed publications and several books on measurement, quality, economics and health care systems. He regularly meets with clients to introduce and implement Sg2's latest analyses and insights, and he is a featured speaker at numerous Sg2 meetings and educational events.

Dr. Peabody is currently a National Institutes of Health-funded investigator and sits on the Institute of Medicine's committee for cardiovascular disease. His academic leadership, which includes two active academic appointments at University of California campuses, has led to his placement on blue-ribbon panels and has given him the opportunity to give congressional testimony, as well as sit on peer-reviewed expert committees and World Health Organization task forces. Since 1995, Dr. Peabody has been a member of the departments of medicine, epidemiology and biostatistics, and health services at the University of California. Before joining the university, Dr. Peabody worked for the RAND Corporation, the World Health Organization, the World Bank and Project HOPE in China. He was also a senior officer with Amgen, working in oncology. He continues to serve as a deputy director of Global Health Sciences at the University of California, San Francisco (UCSF), where he is a professor.

Vicki L. Seyfert-Margolis, PhD

**Senior Advisor for Science Innovation and Policy, Commissioner's Office
U.S. Food and Drug Administration**

Vicki L. Seyfert-Margolis, PhD, is the Senior Advisor for Science Innovation and Policy for the FDA Commissioner's Office. Dr. Seyfert-Margolis focuses on initiatives in regulatory science, personalized medicine and scientific computing and informatics. Previously, she served as Chief Scientific Officer at Immune Tolerance Network (ITN), a non-profit consortium of researchers seeking new treatments for diseases of the immune system. At ITN, she oversaw the development of more than 20 centralized laboratory facilities, and the design and execution of biomarker discovery studies for over 25 Phase II clinical trials. As part of the biomarker efforts, she established construction of a primer library of 1,000 genes that may be involved in establishing and maintaining immunologic tolerance and co-discovered genes that may mark kidney transplant tolerance. Dr. Seyfert-Margolis was also an Adjunct Associate Professor within the Department of Medicine at the University of California, San Francisco. Prior to academia, she served as Director of the Office of Innovative Scientific Research Technologies at the National Institute of Allergy and Infectious Diseases at NIH, where she worked to integrate emerging technologies into existing immunology and infectious disease programs.

Lawrence N. Shulman, MD

**Chief Medical Officer
Senior Vice President for Medical Affairs
Chief, Division of General Oncology, Department of Medical Oncology
Dana-Farber Cancer Institute**

Lawrence N. Shulman, MD, is Chief Medical Officer, Senior Vice President for Medical Affairs, and Chief, Division of General Oncology, Department of Medical Oncology at Dana-Farber Cancer Institute. He focuses his efforts on the clinical services for both adult and pediatric care at the Dana-Farber Cancer Institute (DFCI) and its partners, Brigham and Women's Hospital, and Children's Hospital Boston.

Dr. Shulman has served as one of the component leaders throughout the DFCI strategic planning initiative. He is Director of Network Development for Dana-Farber Brigham and Women's Cancer Center, and oversees DFCI ambulatory oncology units at several regional sites. He is also physician leader for the development of clinical information systems for DFCI. He is chair-elect of American Society of Clinical Oncology's (ASCO) Quality of Care Committee and a member of ASCO's Electronic Health Record Workgroup. He is also a member of the ASCO Workgroup on Provider/Payer Initiatives. He is a member of the Commission on Cancer of the American College of Surgeons, and Vice-Chair of their Quality Integration Committee. He is the co-chair of the Clinical Research workgroup for the Certification Commission on Health Information Technology (CCHIT), and also on their workgroup establishing oncology criteria for electronic health records.

Speaker Bios

Alison P. Smith, BA, BSN, RN

Vice President for Strategic Initiatives C-Change

Ms. Smith has 20 years of experience in the healthcare industry, ranging from the bedside to the boardroom. For the past seven years, she has worked at C-Change, currently serving as Vice President for Strategic Initiatives. Previously, Ms. Smith has worked as a nurse and executive in a “Top 100” community teaching hospital, as an Assistant Editor of the journal *Nursing Economic\$*, as a consultant to hospitals on quality and practice issues, and volunteered as a Board Member and President for the Women Health Executives Network in Chicago.

Barbara Duffy Stewart, MPH

Executive Director Association of American Cancer Institutes

Barbara Duffy Stewart has served as executive director of the Association of American Cancer Institutes (AACI) since 1999. Ms. Stewart oversees all administrative, financial and external affairs of the Association, which is comprised of 95 of the leading academic and free-standing cancer research centers in the United States. She conceives and implements programs and strategies that benefit the nation’s cancer centers and contribute to the goals of the national cancer program. Before joining AACI, Ms. Stewart was director of Communications and Public Affairs at the University of Pittsburgh Cancer Institute (UPCI). She was responsible for UPCI’s interactions with business, community, and government leaders to increase awareness of UPCI’s novel cancer programs and activities.

Ms. Stewart is President-elect of the of the board of directors of the National Coalition for Cancer Research, and sits on the executive committee of Friends of Cancer Research, and serves on the Board of Directors at the YMCA Pittsburgh. She previously served on the board of directors of the Education Network to Advance Cancer Clinical Trials (ENACCT), the Center for Victims of Violent Crime, and Family House, Inc., where she was a member of the executive committee and chaired the public relations committee.

Jeanine Stiles

Associate Director for Administration UC Davis Cancer Center, The University of California Davis Medical Center

Jeanine Stiles is the Associate Director for Administration at the UC Davis Cancer Center. She joined UC Davis in February 1999 and was instrumental in helping the Cancer Center achieve NCI Designation in July 2002. Ms. Stiles’ responsibilities encompass research administration, financial, personnel and business management,

strategic planning, development, and administrative oversight for clinical trials and the clinical enterprise. Prior to UC Davis, Ms. Stiles worked at UCLA as Contract and Grant Specialist in the Department of Microbiology and Immunology, Administrative Director for Center For AIDS Research/AIDS Clinical Trials Cooperative Group, Chief Administrative Officer for the School of Theater, Film and Television and Director of R-NET, a software development project for electronic research administration. Ms. Stiles serves on the External Advisory Board of the Chao Family Comprehensive Cancer Center at UC Irvine and is an advisor on the UC Davis Clinical and Translational Science Center Research Resource Committee. Ms. Stiles currently sits on the Cancer Centers Administrators Forum Executive Committee.

Dan Theodorescu, MD, PhD

Paul Bunn Professor and Director University of Colorado Cancer Center

Dr. Theodorescu is the Paul Bunn Professor and Director of the NCI-designated University of Colorado Cancer Center. He is also Professor of Surgery and Pharmacology and Attending Urologic Oncologist. Dr. Theodorescu has a focused clinical practice in urologic oncology with a special interest in bladder cancer and minimally invasive robotic surgery. He also manages an active translational molecular biology lab focused on identifying the molecular mechanisms leading to bladder and prostate cancer metastasis and their potential applications to patients with these diseases.

Dr. Theodorescu has three significant accomplishments to date: The first has been the identification of a new metastasis suppressor gene, RhoGDI2, in human cancer. The second accomplishment has been the development of COXEN (CO-eXpression ExtrapolatioN) a radical new strategy aimed at 1) personalizing cancer therapy and 2) identifying which new drugs have a high likelihood of being effective in patients based solely on in vitro assays. The third accomplishment is gene expression and mass spectrometry based proteomics work that has resulted in the discovery of novel tissue and urinary biomarkers respectively of bladder and prostate cancer which have been validated in prospectively collected tumor samples from clinical trials and which offer the potential for diagnosis and therapy guidance.

Frank M. Torti, MD, MPH, FACP

Director Comprehensive Cancer Center of Wake Forest University

Dr. Torti joined Wake Forest University School of Medicine in 1993 as the Charles L. Spurr Professor of Medicine, Director of the Comprehensive Cancer Center, and Chair of the Department of Cancer Biology. He developed and is principal investigator on a training program in cancer biology for PhD students and MD and

Speaker Bios

PhD postdoctoral fellows that is funded by an NIH T32 grant. He is the founding and immediate past president of the Cancer Biology Training Consortium, a national society of cancer biology chairs and program directors.

In January 2009, Dr. Torti was appointed Acting Commissioner of the FDA. He managed complex multi-state food borne illness outbreaks, and initiated a scientific taskforce on scientific tools for rapid detection of pathogens that involved the Department of Homeland Security, DARPA, CDC, FDA, USDA, NIST, and NIH. He also developed strong collaborations with NIH and NCI leadership to tackle complex scientific issues surrounding rodent and primate toxicology and human epidemiology of estrogen disruptors. At the FDA, Dr. Torti was able to develop a strong and growing sense of community around the preeminence of science in a regulatory agency.

Willem van Harten, MD, PhD

**President, Organisation of European Cancer Institutes
Executive Board Member, Netherlands Cancer Institute**

Professor van Harten is a member of the executive board of the National Cancer Institute-Antoni van Leeuwenhoek Hospital (NKI-AVL) in Amsterdam, where he is responsible for the overall organisation and management. For the past four years, he has been the Chair of Quality Management of Health Care in the technology and management department of the University Twente. Prior to his affiliation with NKI-AVL, Dr. van Harten served as chief executive officer in the Het Roessingh rehabilitation hospital from 1992 to 2001. Subsequently, he obtained a degree in community medicine while working as a chief medical advisor of a major health insurance company from 1986 to 1992.

Laura van 't Veer, PhD

**Professor of Laboratory Medicine
Angela and Shu Kai Chan Endowed Chair in Cancer Research
Leader, Breast Oncology Program
Director, Applied Genomics
Helen Diller Family Comprehensive Cancer Center
University of California, San Francisco**

Laura van 't Veer, PhD, is Professor of Laboratory Medicine and is the Principal Investigator of the Bay Area Breast SPORE and Program Leader of the UCSF Helen Diller Family Comprehensive Cancer Center Breast Oncology Program (BOP). Dr. van 't Veer received undergraduate training in biology and a master of science in molecular oncology (1984) at the University of Amsterdam in the Netherlands.

Dr. van 't Veer moved to UCSF as Professor of Laboratory Medicine in 2010 and assumed leadership of the Bay Area Breast Cancer SPORE and the BOP. In 2011 she assumed leadership of the Athena Breast Health Network at UCSF. She holds the Angela and Shu Kai Chan Endowed Chair in Cancer Research. Her research focuses on personalized medicine to advance patient management based on knowledge of the genetic make-up of the tumor as well as the genetic make-up of the patient.

Bert Vogelstein, MD

**Professor of Oncology and Pathology, Investigator
Howard Hughes Medical Institute
Director, Ludwig Center for Cancer Genetics & Therapeutics
Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins University**

Dr. Bert Vogelstein was the first to elucidate the molecular basis of a common human cancer. His work on colorectal cancers forms the paradigm for much of modern cancer research, with profound implications for diagnostic and therapeutic strategies in the future.

Dr. Vogelstein holds a joint appointment in Molecular Biology and Genetics at Johns Hopkins University and is an Investigator of the Howard Hughes Medical Institute. He is currently the Director of the Ludwig Center for Cancer Genetics & Therapeutics at the Johns Hopkins Kimmel Cancer Center. He has received numerous awards recognizing his pioneering studies on the pathogenesis of human cancer. These include the Young Investigator Award from the American Federation for Clinical Research, The Bristol Myers Squibb Award for distinguished achievement in cancer research, the American Cancer Society Medal of Honor, and The Gairdner Foundation International Award in Science, among many others. Dr. Vogelstein was elected to the American Academy of Arts & Sciences as well as the National Academy of Sciences, USA in 1992, to the American Philosophical Society in 1995, to the Institute of Medicine in 2001 and to the European Molecular Biology Organization (EMBO) in 2005. His advisory roles have included Chairmanships of the National Research Council Committee on the Biological and Biomedical Applications of Stem Cell Research and the Board of Scientific Counselors of the National Human Genome Research Institute.

Speaker Bios

Linda Weiss, PhD

**Director, Office of Cancer Centers
National Cancer Institute**

Dr. Linda Weiss is Director of the Office of Cancer Centers of the National Cancer Institute. Prior to joining NCI in 2000 as a program director in the Organ Systems Branch, Dr. Weiss was director and principal investigator of the SEER Program and co-director of the Epidemiology Program at the Karmanos Cancer Institute at Wayne State University. In these roles, she held responsibility for ensuring compliance with contractual program and budget requirements of NCI, state cancer reporting requirements, and privacy and confidentiality regulations as well as liaison activities with local hospitals, physicians, and scientists; and facilitation of research through the SEER Registry with investigators from multiple disciplines. Dr. Weiss' research during this time period focused primarily on a long-term epidemiological study of exogenous hormone use and risk of breast cancer.

Cheryl L. Willman, MD

**Director and CEO
University of New Mexico Cancer Center
Professor of Pathology and Internal Medicine
UNM School of Medicine**

Cheryl L. Willman, MD, is the Director and CEO of the University of New Mexico Cancer Center and a Professor of Pathology and Internal Medicine at the UNM School of Medicine where she holds the Maurice and Marguerite Liberman Distinguished Chair in Cancer Research. Dr. Willman is an internationally recognized leukemia researcher, focusing on the use of comprehensive genomic technologies to identify novel targets for improved diagnosis, risk classification, and therapy, and, the translation of these targets to diagnostics and clinical trials. She has played significant leadership roles in the leukemia translational medicine studies in two of the NCI Cooperative Groups, COG and SWOG. Her laboratory is supported by over \$16 million in funding from the NCI and other agencies.

Over the past 11 years as Director and CEO of the UNM Cancer Center, Dr. Willman has led the development of the clinical, research, education, and outreach programs of the Cancer Center, culminating in the formal designation of the Center as a NCI-Designated Center in 2005 and its successful five-year competitive NCI designation renewal in 2010. Dr. Willman has received numerous research grants and awards from NCI, Howard Hughes Medical Institute, the Leukemia and Lymphoma Society, and The W.M. Keck Foundation. Dr. Willman has served in national leadership roles in many organizations and currently serves as a Member of the NCI Board of Scientific Counselors.

Timothy J. Yeatman, MD, FACS

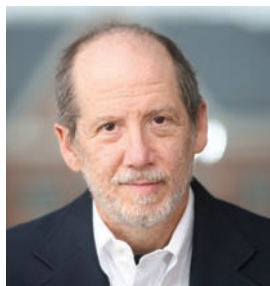
**Senior Member, Oncologic Sciences, Moffitt Cancer Center
Executive Vice President & Founding Chief Scientific Officer, M2Gen**

Dr. Timothy Yeatman is Professor of Oncologic Sciences and Section Head of Hepatobiliary Surgery at Moffitt Cancer Center. He also serves as Executive Vice President & Founding Chief Scientific Officer for M2Gen, a wholly owned subsidiary of Moffitt Cancer Center. Dr. Yeatman has received numerous honors and awards including the James IV Association of Surgeons Traveling Fellowship, Europe 2001; the Center Director's Award for Outstanding Research at Moffitt Cancer Center (1998, 1997, 1995); and the James Ewing Foundation Trainee Award, Society of Surgical Oncology, 1997. Dr. Yeatman has been continuously funded over the course of the past 18 years through grants from the NCI and the American Cancer Society.

Dr. Yeatman has focused his research on the management of gastrointestinal malignancies with a special research emphasis on using genome scale microarrays to identify the molecular signatures of cancer that provide diagnosis, prognosis and response to therapy. Dr. Yeatman is the Principal Investigator for "Total Cancer Care," a large initiative in personalized medicine. The project is supported with more than \$140 million from Merck and government sources. The project, managed by M2Gen, has consented more than 70,000 patients to date and has profiled more than 21,000 tumor samples with a global gene expression array. These molecular data are tied to longitudinal clinical data to support ongoing preclinical and clinical research efforts.

Awardee Profiles

2011 AACI Distinguished Scientist Award



Bert Vogelstein, MD
Sidney Kimmel Comprehensive Cancer Center at
Johns Hopkins University

The Association of American Cancer Institutes (AACI) recognizes Dr. Bert Vogelstein with its 2011 AACI Distinguished Scientist Award for his extraordinary scientific accomplishments and contributions to the cancer center and cancer research communities. Dr. Vogelstein is perhaps best known for his guiding role

in uncovering the specific genes and mutations responsible for colorectal cancer and his leadership in establishing a genetic model for cancer progression that has enhanced understanding of the formation and development of all cancers. His published studies of cancer genetics are the most highly cited works in the field.

Dr. Vogelstein is professor of oncology and pathology and investigator at Howard Hughes Medical Institute, and director of the Ludwig Center for Cancer Genetics & Therapeutics at the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins University.

The goal of Dr. Vogelstein's research is to develop new approaches to the prevention or treatment of cancers through a better understanding of the genes and pathways underlying their pathogenesis. A major focus is on cancers of the colon and rectum, and Dr. Vogelstein and his colleagues have shown that each colon neoplasm arises from a clonal expansion of one transformed cell. Current studies are aimed at further characterization of the mechanisms through which these genes act, the identification of other genes that play a role in this tumor type, and the application of this knowledge to patient management.

Dr. Vogelstein is an inventor with more than 100 U.S. patents. He has also held editorial positions at *Science*, *Molecular Cell*, *Cancer Cell* and *The New England Journal of Medicine*. According to the Institute for Scientific Information, Dr. Vogelstein is the most highly cited scientist in the world with more than 170,000 citations, far more than any other scientist in any discipline.

Previous AACI Distinguished Scientist Awardees are Lee Hartwell, Stuart Schreiber, Robert Weinberg, Irving Weissman, Janet Rowley and Mary-Claire King.

AACI Excellence in Cancer Communications Award



Siddhartha Mukherjee, MD, DPhil
Herbert Irving Comprehensive Cancer Center of
Columbia University

The Association of American Cancer Institutes (AACI) recognizes Dr. Siddhartha Mukherjee with its AACI Excellence in Cancer Communications Award. The award acknowledges exemplary achievement in creating a greater awareness of cancer through better understanding of its complex nature.

Dr. Mukherjee is the Pulitzer Prize-winning author of "The Emperor of All Maladies: A Biography of Cancer." As described on the Pulitzer Prize website, Dr. Mukherjee's best seller is, "an elegant inquiry, at once clinical and personal, into the long history of an insidious disease that, despite treatment breakthroughs, still bedevils medical science."

Dr. Mukherjee is an Assistant Professor of Medicine at The Herbert Irving Comprehensive Cancer Center of Columbia University. A hematologist and oncologist, Dr. Mukherjee is also known for his work on the formation of blood, and the interactions between the micro-environment, or niche, and cancer cells. A Rhodes scholar, he graduated from Stanford University, University of Oxford, and Harvard Medical School. He has published articles in *Nature*, *The New England Journal of Medicine*, *The New York Times*, and *The New Republic*.

Awardee Profiles

2011 AACI Distinguished Public Service Awards

The Honorable Steve Israel United States House of Representatives



The Association of American Cancer Institutes (AACI) recognizes U.S. Representative Steve Israel of New York with its 2011 Distinguished Public Service Award for his exceptional leadership in promoting cancer research and his passionate commitment to the needs of patients with cancer.

As co-chair of the House Cancer Caucus, Rep. Israel's credentials as a champion of cancer research are widely known. The cancer research community is particularly grateful to Rep. Israel for his leadership in the field of ovarian cancer, as illustrated by his sponsorship, and the unanimous passage, of the Save Our Women from Ovarian Cancer Act. Rep. Israel also sponsored the Access to Cancer Clinical Trials Act of 2009 and the Assuring and Improving Cancer Treatment Education and Cancer Symptom Management Act of 2009, and he was a co-sponsor of the establishment of a national childhood cancer database and of a bill requiring insurers to cover breast cancer treatment.



The Honorable C.W. Bill Young United States House of Representatives

The Association of American Cancer Institutes (AACI) recognizes U.S. Representative Bill Young of Florida with its 2011 Distinguished Public Service Award for his outstanding efforts on behalf of cancer patients and medical research. As chairman of the House Appropriations Committee from 1999-2005, Rep.

Young helped realize a vision of a government deeply committed to scientific research by leading the Appropriations Committee to double federal medical research funding.

Rep. Young counts his work to establish the National Marrow Donor Program as his proudest legislative accomplishment. Over the past 23 years, he has helped grow this national and international registry to more than eight million volunteer donors across 30 nations and it has given thousands of children and adults with otherwise terminal blood disorders a second chance at life.

Support

Acknowledgment of Commercial Support

Vanderbilt School of Medicine and the Association of American Cancer Institutes express appreciation to the following companies for their support of this educational activity by providing an unrestricted educational grant:

- Amgen
- Astellas
- Elekta
- Genentech
- Genomic Health, Inc.
- Varian Medical Systems Foundation, a corporate advised fund of Silicon Valley Community Foundation

Acknowledgment of Programmatic Support

The Association of American Cancer Institutes gratefully acknowledges the following organizations for providing program and activity support:

- Amgen
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- Bristol-Myers Squibb
- Forte Research Systems
- Lilly USA, LLC
- Novartis
- Velos

Exhibitors

Vanderbilt School of Medicine and the Association of American Cancer Institutes express appreciation to the following companies for their support of this educational activity by providing exhibit fees:

C-Change

The vision/mission of C-Change is to eliminate cancer as a major public health problem at the earliest possible time by leveraging the expertise and resources of its members. C-Change is the only organization that assembles cancer leaders from the three sectors — private, public, and not-for-profit — and from across the cancer continuum — prevention, early detection, treatment, quality of life and research.

C-Change

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www.c-changetogether.org

iLab Solutions, LLC

iLab Solutions provides a complete web-based core facility management system designed exclusively for academic research institutions, with a particular focus on cancer centers. The iLab system streamlines the entire core service work flow, from identifying services, placing requests and scheduling equipment through financial approval, recharges, invoicing and reporting. iLab allows cancer centers to reduce invalid billing codes, improve compensation rates, simplify reporting compliance, and save time for both core staff and customers. The system can be integrated directly with major financial systems such as SAP, PeopleSoft, and Lawson to ensure seamless data transfer.

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IT Works, Inc.

316 West Millbrook Road, Suite 213, Raleigh, NC 27609

919-232-5332

www.itworks-inc.com

LIVESTRONG

LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death. Created as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known publicly by its powerful brand – LIVESTRONG – and is a leader in the global movement on behalf of 28 million people around the world living with cancer today. Originating with the iconic yellow wristband, LIVESTRONG has become a symbol of hope and inspiration to people affected by cancer around the world. Since its inception, the organization has raised more than \$400 million for the fight against cancer.

LIVESTRONG

855.220.7777

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