



SPECIAL BURNING ISSUES SUPPLEMENT NOVEMBER 2006

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THIS SUPPLEMENT TO THE *US TOO PROSTATE CANCER HOT SHEET* WAS MADE POSSIBLE BY CHARITABLE CONTRIBUTIONS FROM PEOPLE LIKE YOU

US TOO CELEBRATES PROSTATE CANCER AWARENESS ACTIVITIES

US TOO UNIVERSITY 2006 - COLUMBIA, SOUTH CAROLINA

Learn. Laugh. Lead.

Notebooks, book bags, pencils and pens. . .

September saw countless students of all ages heading back to school. Us TOO International support group leaders were no exception. Nearly eighty motivated support group leaders gathered in Columbia, South Carolina, September 29-30 for a two-day educational event called **Us TOO University**. This capped off an active September and Prostate Cancer Awareness Month.

This was the first event of its kind, further signifying Us TOO International's unwavering commitment to the education and support of those on the front line of prostate cancer – Us TOO's many volunteer support group leaders – as well as for patients and their family members affected by the disease. In keeping with Us TOO Uni-



versity's motto, **Learn. Laugh. Lead.**, participants were provided with timely and useful information, they had a terrific time, and can now return home better prepared to confidently **lead**.

It is no secret that the prostate cancer community faces unprecedented growth. Us TOO University was designed to equip Us TOO's support group network for **today and the fu-**

ture. The "Us TOO U" event really featured two events in one: the full-day training workshop for volunteer chapter support group leaders held on Saturday, and – on Friday evening – an educational symposium with vendor exhibits.

The *Friday Night Forum* portion of the 2-day program featured sessions on the latest information on treatment options, presented by leading local physicians from a variety of disciplines. The symposium was opened up to the entire local community, and prostate cancer patients and their spouses were invited to attend in addition to the volunteer training workshop students.

The evening started with general sessions on surgery, radiation, cryotherapy and chemotherapy treatment op-

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The first graduating class of the Us TOO University 2006! Congratulations to the 78 volunteer chapter leaders who joined us!

SUCCESS IN CHICAGO—A TEAM'S TALE

The Second Annual Greater Chicago Prostate Cancer Run, Walk 'n Roll had a quite a different look in its sophomore year, with new faces doing their part in the fight against prostate cancer. Among these faces, a few stand out, including a platoon of warriors, a few pals, and a whole bunch of crewmembers. These three groups refer to some of the more successful "TEAMS" that participated in the Chicago Run, Walk 'n Roll. These three small groups of coworkers, friends, and family members combined to raise more than \$6,000 that will help Us TOO International's efforts to support and educate the thousands of people touched by prostate cancer yearly.

The Don Johnson Prostate Warriors TEAM was created by the Don Johnson Chapter Leader, Russ Gould with the help of the Us TOO Staff in tribute of the founder of one of the earliest Us TOO chapter leaders. Simply by sending out a mailing to his chapter, as well as mentioning it at his chapter's meetings, Russ was able to encourage this chapter to raise almost \$2,000.

Keeping up with these warriors was a motivated mom with a great idea. A local Chicago elementary school teacher, Pat Reed, started the Pat's Pals TEAM. After inviting some of her friends and family to join her on September 10th to take part in the

G R E A T E R C H I C A G O



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walk, she decided she wanted to do more. She concluded after some thought to have her 800 students have a fundraiser to raise money for her team, Pat's Pals. Each student paid \$1 to be out of uniform on the Friday before the walk, and in one day Pat raised \$885 before the three o'clock bell! With the help of her other teammates, Pat and her Pals raised \$2,100.

Not to be outdone, Coach's Crew put together a group that no one would forget. Five siblings, Judy, JoAnne, Wally Jr., Jeff, and Jim, put coach's Crew together in loving memory of their parents, Walter and Helen. Drawing inspiration from their late parents, the members of Coach's Crew; named after their father's devotion and work with youth athletics, worked together to raise over \$2,100 to support the efforts of Us TOO International. They also showed their love of sports by showing up to the Sunday Walk fitted in Chicago Bears jerseys and sweatshirts; supporting their dad's team, who just so happened to trounce their rivals from Green Bay that day, 26-0.

Among these three extraordinary teams were numerous other groups of coworkers, friends, and family, who worked together to raise more than \$46,000 for the Greater Chicago Prostate Cancer, Run, Walk 'n Roll. Forming teams on the walk's website, <www.prostatecancerrunwalknroll.org> individuals told their stories, pictures, and emails, all in the effort of helping the thousands of men and their families touched by prostate cancer every year.

Thanks to the work of teams like *Jim's Jaywalkers*, *Ted's Troops*, *Dr. G!*, *Pam's Pink Flower Power Rangers*, "TNT", and the *Irish Brigade*, the Second Annual Greater Chicago

Prostate Cancer Run, Walk 'n Roll was successful and provided Us TOO International with a strong foundation to improve on this success with more corporate teams in next year's Chicago event as well as this year's Houston event. Visit <www.ustoo.org> to access both of these events.

All of the previously mentioned teams can be viewed there as well so check them out for yourself and find out how you can help get a team event in your area.

US TOO UNIVERSITY

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tions and followed with breakout sessions on each topic for further discussions. The session on incontinence and impotence solutions was extremely well attended. This evening event also featured ten exhibitors and delicious prostate-healthy refreshments!

The volunteer training workshop held on Saturday featured a wide variety of topics to give support group leaders the tools and information to move confidently and successfully into the future.

The curriculum featured nine diverse sessions:

- Reaching out and growing your chapter
- Mission critical: Supporting the newly diagnosed
- From cure to comfort: Supporting those facing end-of-life issues
- Grass roots advocacy: Every voice counts
- Recognizing and supporting emotionally challenged individuals
- Safe and effective chapter management
- What now? Support those with advanced disease
- The unseen patient: Supporting companions and family members
- Planning for the future of your chapter.

In attendance were men and women, young and young-at-heart, medical professionals, and lay people too. The sessions:

- Touched on a wide variety of topics



Example of a TEAMraiser fundraising webpage to encourage donations to walkers and runners

- Were extremely well-received
- Prompted lively discussion amongst participants

Not only did support group leaders learn from the many presenters, they actively learned from each other as well.

Us TOO University was made possible through the generous support of our sponsors:

Special thanks to our Platinum Program Supporter — sanofi-aventis

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Special thanks to Roland Young, Us TOO Senior Volunteer Regional Director, for all his hard work in making the first-ever Us TOO University program such a success... and so memorable with the Marine Color Guard and the 20-member choir!

Watch for information about future Us TOO University programs hosted in different locations around the United States! You don't want to miss it!

LIVING (AND EATING) WELL AT US TOO UNIVERSITY

Not only were there terrific informative educational sessions at Us TOO University, but the food was excellent as well. Most importantly, special attention was given to the menu to create delicious, nutritious, prostate healthy meals. Terri Gibbons (Us TOO staff) and Chef Robert of the Clarion Town House Hotel created abundant, stunning, appetizing, and visually inviting meals from the time participants arrived to the time they departed.

One participant said it well, "Not only did you nourish our minds with this terrific abundant information but you nourished our bodies as well with tasty, health-conscious meals each day. Thank you for attending to all the details."



Us TOO U presenters receive a special thank you, (standing) L to R: Elizabeth Brown, Gary Skramstad, Elizabeth Cabalka, Don Lynam, Mo Kiefert, Russ Gould, Jim Kiefert, Bill Palos, Ron Witherspoon, (kneeling): Tom Kirk



L to R: Us TOO U presenter Ron Witherspoon, student Fred Gersh, Us TOO Chapters Program Director Karen Bacher, and Us TOO Senior Volunteer Regional Director Roland Young enjoying the post-graduation festivities



Lew Musgrove (right), Us TOO Senior Volunteer Regional Director and Past Board Chair, leads the group in selecting healthy, nutritious and tasty menu options

US TOO INTERNATIONAL IS GROWING, MOVING AND CHANGING

By Tom Kirk, President & CEO, Us TOO International

It is no secret that we find ourselves in exciting, challenging and important times. As the prostate cancer community is rapidly growing, moving and changing, so is Us TOO International. We are leading the efforts to raise awareness, to educate and to support a population that previously spoke of prostate cancer only in whispers. Our foundation is firm, and we must continue to step up, speak out, and be heard.

Recent Us TOO events around the country, as well as numerous activities in the network, reflect a shift in awareness about prostate cancer. Communities are coming together to raise funds and awareness. Educational tools and events are helping to strengthen the support network - the very backbone of this organization. The reach of Us TOO's support efforts is expanding to new communities, demographics, and previously underserved populations. The foundation is firm and the time is now.

Prostate cancer is no longer spoken of only in low tones. Just as breast cancer is now discussed openly and support is readily available, we follow their example of raising awareness to critical mass and building support, always in a spirit of collaboration and partnership inside and outside the Us TOO network.

While we are profiling here only a few of the activities and events that took place during prostate cancer awareness month, we know there were countless connections made and many heroic acts that took place elsewhere. To each of you who participated and reached out to offer support, we applaud your efforts and encourage you to continue.

Despite a changing population, our mission has not changed: *to communicate timely, personalized and reliable information enabling informed choices regarding detection and treatment of prostate cancer.*

Let's continue to make a difference as we embody our mission.



Hugh McMurray from Platinum Sponsor sanofi-aventis talks with an Us TOO U attendee



Us TOO Chairman Jim Kiefert welcomes Us TOO University attendees as Tom Kirk, President & CEO, looks on



Mr. and Mrs. Joe Dickey and a family friend enjoy the Us TOO U graduation dinner



Chapter leaders attending Us TOO University received a large bag of resources and materials to take home