



Volume VIII, Fall/Winter 2003

# Perspectives

Reaching  
For  
Tomorrow:  
JWCI  
Looks to  
the Future



Everyone would like the power to foresee the future. That's even more true with cancer, where perhaps medicine's greatest challenge is predicting what will happen as the disease and its treatment proceed.

*Will I be cured? Will it recur? Will I live to see my children grow?*

In pushing the limits of medicine, doctors and scientists at the John Wayne Cancer Institute are dedicated to finding answers to these meaningful questions.

This issue of *Perspectives* looks at the future of cancer research, education, and JWCI itself. As the Wayne family continues to champion our organization, we feature Patrick and Ethan Wayne, both sons of the late John Wayne, who inspired our Institute's creation. Both brothers are very involved with the financial support and vision that guides us. Patrick succeeds his late brother Michael Wayne as our new Chairman, and Ethan, a member of the JWCI Board of Directors, also heads Wayne Enterprises.

On the science frontier, we take an inside look at the cutting-edge laboratories of the Department of

Molecular Oncology, where Dr. Dave S.B. Hoon and other researchers are discovering new biochemical markers to help assess "predictive outcome"—the course a cancer is likely to take. Meanwhile, Dr. Frederick Singer, Director of the Institute's Endocrine/Bone Disease Program, offers an expert's view on the future of research into cancer, hormones and bones.

The Institute is a recognized research leader; recently the National Cancer Institute approved a proposal to expand our melanoma program, advancing the sentinel node technique pioneered at JWCI. Results will pave the way for future diagnosis and treatment of melanoma and other cancers.

Education is part of our commitment to the future. In this issue, you'll meet five JWCI Fellows who are electing to spend a third year in JWCI's acclaimed surgical oncology training program. Finally, we present news on vital fundraising events, such as the *Avon Walk for Breast Cancer* and the *Odyssey Ball*, and other projects that support our research.

Each dollar raised contributes to the future — the future of every cancer patient in the world whose life will be touched by the work we are doing today ■



# Patrick Wayne

*Chairman, John Wayne Cancer Institute*



As the new Chairman of the John Wayne Cancer Institute, let me first say how proud and honored I am to be taking this leadership role. As many of you know, I will be continuing the work begun by my brother Michael, who founded the Institute and oversaw its development into the premier cancer research organization it is today.

Michael put his heart and soul into the Institute. Partly because it was named after our father, partly because he saw that the work that is done here focuses on that most sacred of endeavors — saving human lives. Many members of our own family have fallen victim to cancer: our father, John; our uncle, Bob Morrison; our sister, Toni; and most recently, our mother, Josephine. The memory of these four people weighs heavily in the Wayne family's commitment to furthering the mission of the Institute.

Like others in our family, I have helped promote the Institute from time to time. Now the time has come to take that involvement to a higher level.

I am deeply impressed by the contributions our faculty, staff and research programs have already made to advance cancer medicine and to alleviate the suffering of patients everywhere. It is an honor to have such a fine team with which to work. As we look ahead, we must also set sights on new strategies — and develop the resources to support them in our fight against this heartless, soulless enemy.

Our challenge is great, but our resolve is greater still. This is the promise that was made over 20 years ago — a promise that I, with my family's and everyone's help, am here to fulfill ■

## Remembering “The Duke” in the 60s The Alamo

UNITED ARTISTS (MGM)

Year Released: 1960

Produced and Directed By: John Wayne

Screenplay By: James Edward Grant

|        |                  |                                    |
|--------|------------------|------------------------------------|
| STARS: | John Wayne:      | <i>Colonel Davy Crockett</i>       |
|        | Richard Widmark: | <i>Colonel Jim Bowie</i>           |
|        | Frankie Avalon:  | <i>Smitty</i>                      |
|        | Patrick Wayne:   | <i>Captain James Butler Bonham</i> |
|        | Laurence Harvey: | <i>Colonel William Travis</i>      |
|        | Ruben Padilla:   | <i>General Santa Anna</i>          |
|        | Richard Boone:   | <i>General Sam Houston</i>         |
|        | Linda Cristal:   | <i>Flaca</i>                       |
|        | Aissa Wayne:     | <i>Angelina Dickinson</i>          |



*Photo: Patrick Wayne (lower right) on the set of The Alamo with his father, John Wayne, who directed and produced the film. The Alamo was nominated for an Academy Award for Best Picture.*

### JWCI Board of Directors

|                            |                   |
|----------------------------|-------------------|
| Patrick Wayne,<br>Chairman | <u>Ex-Officio</u> |
| Armando E. Giuliano, M.D.  | Joyce Green       |
| Donald L. Morton, M.D.     | Gary Grubbs       |
| Patrick L. Nally           |                   |
| Ethan Wayne                |                   |

### JWCI Board of Trustees

|                          |                            |                         |                         |
|--------------------------|----------------------------|-------------------------|-------------------------|
| Donna Rosen,<br>Chairman | Carolyn Dirks<br>Dougherty | Joyce Krasny            | Robert Thom             |
| Steve Allen              | Cyril Drabinsky            | Ki Suh Park             | Sandi Walker            |
| Jackie Banchik           | George Drucker             | Max Ramberg             | Ruth Weil               |
| Randy Banchik            | Diane Feldman              | Randall N. Smith        | Mrs. Rodney F. Williams |
| Andy Camacho             | Judianne Jaffe             | Wallace Steiner         |                         |
|                          |                            | Sherry Sexton Striepeke |                         |

# A Family's Commitment Continues

## Patrick and Ethan Wayne



The seven sons and daughters of John Wayne in the early 1990's. (l-r) Melinda Wayne Muñoz, Ethan Wayne, Aissa Wayne, Patrick Wayne, Toni Wayne La Cava, Michael Wayne and Marisa Wayne

As professional actors, Patrick and Ethan Wayne have played leading roles in many film and television productions. Now, in leadership positions at the John Wayne Cancer Institute, they are taking on the most challenging – and in many ways most important – roles of their careers.

The Wayne family has been instrumental in the Institute's growth since its inception. Now, Patrick and Ethan, both

sons of the late John Wayne, continue to represent the “next generation” of the Wayne family. And the strength of their commitment to JWCI reflects their commitment to the memory of their beloved father.

Patrick Wayne, 64, succeeds his older brother, the late Michael Wayne, as Chairman of the Board of JWCI. Meanwhile, Ethan Wayne, 41, also succeeds Michael by taking over the helm of Wayne Enterprises, which licenses the use of John Wayne's name and image.



(l-r) Ethan Wayne and Marisa Wayne with Dr. Donald Morton at a JWCI sponsorship party in 2001

Patrick's acting career started early. He made his first film appearance at age nine, with his father in “Stagecoach.” But few people would suspect that he has long held a love of the life sciences. Patrick graduated from Loyola University with a B.S. in biology and minors in both chemistry and philosophy. “I started as an English major, but in my freshman year I discovered a real interest in biology,” Patrick explains. “In fact, I became a pre-med major. At the end of my four years, it turned out that I still wanted to pursue a career in acting. But I did love biology. It still fascinates me.”

Yet, Patrick's experience in movies and TV offers a valuable advantage in his new role at the Institute: an ability to communicate with a wide range of people. “For JWCI's Board of Directors, part of our business is to get the message out, whether we're talking to doctors, donors, patients or government officials,” he observes.

As Chairman of the Board, Patrick sees the chance to build on JWCI's strengths and potential. “I'm very impressed by the direction and focus that the Institute has taken in the short time since its inception, and we are on the threshold of even greater things. My dream is for the Institute to continue to attract the brightest, most talented scientists and clinicians in the world. I believe it's time for JWCI to grow. That's where I want our mission to take us, and that's what we're working on now.”

That dedication has been long-standing. In addition to Michael's tireless efforts, Patrick, Ethan and many other members of the Wayne family have consistently contributed to the success of the Institute over the years, chairing and participating in Odyssey Ball fundraisers, bringing sponsors on board, and making personal financial donations.

Like so many families, the Waynes have lost many loved ones to cancer, bringing a deeply personal perspective to their relationship with JWCI. “Four people in our immediate family have died of cancer – my father, my uncle Bob Morrison, my mother Josephine, and my sister Toni,” Patrick says. “Without question, our family is committed to continuing our participation with the John Wayne Cancer Institute. I want there to be an assurance of that, and I am committed to carrying this Institute to the next stage.”

Patrick's passion for the Institute is already bringing new people and resources to JWCI. “The more I become involved, the more enthused I am for the research programs. What I want to do is to translate that enthusiasm, to share it with other people, and get them excited about the work we're doing here.”



Ethan Wayne, Marisa Wayne and Patrick Wayne speaking with the media at the JWCI Terry Fox Run in 2001



Patrick with JWCI Auxiliary President Ina Lewis at the 2002 Odyssey Ball

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## **NATIONAL CANCER INSTITUTE** Expands Sentinel Node Research With Approval of “New Approaches to Surgical Oncology” Program

The National Cancer Institute has reaffirmed JWCI's leadership in the advancement of cancer treatment and research. The NCI recently approved a proposal for a program project called “New Approaches to Surgical Oncology” (NASO). Renewing the project's support further validates the innovative sentinel node technique, first introduced by Dr. Donald L. Morton in 1990 for cutaneous melanoma (skin cancer). The technique is now considered standard practice in managing this disease. Importantly, the NCI will continue to support the ongoing Multicenter Selective Lymphadenectomy Trial of the sentinel node technique (MSLT-I), as well as other research. A phase III trial with more than 2,000 patients, MSLT-I is the largest surgical study of melanoma ever carried out, serving as a prototype for a successful international randomized trial.

The grant will also support MSLT-II, a new follow-up trial involving at least 25 melanoma centers and 4,200 patients. MSLT-II will help physicians determine whether lymph node surgery is always necessary when a sentinel node contains tumor cells.

“The overall goal of the NASO program project is to use melanoma as a model to help us optimize the surgical management of solid tumors, and to identify good candidates for adjuvant therapy after surgery,” explains JWCI Medical Director Donald L. Morton, M.D.

Three other interrelated projects will also be conducted under NASO. Dr. Morton will direct a study of blood samples from melanoma patients, monitoring them for markers that may help predict the recurrence of melanoma. Carbon dye will also be assessed for use in lymphatic mapping. Dave S.B. Hoon, Ph.D., M.Sc., head of JWCI's Department of Molecular Oncology, will evaluate molecular markers using the reverse transcriptase-polymerase chain reaction, to improve the sensitivity with which doctors can detect microscopic metastases (cancer that spreads). Dr. Alistair Cochran, an associate working with JWCI, will examine tissue from primary melanoma and regional lymph nodes, focusing on the immune microenvironment of the sentinel node and its role in tumor growth.



The concepts upon which the NASO program project is based were presented by Dr. Morton earlier this year at the annual meeting of the American Surgical Association, and will be published in the October issue of *Annals of Surgery* ■

(Continued from Page 3)

Ethan Wayne shares his brother's zeal for seeing the Institute thrive. “I look at the people who have been helped by the Institute,” he says. “You see them after their treatment, and it's wonderful to know the doctors here have helped improve their quality of life. I have a friend I've known for 20 years who had advanced melanoma. He received the vaccine 10 years ago, and he's still going—he's cancer free. That's 10 more years with his kids and his friends. It's an incredible feeling, to be part of something that does people so much good.”

While also an actor by trade, Ethan is taking on two new roles, both as an active member of the JWCI Board of Directors, and as General Partner of Wayne Enterprises. He brings a strong sense of commitment to both jobs. “This is my way of taking care of my dad, and the institute that we named after him. I feel a personal responsibility to make the right decisions.”

The same drive that Ethan applies to his family's business also fuels his desire to see the Institute excel. “Wayne Enterprises has supported JWCI for almost 25 years, and that will continue. Now Patrick and I are working together to attract new resources and people to join the Institute's remarkable faculty and staff as we carry out our mission.”

Part of their responsibility will be to explore new strategies that will support JWCI's organizational health over the long term. “Michael spent a lot of time and effort working with JWCI, and we want to make sure that the good he did continues,” Ethan asserts. “We'd like to attract the kind of supporters who can create a permanent endowment for the Institute, so we're able to do our work consistently even as needs change from year to year.”

Dr. Donald Morton, Medical Director and Surgeon-in-Chief, agrees that the “new guard” will help guide JWCI as it grows and reaches out in new directions. “I'm impressed with how quickly both Patrick and Ethan have become familiar with the issues and challenges facing the Institute,” he says. “We're fortunate to have the Wayne family's continued dedication to the work we do here. With support from them, and our many friends and benefactors, this Institute will only continue to thrive and grow. And we will keep making a difference in the lives of countless individuals braving cancer, throughout this country and around the world.” ■



# THE AVON WALK FOR BREAST CANCER: CHEERS, TEARS & A GENEROUS GIFT



Avon walkers (l-r) Robin & Wally Steiner, and Linda Hamann



Dr. Giuliano of JWCI accepting Avon's \$1 million gift at the event's closing ceremonies

On an early Saturday morning in September, they arrived—legions of everyday people, walking with spirit and determination to raise funds and awareness for the breast cancer cause. The *Avon Walk for Breast Cancer* Los Angeles attracted participants of all ages and ethnicities for a challenging trek through the streets, parks and neighborhoods of L.A.

And JWCI was there at the one-mile mark, with a cheering booth decked out in red, white and blue, to lend support to this worthy, heartfelt cause. As the walkers approached, they passed proudly through the booth's festive arches while staff members whistled, applauded and gave them high-fives.

"These people are doing so much to raise the money we need to fight breast cancer. It's an honor for us to cheer them on," said Joyce Green, JWCI Senior Vice President of Public Affairs and Development.

The weekend event let walkers opt for either a 26.2-mile full marathon or a 13.1-mile half marathon on day one, with another 13.1 miles on day two. Participants walk as much or as little of the route as they are able. More than 1,100 women and men participated in the event, many wearing T-shirts pinned with pink ribbons, cloth hearts, photos and other remembrances of friends and family members for whom they walked. Arizona resident and JWCI supporter Robin Steiner (profiled in the spring issue of *Perspectives* and a veteran of many Avon Walks) posed for a quick photo with a friend, both sporting their trademark hot pink wigs.

The *Avon Walk for Breast Cancer* Los Angeles was the seventh of eight weekend events in 2003 that also included Washington, D.C.; Boston; Cincinnati; Chicago; San Francisco; Portland, OR; and New York. The Avon Walks build upon the Avon Foundation Breast Cancer Crusade's decade-long commitment to supporting progress in the fight against breast cancer. In 10 years, the Crusade has returned an unprecedented \$250 million to breast cancer research and care organizations worldwide. Currently, Avon supports programs for breast cancer and other vital health issues in more than 50 countries.

The closing ceremony was a tearful yet triumphant time for the walkers, many of whom had completed their first Avon Walk ever. It was also a significant moment for the Institute, when it was announced that the Avon Foundation was awarding JWCI a \$1 million gift. The funds will support breast cancer research at JWCI in a partnership and program between the Institute and the Center for Healthy Aging, establishing education, outreach, screening, diagnostic and treatment care for women over 65.

"We are delighted to receive this generous gift from the Avon Foundation," said Dr. Armando E. Giuliano, Director of the Institute's Joyce Eisenberg Keefer Breast Center. "Since aging is a major risk factor for developing breast cancer, this program is so important to improving quality of life for these women. Older women often receive fewer treatment options, less than adequate care, or treatment regimens not best suited to result in cures. This funding will allow us to enhance our ability to reach these older women with access to life-saving health services and quality treatment and care."

In 2004, six *Avon Walk for Breast Cancer* events are scheduled, including Los Angeles, September 11-12. Please visit [www.avonwalk.org](http://www.avonwalk.org) or call 1-877-WALK AVON for more information about the *Avon Walk for Breast Cancer*. To learn more about the Avon Foundation, you may visit [www.avonfoundation.org](http://www.avonfoundation.org) ■

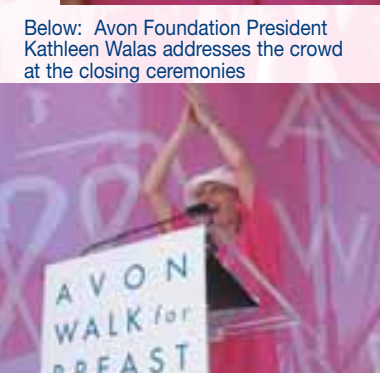


Left: Armando E. Giuliano, M.D., Director of JWCI's Joyce Eisenberg Keefer Breast Center, with Monika White, Ph.D., President/CEO of Center for Healthy Aging

Below: The Closing Ceremonies...what an event!



Above: Mile one — JWCI's cheering booth on the morning of September 6



Left: A family reads special tribute messages written by walkers and attendees



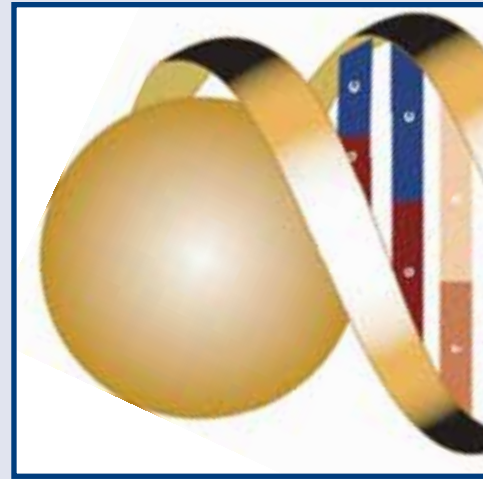
# ON THE (MOLECULAR) LEVEL

## *An Interview with Dr. Hoon*

**Dave S.B. Hoon, Ph.D., M.Sc.,** directs the Department of Molecular Oncology at JWCI. We spoke with him recently about his lab, his interests, and the challenges of working at the leading edge of cancer research.

**Q: Tell us something about your lab —how many people are working there, on what kinds of projects?**

**A:** My department is divided into several sections. The Division of Molecular Diagnostics covers RNA and DNA. The Division of Molecular Therapy is involved with developing cancer gene vaccines. The third division is Proteomics, covering Protein Chip™ analysis. We have 22 people, including M.D.s, M.D./Ph.D.s, surgical oncologists, and personnel with master and bachelor of science degrees.



**Q: Why does your research focus on the molecular aspects of oncology?**

**A:** Molecular oncology provides us with new opportunities for diagnostics and treatments that we didn't have five years ago. After the human genome was unraveled, cancer research moved quickly into the monitoring of cancer progression and targeted molecular therapeutics. This means improved diagnosis, better understanding of cancer progression, and innovative new treatments. Now, major advances are occurring rapidly. It's a very exciting time to be in research.

**Q: How do tumor markers “work” in terms of identifying the presence of a particular cancer?**

**A:** A traditional marker, such as in prostate cancer, is the elevated levels of a protein detected in blood, called Prostate-Specific Antigen (PSA), which has been relied on as the signature of prostate cancer. But there are problems with using a single protein marker, including reliability, specificity, sensitivity and utility. We are interested in using multiple RNA and DNA markers, and studying proteomics with Protein Chips™. These approaches have the advantage of requiring a smaller amount of material, while providing a plethora of information compared with markers in the past.

We also approach tumor markers differently than most other groups. We're using them to see if we can improve over traditional blood or pathology testing, because they give us more sensitivity and specificity in staging patients. For example, we are molecularly “upstaging” patients undergoing the sentinel lymph node procedure. Molecular techniques can show that a patient who appears negative in pathology may in fact be positive for metastatic disease and go on to develop disease recurrence.

**Q: Why is it important to focus on the predictive outcome of these markers?**

**A:** What's important is not simply knowing whether or not cancer is present, but the ability to predict what course a cancer is going to take. We always thought a primary tumor progressed to metastasis, and the metastasis had the same signature as the primary. They do have some commonality, but they can also be different. Cancer is not a stationary disease—it progresses and evolves rapidly. We want to obtain essential information to predict how a tumor will behave, and whether it will respond to therapy.

We have developed new molecular approaches making serial genetic analysis possible. We can monitor tumor genetic markers through serum or plasma without needing a tumor biopsy specimen. By the way, JWCI will be holding an international meeting (CNAPS III) on this novel approach, November 9-11 in Santa Monica, which I am chairing.

Monitoring cancer and applying therapies go hand in hand, and that's why I got into the field. It's still a challenge to know which therapy to give, and how to monitor it to determine if the therapy is actually working. To assess a new drug in patients, you also need to know how to monitor it.





Dave S.B. Hoon, Ph.D., M.Sc.

**Q: Your lab has developed a set of genetic markers that are of value to the assessment of patients. How are these markers being used?**

**A:** Right now, we are participating in a new multicenter trial of sentinel node dissection for melanoma to validate a combination of lymphatic mapping of the sentinel lymph node with molecular diagnosis. About 3,000 patients will be included in this unique, worldwide study. We are also involved in monitoring patients from institutes receiving a cancer vaccine and biochemotherapy.

**Q: What is your lab's involvement with polyvalent cancer vaccines?**

**A:** For the past seven years, I've had my own interest in developing cancer gene vaccines. We have created a method to deliver DNA and RNA of genes using liposomes (soap bubbles) to produce human tumor antigens that can immunize a host. This is where the future is going to be—expressing antigens by normal cells that efficiently activate the host's own immunity. Now, we're looking at adjuvants that can increase the effectiveness of this vaccination approach.

**Q: How are your findings being shared with other researchers?**

**A:** Through publications, meetings and workshops. Whenever we discover a new gene, we put it into the NIH genetic sequence database. This is important in the scientific community because it permits validation of the findings, and allows other scientists to duplicate your work. Proteomics also now has a databank to validate.

We also have ongoing collaborative projects with researchers all around the world, including a 10-year collaboration with Japan's renowned Osaka University Department of Gene Therapy. Institutes and investigators send us samples to analyze, from as far away as Sydney, Australia; Naples, Italy and London. And we have visiting scientists and, of course, our Fellows who stay for up to three years.

**Q: What would help to support your work?**

**A:** The most important thing is funding. We have major peer-reviewed grants from federal and state agencies, but in order to get those competitive grants, you need unrestricted funding first to develop new ideas and concepts that can break with traditional paradigms. This seed money allows us to develop preliminary tests for new concepts. It's very important to constantly develop approaches that may be high risk, but all it takes is a few that succeed to pay off. After a project develops, you can obtain peer-reviewed funding, but seed money is very important to get us to that higher level.

Technology changes rapidly, and certain equipment is essential. Even doing a pilot study—without restrictions—is crucial in a department like mine, to stay competitive with other major institutes and to move the field forward ■



# JWCI SEEDS OF INNOVATION PROGRAM

## *Seeding Life, Harvesting a New Tomorrow*



There's an old saying: "Great oaks from little acorns grow." And even the tiniest seed can be a gift. A gift of life, reaching from one generation to the next; an expression of a living thing, nurturing another.

In the same way, even the smallest private donation to the John Wayne Cancer Institute *Seeds of Innovation Program* makes a huge difference to those struggling with cancer and will have a great impact on those yet to be diagnosed. The Program provides our pioneering scientists with much needed resources, in the form of seed money—at the earliest stages of research. Seed money, otherwise known as unrestricted funding, provides for research projects that show the most promise and for those which have the greatest need

for financial support. It keeps research teams focused and active; it supports leaps in innovation; it keeps projects—and the possibility of finding a cure—alive.

At JWCI, seed money is used to turn research into new treatments in the shortest amount of time possible. All of JWCI's important and life-changing innovations have one aspect in common—they grew from a simple idea from one of our scientists. For example, the sentinel node technique, first developed by Medical Director, Donald L. Morton, M.D., has saved many patients the heartache of losing unnecessary tissue to cancer surgery. Today national consumer magazines educate their readers about this landmark cancer therapy, which has significantly changed treatment outcomes for millions of patients.

What began as a mere idea was brought to fruition through the vision of philanthropists who understood that their contribution would have a great impact on the future. Without initial funding such as theirs, there would be no new breakthroughs in cancer therapies. There would be no future for cancer patients. There would be no possibility of a tomorrow without cancer.

It is true our more advanced research projects attract the support of major institutions, such as the National Cancer Institute. This type of support, however, is limited. These grants only cover a portion of expenses and are approved only after the project has already begun to show results—a process that can take years. While external grant applications are being reviewed, research projects funded by seed money can be moving rapidly—making forward progress without delay.

Even the smallest donation makes a difference by helping us nurture new and innovative research. The prosperity of future generations will be in large part due to those exceptional individuals who support the innovation of scientists with a common vision of a tomorrow free of cancer. Together we can harvest a new and brighter tomorrow for cancer patients around the world ■

*For information on supporting the JWCI Seeds of Innovation Program, please call the Public Affairs and Development Office at 310.315.6111.*



*As a Pavé Circles of Distinction member, Laura Coats understands the tremendous and enduring impact that a gift to JWCI can bring, especially an unrestricted gift. She founded the Roy E. Coats Memorial Fund in memory of her late husband, and the fund has been instrumental in many of our successes. The Roy E. Coats Research Laboratories were*

*established at JWCI in 1991, and they serve as headquarters for some of the most innovative scientists in the country.*

*"Working at the leading edge of medical knowledge often requires a leap of faith," she says. "When we established the Roy E. Coats Memorial Fund, it was with the belief that many early-stage research projects could take root and flourish only if supported by unrestricted gifts. We had trust that the doctors at JWCI would sow these seeds of innovation carefully, and our faith has been justified. It's an honor that discoveries made at the Roy E. Coats Research Laboratories are alleviating the suffering of cancer patients worldwide."*



# The Cancer-Bone-Hormone Connection

## *Perspectives talks with Frederick Singer, M.D.*



*Dr. Singer is the Director of the Endocrine/Bone Disease Program at JWCI. A recognized expert in his field, he took time out of his busy schedule to give Perspectives readers some insights into the connections between cancer, bones and hormones —and why more research is needed in this challenging field.*



Frederick Singer, M.D.

**Q:** *Why study the interaction between tumors and bones?*

**A:** Tumors that spread to bone are a serious problem, and bone metastases (cancer that spreads from other tissues) occur very frequently with breast and prostate cancer. These can be very aggressive metastases, causing severe pain and fractures where the cancer has damaged or removed bone. Cancer in the spine can cause paralysis or serious nerve damage. A patient may require surgery to fix the bone, radiation to kill the cancer in the bone, and a lot of pain medicine.

**Q:** *You recently chaired a National Cancer Institute “Special Emphasis” panel on molecular interactions between tumor cells and bone. What was the scope of that panel?*

**A:** This was a group of M.D.s and Ph.D.s selected to review National Cancer Institute research grant applications on tumor and bone cell interactions. I was in charge of 30 scientists reviewing 109 grants.

The grant proposals focus on three things: Why are some tumors attracted to bone? What goes on in bone chemically when cancer is in there? Bone cells actually help cancers survive and grow, by providing a friendly physiological environment, and we want to learn how to interfere with that process. Finally, we need to know what chemicals a tumor produces that help destroy bone.

**Q:** *Why do you think the NCI chose you to chair it?*

**A:** I've had an interest in the effects of cancer on the skeleton since I was on the faculty of L.A. County-USC Medical Center 30 years ago. I witnessed cancer in its worst forms there, and saw many patients with end-stage cancers affecting the skeleton severely.

Another reason is that I am Chairman of the Board of the Paget Foundation, which promotes patient care and research on Paget's disease of bone and metastatic disease of bone. I cochaired three of our international meetings, which were also cosponsored by NCI.

**Q:** *What did you take away from the NCI “Special Emphasis” meeting?*

**A:** I was surprised that so many applications were submitted. A few years ago we would have had trouble getting just 30. The proposals made it clear that we have a long way to go in understanding the chemicals produced by tumors. I'm an endocrinologist, a hormone specialist, and I'm interested in what factors these tumors produce. Some tumors create incredible numbers of biological factors, many still unknown.

For example, I've been collaborating with Dr. Dave Hoon in our Molecular Oncology Department on a hormone called stannocalcin, which was first identified in fish, but which he discovered is also made by human breast cancer cells. We're not sure yet what it does in human beings, but it might be useful as a marker of cancer.

**Q:** *How might these trends impact your own research in the future?*

**A:** It stimulates me to keep investigating.

**Q:** *What about the other areas of your research?*

**A:** We recently published research on breast cancer chemotherapy and bone loss. Our goal is to prevent bone loss in breast cancer patients who can't take estrogen. JWCI is also the leading Southern California center for the diagnosis and treatment of primary hyperparathyroidism, mainly because of Drs. Giuliano and Hansen. To support that effort, my lab is doing basic studies on these tumors, in collaboration with Dr. Hoon.

**Q:** *What else should JWCI be doing to further progress in cancer, bones and hormones?*

**A:** Prostate cancer research is the single most critical area in which we need to expand. Currently, Dr. Hoon has a Department of Defense grant to develop better blood tests to detect the spread of prostate cancer. The grant supports collaborations with outside investigators, but I'd like to see more focus within the Institute itself on this serious men's disease ■

For information on supporting JWCI's research programs, please contact the Public Affairs and Development Office at (310) 315-6111.





# Carnesale in Venice



## JWC1 Auxiliary's



Above: Patrick Wayne (l) with Duke Award recipients, the family of Sandy Cohen. (l-r) Amy Cohen, Teddi Gilderman, and Irv Cohen



Top: Dr. Donald Morton (ctr) with some of the Auxiliary's past Presidents: (l-r) Ila Waldman, Diane Feldman, Jackie Banchik, Roberta Novick, current President Ina Lewis, Ruth Weil, and Donna Rosen



Above: Elizabeth and Irving Weiss (l) with Sherry and Charley Dargan (r)



Above: (l-r) Donna Arnold, Hal and Frances Linden

Above: Patrick Wayne (ctr) with the Chairs of the event (l-r): Sherry Dargan, Lorraine Morton, and Norma Bilchik



Left: Joyce Green and Joyce Keefer

Far Left: The family of Gretchen and Michael Wayne. (l-r): Maria and Lance King, Kathryn McFarlane, Chris Wayne, Patrick McFarlane, Melanie Wayne, Josie Wayne and Edward Wiley, Alicia and Jim McFarlane



Above: (l-r) Michael Eisenberg, Ilene Eisenberg, Tara Guizot



Left: Danny and Diane Feldman (l) with Jackie and Howard Banchik (r)



Left: Patrick Wayne (ctr) with silent auction Chairs (l-r): Toni Parnell and Hollace Brown



# 19th Annual Odyssey Ball

*There's an old saying in entertainment: "The show must go on." And at this spring's Odyssey Ball, the decision was just that — even though JWCI Chairman Michael Wayne had passed away only a few days before. Earlier, Michael had asked his brother, Patrick Wayne, to attend in his stead. "This event was intended to be a celebration of life," Patrick said. "And for all of us, it was an opportunity to celebrate Michael's life as well."*

*Representing the Wayne family, Patrick presented the annual Special Service "Duke" Award to honor the late Sandy Cohen, who co-founded the JWCI Auxiliary in 1982. Since its inception, the Auxiliary has raised more than \$12 million to support JWCI's research. Cohen, a long-term breast cancer survivor who was treated by Dr. Armando Giuliano, died last year after fighting ovarian cancer. The "Duke" Award was given to her husband, Irving Cohen, and daughters Amy Cohen and Teddi Gilderman. Ms. Gilderman is now a member of the Auxiliary board of directors.*

*Norma Bilchik, Sherry Dargan and Lorraine Morton served as Chairs of the gala event, "A Venetian Masked Ball." The importance of the annual fundraiser in furthering the work of the Institute was acknowledged by Michael's widow, Gretchen Wayne, who insisted that the affair be held as planned. "She wanted it to go on because that's what Michael would have wanted," Mrs. Morton said. And so it did.*

*Nearly 900 guests attended, each receiving a glittering, elaborately decorated mask to be donned during the evening. A luxurious "Carnevale" atmosphere was created by archways hung with swags of violet, garnet and gold, a back-drop painted with Venice's Grand Canal, and tables draped with crushed velvet, lit by candles and adorned with roses. Hollace Brown and Toni Parnell co-chaired the silent auction and live auction. Music was provided by Wayne Foster Entertainment.*

*JWCI appreciates the support and dedication of the Auxiliary, the Institute's largest fundraising group. Many Auxiliary members, in addition to raising funds, volunteer regularly at the Institute ■*



Dr. Donald and Lorraine Morton (l) with Norma and Dr. Anton Bilchik (r)



Joyce and Mel Keefer



Left: Andrea and Larry Kopald



Left: Maddy and Eugene Gordon

Below: Nancy Mansfield and Fran Chernus-Cutler



Left: Cheryl and Peter O'Colmain





# JWCI's Surgical Oncology Fellowship

*For some Fellows, the*

Dr. Rishab Gupta, JWCI's Vice President of Education, is seeing a trend in the Institute's Fellowship Program in Surgical Oncology: More and more fellows are electing to spend a second year in the research lab (over the minimum one-year requirement), in addition to their year in surgical oncology clinical practice. It seems that the chance to train even longer in basic research at the Institute is an opportunity these Fellows can't pass up.

"Meaningful research can easily take two years," Gupta explains. "And even during their year of clinical work, the Fellows can continue writing and presenting papers."

Along with cutting-edge techniques, JWCI's program prepares Fellows to win their own research grants. "Becoming an independent investigator is a competitive process," Gupta says. "Our Fellows need to learn how to be successful, and how to write a grant proposal that gets funded."

Evidence of that success is seen in the recent achievements of Dr. Lori Wilson. A second-year fellow in Dr. Hoon's molecular oncology lab, she has already won grants from the National Cancer Institute, the California Breast Cancer Research Program and the Association of Women Surgeons. The grants will support her studies of molecular markers in melanoma and the proteomics of breast cancer. In recognition, JWCI has further honored Dr. Wilson with the program's Grantsmanship Achievement Award.

Currently, five Fellows are enrolled for three-year stints. Here's a quick look at their profiles ■

**Name:** Jonathan Lee, M.D.  
**Age:** 34  
**Grew up:** Queens, New York  
**Education:** B.A. in Biology, U. Mass. Amherst; M.D., NYU School of Medicine  
 Residency, University of Rochester, NY



**Why JWCI?** "This is an excellent surgical oncology fellowship program, headed by giants in the field, Drs. Morton and Giuliano. JWCI is known for its emphasis on research. And after living in Rochester, coming to sunny Santa Monica doesn't hurt, either."

**Why Three Years?** "Research takes time. One year was not enough."

**Research Focus:** "I'm applying modern cDNA microarray and RT quantitative PCR technologies to sentinel lymph node immunosuppression. This work is unique because I'm not using tissue cultures, I'm analyzing real patient samples. It's much closer to real life."

**Career Fit?** "A doctor has a lifetime of work as a healer, a student and a teacher. I'd like to stay in academia to achieve those three goals, and doing research here will help me to do that."

**Biggest Surprise at JWCI?** "The atmosphere. JWCI has an excellent reputation as an institution, but I didn't expect it would be such a friendly place."

**Personal Note:** "I used to play acoustic guitar, but I had to stop after medical school because it gave me thick calluses. Surgeons need sensitive fingers so they can feel things during operations."

**Name:** John Kang, M.D.  
**Age:** 33  
**Grew up:** Potomac, Maryland  
**Education:** B.A. in Biology, Columbia University; M.D., Howard University College of Medicine  
 Residency, SUNY Buffalo; Active Duty Medical Service, U.S.A.F. 59th Medical Wing



**Why JWCI?** "The balance of research and clinical work, and the Institute's reputation all clicked for me. Although I had comparatively little research experience, I was welcomed to learn this vital aspect of surgical oncology, as well as getting clinical experience."

**Why Three Years?** "Getting to do two years of research really broadens your experience and helps you be productive. Also, I'm a Major in the Air Force, and the military supported my taking a 36-month fellowship as part of my continued medical education."

**Career Fit?** "The military doesn't just treat people who get shot. They have a big active duty and retiree population that needs the same kind of healthcare that civilians do."

**Biggest Surprise at JWCI?** "The only real surprise was how helpful everyone was in getting me settled. I started my fellowship a month later than the rest of the Fellows, so I expected to be floundering about on my own trying to get started. That hasn't been the case."

**Personal Note:** "I used to row competitively on a college crew team in New York. I had a great time rowing against the Navy and the Ivy League teams on the Hudson and Harlem rivers."





**Name:** Joseph Kim, M.D.  
**Age:** 32  
**Grew up:** Chicago, Illinois  
**Education:** B.A., Chemistry, Northwestern University; M.D., Loyola University, Chicago  
 Residency, University of Cincinnati

**Why JWCI?** “JWCI has a strong translational research program, a history of developing leaders in surgical oncology, and of course, some of the biggest names working in the field today.”

**Why Three Years?** “More experience. That will prepare the Fellows to make groundbreaking changes in the field, and ultimately help us become leaders in the research of cancer surgery.”

**Career Fit?** “I hope to continue in an academic career, so the research techniques I'm learning here I'll carry on into the future.”

**Biggest Surprise at JWCI?** “I was really surprised at how much of a sense of family cohesiveness there is in my lab. Of course, people work hard, but they also go out together, to celebrate birthdays, play golf, or just have lunch.”

**Personal Note:** “After college, I traveled around Greece with some friends. My favorite memory was the night we spent in Crete, sleeping on the roof of an apartment building under a sky full of stars.”

**Name:** Lori Wilson, M.D.  
**Age:** 37  
**Grew up:** Portsmouth, Virginia  
**Education:** B.S., Biology, Georgetown University; M.D., Georgetown Medical School  
 Residency, Howard University



**Why JWCI?** “JWCI is truly dedicated to producing academic surgeons. When I compared the surgical oncology training programs, JWCI offered a higher quality combined research and clinical experience.”

**Why Three Years?** “With three years, it's possible to establish a body of work that reflects my area of research.”

**Research Focus:** “Proteomic oncology, the analysis of protein changes in patients with cancer. We use sensitive protein-binding chips with a laser mass spectrometer to detect cancer in very small samples. Our goal is to identify the signature protein differences as a normal cell makes its transition to cancer.”

**Biggest Surprise at JWCI?** “Being awarded the Grantsmanship Achievement Award at the Fellows graduation dinner. I had no clue!”

**Personal Note:** “When I think back, the most amusing thing is that I was both a debutante and a cheerleader in high school — but my cheerleading career was ended by an anterior cruciate ligament injury during my senior year.”



**Name:** Steve Martinez, M.D.  
**Age:** 32  
**Grew up:** Long Beach, CA  
**Education:** B.S., Biology and Society, Cornell University; M.D., University of Washington, Seattle  
 Residency, SUNY Stonybrook

**Why JWCI?** “It was an easy decision — two of the biggest names in surgical oncology are here, Drs. Giuliano and Morton. And from the mentors to the statistical, editorial and creative services, the whole environment at JWCI is very different. There's more support for research training.”

**Why Three Years?** “Surgical oncology is a specialty on the cutting edge, so you have to be very knowledgeable. That not only means coming up with the right answers, but also the right questions.”

**Career Fit?** “I'm actively trying to find out if basic research is something I'll want to keep in my professional armamentarium, and this is certainly the place to make that decision — a place where I can do good quality work.”

**Biggest Surprise at JWCI?** “It's very collegial. The support staff, the secretaries, the nursing staff, everyone is very cooperative. It's good to be in a place where everyone is interested in getting the job done, and doing it well.”

**Personal Note:** “During medical school, I competed in a swing dance contest in Seattle, with my girlfriend at the time, Estela. Three years later, we were married.”

For information on supporting our Surgical Oncology Fellowship Program, please call the Public Affairs and Development Office at (310) 315-6111.



# **JWCI: *Joining Forces with U.S. Military to Battle Prostate Cancer***

## *Department of Molecular Oncology Receives Department of Defense Grant*



The U.S. Department of Defense (DOD) is joining forces with the John Wayne Cancer Institute to protect American males from a deadly enemy: prostate cancer. The DOD recently awarded the Institute a grant for the project, "Serum Genetic Markers as Surrogates of Prostate Cancer Progression," with Dr. Dave S.B. Hoon as principal investigator.

In 2002, more than 189,000 American men were diagnosed with prostate cancer, and about 30,000 died from the disease. "Prostate cancer is the most frequently diagnosed cancer in American males and a significant cause of cancer-related deaths in the United States," said Dr. Hoon. Yet not all men who develop prostate cancer will die from it, he explained. "The major issue we will study is the use of serial genetic markers in blood, to potentially determine which patients diagnosed with prostate cancer will develop progressive disease during their lifetime."

Currently, there is no cure for locally advanced or metastatic (spreading) prostate cancer. But if patients can be diagnosed in early stages of the disease and monitored more effectively, it could improve their disease management — and ultimately, their survival, Hoon asserted. The new study will incorporate aspects of surgery, pathology, molecular genetics, radiation oncology, medical oncology and nursing.

The DOD Prostate Cancer Research Program is directed by the U.S. Congress as part of the U.S. Army's Medical Research and Material Command. The program supports basic and clinical research relevant to prostate cancer that will lead to substantial improvements in the prevention, detection, diagnosis, treatment and biology of the disease ■



## **Timing Year-End Gifts** *Giving Opportunities at JWCI*

*If you're planning to make a charitable gift this year, tax law states that you must complete your gift by December 31 in order to receive a deduction for the current tax year. And, there's never a better time to become a member of one of our annual giving programs. Members of JWCI's Benefactors and Circles of Distinction programs receive many exciting benefits, as well as the satisfaction of making a difference to millions of cancer patients. Benefactors donate \$1,500 or more on an annual basis and become eligible for the Circles of Distinction program when their cumulative giving reaches \$25,000 and above.*

### *On an annual basis, Benefactors and Circles of Distinction members receive:*

- An invitation for two to our annual gala dinner. A wonderful addition to the holiday season, the evening is a unique opportunity to foster and strengthen friendships with fellow Benefactors and others within the JWCI community, including key members of the faculty and staff. (This year's dinner is on December 7 at the Four Seasons Hotel.)
- Name recognition on a commemorative plaque as part of the Benefactors Donor Wall or the Circles of Distinction Donor Wall, located in the lobby of the Institute.
- Special invitations to our ongoing educational series at the Institute. These forums provide a unique chance to learn valuable information firsthand, as well as to network with like-minded philanthropists and JWCI supporters.
- A commemorative gift designed especially for our donors.

### *Upon joining, members of the Circles of Distinction receive the following additional benefits:*

- A custom-designed solid gold and diamond John Wayne logo pin bearing the jewel of their Circle.
- A Circles of Distinction Member Benefit Card, providing numerous benefits including complimentary parking for JWCI and Saint John's Health Center, as well as private room priority, expedited admission and discharge at Saint John's.

*For more information about making a charitable gift, please call the Public Affairs and Development Office at (310) 315-6111.*

**Perspectives** is made possible by the generous support  
of the Juels Eisenberg Fund

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for holiday  
gift giving.*

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Medical Director and Surgeon-in-Chief

**Armando E. Giuliano, M.D.**  
Chief of Surgical Oncology  
Director, Joyce Eisenberg Keefer Breast Center

**Anton Bilchik, M.D., Ph.D., F.A.C.S.**  
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Director of Endocrine/Bone Disease Program

**Bret Taback, M.D.**  
Associate Director of Molecular Oncology

## Funds Raised “Under the Tuscan Sun”

Diamond Circles of Distinction members Marsha and Martin Brander recently hosted a benefit lunch that blended fashion, fun and food with updates on the latest advances in nutrition. “Under the Tuscan Sun—A Gourmet Luncheon for Girlfriends” was held Saturday, May 17 at the Brander's home in Brentwood, California. Mothers and daughters modeled fashions from Fred Segal, Santa Monica; the chic retail boutique also donated all proceeds of event-related sales to the Brander Nutritional



Top Row: (l-r) Shelly Rosen, Gloria Lushing, Sharyn Klein, Shirley Sherman, Ellen Weitman, Debbie Kester  
Bottom Row: (l-r) Barbie Barak, Julie Shames, Rachel Beller, Linda Silver, Marsha Brander, Sue Emmer, Stephanie Vahn

**Oncology Counseling Program at JWCI.** Directed by Rachel Beller, M.S., R.D., the Program provides nutritional assessments and planning to prevent malnutrition, reduce side effects and enhance therapies for cancer patients ■

(l-r) Jackie Brander, Fred Segal, Marsha Brander, Dr. Cheryl Giuliano, Dr. Armando Giuliano, Mary Ann Segal, Rachel Beller, Martin Brander



## 11th Annual Rod's Day Raises Awareness, Supports Research

Some people's lives are measured in years. Others are measured in love. Perhaps that's why so many friends and family members gathered this summer, to raise awareness and funds for cancer research—in memory of Rod Fasone.

Popular and athletic, Rod joined in philanthropic activities throughout his young life, including charity bike races in college. While a junior at Indiana University, Rod was diagnosed with colon cancer. Even while recovering from cancer surgery, he coached the bicycle team for the Indiana University Little 500, the legendary bicycle race which inspired the Oscar-winning film “Breaking Away.”

Rod graduated with degrees in criminal justice and Spanish, entered a master's degree program, and went on to work for the Indiana senate. But ultimately, he succumbed to his disease at the young age of 21.

The 11th annual Rod's Day event, held July 19, drew hundreds of people to remember this brave young man, in a celebration of life, love and fun. The luau-themed event at the Westchester Elks Lodge in Playa del Rey included games, food, music, dancing, a silent auction and raffle, entertainers, and community and health information booths. The event was organized by Rod's father Dennis Fasone and family friend Emily Morse. As a beneficiary of the event, JWCI received a 250% matching donation from the Rod Fasone Memorial Cancer Fund. The Fund has donated more than \$200,000 to gastrointestinal cancer research at the Institute ■



Above: Event founder Dennis Fasone and Emily Morse at this year's Rod's Day

Below: JWCI's Dr. Anton Bilchik, Director of Gastrointestinal Surgical Oncology (l), presents Dennis Fasone (r) with a certificate of appreciation for the Rod Fasone Memorial Cancer Fund



## Perspectives

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**Special Thanks to** Karen Hirsch, Ph.D.  
and Melissa Rice of the  
JWCI Creative Services Department

## The Kindest Cut: “Salon Sunday” Benefits JWCI

Beauty is not only skin deep — when it benefits cancer research, beauty goes far deeper. That was the case on July 13 when the Platinum Salon in Encino, California held “Salon Sunday,” benefitting JWCI's research programs. Top area stylists donated their time to provide haircuts and mini-makeovers, while massage therapists offered back massages. A free food fare included delicious treats, from Krispy Kreme Doughnuts to gourmet Italian delicacies. Raffle prizes were donated by The Sharper Image, Harley-Davidson and other generous local merchants.

“Cancer has affected every family in some way,” said Platinum Salon owner Nick Haddad. “The researchers at the John Wayne Cancer Institute are helping to make the kind of advances which are crucial to cancer patients everywhere. At our events, everyone can make a difference, just by spending a fun-filled day with us.” ■

Right: Platinum Salon owner Nick Haddad with JWCI Auxiliary President Ina Lewis





# Creativity Builds Hope

*New Project Links Creative Professionals and JWCI*

Can words stop cancer? Can images?

A new philanthropic project co-founded by a Wayne family member is committed to doing just that.

"Creatives Against Cancer" (CAC) was established by Dave La Cava (grandson of John Wayne) and Gregory Thomas, Principal of Gregory Thomas Associates (GTA), the internationally recognized branding firm where La Cava is Senior Design Director.

The idea came about after La Cava lost his mother, Toni Wayne La Cava, to lung cancer, followed a few months later by Thomas's diagnosis with kidney cancer. Thomas recounts the epiphany he had in the hospital after cancer surgery. "Lying there, it seemed very clear that I should take my 35 years as a designer and use my communication skills to help others."

Thomas and La Cava established CAC, which aims to educate designers and other creative

professionals on the need for early detection; to increase awareness about how they can help fight cancer; and specifically to help JWCI's research through creative professionals donating their time and creative talents — or by simply making a charitable contribution.

"We want people to link CAC with JWCI," La Cava says. "In the end, it's all about raising awareness and raising money for cancer research."

Sappi paper company is sponsoring the program with an "Ideas that Matter" grant, which covered the printing of CAC's large direct-mail announcement to the creative community. Response has been positive. "We've received a lot of calls from creative people whose lives have been touched by cancer," La Cava says. "Some have clients with charitable giving programs; others may have potential product tie-ins that can bring the Institute money, or they can simply offer JWCI help with communications to promote donations."

La Cava, 34, remembers how his grandfather bravely battled stomach cancer. "Fighting cancer is a mission for the Wayne family," he says. "This is how we were raised."

La Cava envisions a series of educational pamphlets, direct mailers and books, but the sky's the limit. "There are ideas out there that could be really groundbreaking," agrees Joyce Green, Senior Vice President of Public Affairs and Development. "It will take people working in different fields in many creative ways to end this terrible disease." ■



(l-r) Dave La Cava, grandson of John Wayne and Senior Design Director at GTA, and Gregory Thomas, Principal of GTA, with JWCI's Director of Experimental Therapeutics, Myles C. Cabot, Ph.D.: Presenting the innovative direct mail poster designed to stimulate creative professionals to contribute funds and/or their talents.

## EVENT Calendar

Sunday, December 7, 2003  
JWCI Benefactors Dinner  
Four Seasons Hotel

Saturday, April 3, 2004  
Odyssey Ball  
The Beverly Hilton

## Enjoy Giving and Receiving at Annual Holiday Boutique Benefiting Breast Cancer Research at JWCI

Get out your holiday gift list for Geralin Clark and Evelyn Mandel's 9th Annual Holiday Gift Sale on **Saturday, December 6 from 10:30 a.m. to 1:30 p.m.** at Vincenti Ristorante in Brentwood. Enjoy once-a-year prices on the large array of Geralin's one-of-a-kind jewelry and Evelyn's Asian influenced boxes and gifts, seen throughout the year at local galleries and boutiques. Your family and friends will appreciate your good cheer, and proceeds will benefit our landmark breast cancer research, directed by Armando E. Giuliano, M.D. For more information, please call (310) 315-6111.

Since 1981, the John Wayne name has been committed by the Wayne family to groundbreaking cancer research and education in memory of the much-loved actor who died of cancer. The John Wayne Cancer Institute (JWCI) has received worldwide acclaim for advances in melanoma (skin cancer), breast, colon, lung, pancreatic, ovarian, prostate and liver cancer, as well as lymphoma and leukemia. With its unique ability to rapidly turn scientific breakthroughs into innovative approaches to treatment and early detection, JWCI provides immediate hope to cancer patients from around the globe ■

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