



# Breast Health MATTERS

410 Kenwood Avenue, Delmar, NY 12054 • (518) 439-5975

110 Spring Street, Saratoga Springs, NY 12866 • (518) 587-3820 • [www.tolife.org](http://www.tolife.org)

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*Winter 2012*

## A Message from The President

### Dear Friends and Supporters:

January is a time for promises and resolutions. At To Life! our mission is to provide relevant programs and services for you. To this end, we have a renewed opportunity for reflection and to make positive changes for the year ahead. We resolve to continue to do so, ensuring that our programs and services reflect the needs of our community. While we bid a sad farewell to Laurie Ballard, our former Executive Director, we are thrilled to announce our new Executive Director—Eileen Howe Bird. Eileen is no stranger to To Life! Many of you know her already as a supporter, a volunteer and of course a friend. Eileen comes to us with years of both corporate and non-profit experience. We are lucky and excited to have her work with us. As you get to know her you will see her quiet compassionate style and her thoughtful consideration of programs and services.

As our New Year's resolution to you we again resolve to provide relevant and helpful programs and services. Please let us know what you need and of course we will keep getting you current information, ongoing support, and naturally fun events to help support our free of charge programs and services.

With our change in the Executive Director we are also making a fresh call for new volunteers. As you make your resolutions for the coming year, I ask you to include helping us at To Life! We have initiated an ambassador program (see the insert) to assist in spreading the word about To Life! Be a mentor, help run a support group or help us plan and run events. Let's all resolve to work together and make this a banner year.

Warmly,  
Mara Ginsberg  
President & Founder

*~ Save the Date ~ Save the Date ~ Save the Date ~*

## 14th Annual Gala

*"Honoring the Women in Our Lives"*

May 1, 2012 at Franklin Plaza in Troy

Celebrate with To Life! as we honor the women in our lives  
Enjoy culinary sampling from the areas finest restaurants  
Visit with friends and take a chance on our fabulous silent auction  
Mark Your Calendars for May 1st! More Details to Follow

### **Excerpt from New Vaccine Attacks Breast Cancer in Mice**

ScienceDaily on December 12, 2011

Researchers from the University of Georgia and the Mayo Clinic in Arizona have developed a vaccine that dramatically reduces tumors in a mouse model that mimics 90 percent of human breast and pancreatic cancer cases—including those resistant to common treatments...

### **Excerpt from Study Raises Concerns About a Faster Radiation Therapy for Breast Cancer**

By Andrew Pollack, published in the New York Times on December 6, 2011

A faster form of radiation therapy that is becoming increasingly popular for women with early-stage breast cancer may not be as effective and safe as conventional radiation treatment, according to a study being presented on Wednesday. The study, which looked at Medicare records of more than 130,000 women, found that those who underwent the faster treatment, called brachytherapy, were about twice as likely to have a mastectomy in the following five years — a probable sign that the cancer had come back — as those who received conventional whole breast radiation...

\*To view full articles as they were originally published, please visit [www.tolife.org](http://www.tolife.org)

## **First Annual Women's Health Conference A Great Success**

On December 6, 2011 To Life! hosted a comprehensive, full-day *Women's Health Conference: Breast Cancer Updates and Women's Wellness Issues* at the New York State Nurses Association in Latham. This free event was attended by over 150 cancer patients, survivors, caregivers, and health care professionals,



*Ladan Alomar, Executive Director at Centro Civico of Amsterdam presents information on cultural competency in the medical field*

and over 80 nurses each received 6.75 contact hour credits for their participation. The day included current medical information and research regarding breast cancer diagnosis and treatment, as well as relevant presentations discussing other facets of the disease, such as emotional and mental well-being, caregiving, cultural implications, complementary therapies, and living beyond breast cancer. Dr. Martin Tenniswood of the SUNY Center for Excellence in Cancer Genomics began the day with a Keynote Address encompassing the latest in breast cancer research, which was followed by a variety of local experts representing hospitals, organizations, and wellness facilities that serve our community. Audience feedback was very positive, and we look forward to presenting this educational opportunity once again next December. A special thank you to our fantastic panel of speakers, our community partners who exhibited information, and our event sponsors—*Susan G. Komen Northeastern New York, Myriad Genetics, Times Union, New York State Nurses Association*—for making this conference possible.

## **We'll Miss You Laurie!**

For the past three years To Life! has enjoyed the steadfast leadership and guidance of Laurie Ballard (formerly Laurie Abbott). This past fall, Laurie accepted a new career challenge with the Northeastern Parent and Child Society in Schenectady. We were delighted to have her join us, at the Pink Ball in November, along with daughter Alissa and new husband Wayne—a familiar face at To Life! events. From all the staff and friends at To Life!, we extend our best wishes to Laurie. We will miss you!

## **Thank You for Lighting the Way for Others**

### **Annual Appeal in Memory of:**

Kevin Dubner

*in Memory of Marla Stracener*

Dolly Servidone

*in Memory of JoAnn McDonald*

Mr. & Mrs. Irving Perlman

*in Memory of Bella Jacobowitz*

### **In Memory of:**

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*in Memory of Mary L. Brandt*

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*in Memory of Arlene Boochever*

*in honor of Laurie Ballard*

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Peek

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*in Honor of Arlene Roth*

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# Pink Ball

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**Thank You:** To all who offered support through donations; Arthur Murray Dance Studio of Saratoga Springs; Brenda L. Tholin; Charlie Jones; Clarice Aldridge; Clothes Line of Saratoga; Commerce Hub; Duke University's Field Hockey Staff & Men's Basketball; Dyanne Marlower, Experience & Creative Design; Flores Fine Art Gallery; LeGrande Serras; Mallory Baringer; Mirror Lake Inn Resort & Spa; Nancy Matt; The Posie Peddler Inc..

**Congratulations:** To Dr. Joseph Bell of Saratoga Surgical Specialists for his recognition as a Community Advocate.

# The "7th Annual Pink Ball" to Benefit To Life!

The "7th Annual Pink Ball" was held on November 4, 2011 at the Hall of Springs in Saratoga. Thank you to all who helped to make this event possible. A special thank you to **Brenda Tholin** who served as Honorary Chair. Thank you to our Co-Chairs **Mara Ginsberg** and **Cynthia Shenker**.



*Rene Toney with Award Recipient, Dr. Joseph Bell*



*Brenda Tholin, Mara Ginsberg and Leslie Valencia*



*Mara Ginsberg with new Executive Director, Eileen Howe Bird*



*Catie Black and Ann Rose. Many thanks to Catie for serving as our Interim Director this past fall.*



*Neil and Jane Golub enjoying the evening*

## Thank You for Lighting the Way for Others

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*\*List of contributors at time of printing.*



Your Personal Source for Breast  
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[www.tolife.org](http://www.tolife.org)  
410 Kenwood Avenue  
Delmar, NY 12054

### Making a Difference...

To Life! received special recognition from the Saratoga Casino and Raceway at the *Make a Difference Seventh Annual Charity Event* held on December 6th, 2011. To Life! was among many charitable organizations recognized that evening, and received a check for \$5,000 to benefit our mission of providing educational and support services to women and their families. Special thanks to members of the Saratoga Casino and Raceway Foundation for their generosity.



*Eileen Howe Bird, To Life! Executive Director; Mara Ginsberg, To Life! President and Founder; Jamie Hartman, EVP and COO of Saratoga Casino and Raceway; Catherine Black, To Life! Board Secretary*

### Stay connected with us!

#### ***New and Improved To Life! Website...***

Visit our newly designed website for:

- Updated calendar of events
- Recent articles on breast cancer
- Service information
- Volunteer opportunities
- ... and much more!

**www.tolife.org**

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**To Life! needs your support to maintain its free of charge programs and services. \*On-line donations available at [www.tolife.org](http://www.tolife.org).**

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