

### Special Points of Interest

- ◆ Spring Cactus Cancer Conference
- ◆ Scope for Hope Hoe Down
- ◆ Corks for the Cure Wine Tasting
- ◆ Alabama T-Shirt Fundraiser
- ◆ Headquarters Thanksgiving Feast
- ◆ Girls Night in the Pink
- ◆ Galisano Children's Hospital
- ◆ February is National Cancer Prevention Month

### Spring Cactus Cancer Conference



*The beautiful Camelback Inn Resort & Spa*

The 2<sup>nd</sup> Annual Spring Cactus Cancer Conference will be held on April 2, 2016 in Scottsdale, AZ at the JW Marriott Camelback Inn Resort and Spa. There will be high impact topics this year, Breast Cancer in the morning session and Prostate Cancer in the afternoon session. Faculty includes renowned speakers from institutions such as Harvard Medical School and Johns Hopkins. Activity Medical Director and Chief Science Officer at 21<sup>st</sup> Century Oncology, Dr. Steven Finkelstein says "we are fortunate to be able to attract key opinion leaders as the best and brightest to serve as faculty for our conference. They are all experts in their field known for their speaking excellence".

The inaugural conference held in 2015 was a great success and provided an intimate atmosphere conducive to interaction between the attendees, faculty, as well as corporate sponsors. Two panel discussions intermingled with didactic lectures further contributed to the interactive

*(Continued on page 2)*

### Scope for Hope Country Western Hoe Down Raises \$8,400 for C.A.R.E.'s Colorectal Cancer Program



*Learning to line dance*

With lots of boot-stompin', line dancin' and a barbeque dinner, 125 people filled the room at Lexington Country Club in Fort Myers for the 2<sup>nd</sup> annual Scope for Hope Country Western Hoe Down on November 7. The Ben Allen Band provided musical entertainment and a line dancing instructor showed guests proper technique. Our own Dr. Jeffrey Neale, colorectal surgeon from The Colorectal Institute was the keynote

*(Continued on page 2)*

#### Contact C.A.R.E.

**Sharon Salenius**  
21<sup>st</sup> Century C.A.R.E.  
(239) 938-9307

**Patient contact:**  
(239) 936-3756  
[www.21stCenturyCARE.org](http://www.21stCenturyCARE.org)

## Spring Cactus Cancer Conference *(Continued from page 1)*



*The beautiful Camelback Inn Resort & Spa*

lively atmosphere. Dr. Eduardo Fernandez, Senior VP for Medical Affairs at 21st Century Oncology notes “the speakers were top-notch and there were many opportunities for individual discussion with the faculty and with the other attendees.” The goal

was clearly achieved at the Spring Cactus Cancer to provide quality continuing medical education on practical, relevant cancer topics in the western part of the country as we already do in the east with our ever-popular Fall Foliage Cancer Conference.

For those who are not familiar with the Scottsdale area and the conference venue, Scottsdale is a vacation destination with many local activities, numerous golf courses, and access to surrounding attractions such as the Grand Canyon and the mystic town of Sedona. The JW Marriott Camelback Inn is a world class resort that has hosted many celebrities including former president George Bush and his wife Barbara, has a spa that has been ranked one of the top 100 spas in the world, and boasts 36 holes of championship golf.

**For more information or to register for the conference, please visit [www.cceinc.org](http://www.cceinc.org) or call 828-277-9706.**

## Scope for Hope *(Continued from page 1)*

speaker and talked about preventing colorectal cancer through screening. Miriam Zamorano, Fox 4 Rising Co-Anchor was the emcee.

The event came about because our colorectal cancer program in Fort Myers has become so popular that we needed to boost our fundraising so we could provide screening colonoscopies and financial assistance to even more people in need. Therefore, Larry Mickley, retired CEO of Payless Shoes and a rectal cancer survivor decided to host a Hoe Down at Lexington Country Club where he lives. Larry is also credited with starting the only colorectal cancer support group in Fort Myers, where he is proud that almost 300 people have come through the group to date.

21<sup>st</sup> Century Oncology and Daniels Healthcare were the major sponsors of the event, and Bobby Clark, the Regional VP of Daniels, and his beautiful wife Denise flew in from Texas for the event and danced the night away.

After an evening of dancing, beer and wine and a country-style barbeque dinner, each guest left full, happy and tired, with a bag full of gifts and a complimentary portrait.



*The Ben Allen Band*



*Bobby Clark of Daniels Healthcare and his wife Denise flew in for the event.*



*Larry Mickley, Event Host and Miriam Zamorano, Emcee, pose at the photo booth*



## 1<sup>st</sup> Annual Corks for the Cure Wine Tasting Raises Funds for 21<sup>st</sup> Century C.A.R.E. and Helen's Room

*by Avi Zamani, 21<sup>st</sup> Century Oncology Physician Liaison Manager, Los Angeles - Orange County - Palm Desert*

The 1st annual Corks for the Cure wine tasting event in Manhattan Beach, CA was a hit! Who doesn't like to taste a little wine while chatting with friends and colleagues? Local physicians, staff, vendors, and friends joined us at BARSHA Wine and Spirits tasting room to try over 20 wines while enjoying charcuterie and dessert.

Proceeds were raised both for 21<sup>st</sup> Century C.A.R.E. and for Helen's Room, a non-profit charity in El Segundo that promotes a positive appearance for cancer patients by providing at no charge, hats, scarves, turbans and wigs, breast prostheses, mastectomy bras, educational books and videos, and support groups.

Tickets were sold in advance as well as at the door and 15% of any bottles purchased from the tasting list went back to the two charities. It was timed perfectly to purchase for home and the holidays. Each of the 51 attendees took home a souvenir wine glass which will be the start of a collection to brag about. A good time was had by all!

Special thanks to all of our sponsors and vendors who donated to help make this event a success.

Corks for the Cure raised \$2,250 for Helen's Room and \$3,990 for 21<sup>st</sup> Century C.A.R.E.!



*Avi Zamani (L), event organizer, with the representative from Bayer, the Advanced Sommelier sponsor.*



*The silent auction table at the event.*



*Guests mingle at the wine tasting*

## Alabama T-Shirt Fundraiser

by Lawton Armstrong, Regional Administrator/Physician Liaison, 21<sup>st</sup> Century Oncology, Dothan, AL



*The back and front of the University of Alabama t-shirt.*

In searching for ways and means of fundraising ideas, about 3 years ago we decided to offer for sale Alabama and Auburn custom designed t-shirts to support C.A.R.E. These shirts depict fighting cancer and are sold in our offices as well as some businesses where individuals or families have experienced cancer treatments and want to support our efforts in raising funds to help others. In this market area and in the Deep South, residents from Alabama are either big fans of The University of Alabama or Auburn University. There is a tremendous amount of enthusiasm and rivalry associated with both schools and a lot of fans sport their school colors. T-Shirts sell for \$20.00 each for sizes S-XL and \$22.00 for 2XL & up. They have been selling well, and we have raised almost \$ 15,000 for C.A.R.E.! We have participated in other fund raising activities to support C.A.R.E., but this idea is the most productive way to raise monies in our unique market area.

## Headquarters Goes All Out During the Holidays

Many thanks to 21<sup>st</sup> Century Oncology and Kathy Tolentino, Director of Purchasing, who hosted the Headquarters Thanksgiving Feast and chance drawing for C.A.R.E. on November 19. 21<sup>st</sup> Century Oncology, as has been its tradition for the past 10 years, purchased seven large stainless steel grills to cook turkeys on for the personnel at Headquarters in Fort Myers. Employees volunteered to bring side dishes to complete a traditional Thanksgiving feast. Thanks also to Kathy for doing an outstanding job cooking the turkeys. After the luncheon, each of seven lucky winners took home one of the grills! What a wonderful way to celebrate the holiday with our co-workers and be grateful for all that we have. The headquarters



*The amazing Administration wine-themed basket.*



*The C.A.R.E. & Research Dept. basket featured a 6-place setting of Spode Christmas plates with accompanying accessories.*

employees really stepped up as usual, and raised \$1,325 for patient financial assistance in Southwest Florida!

In December, HQ departments got busy creating spectacular baskets to raffle off to the employees. As usual, Administration outdid all the other departments with an amazing wine basket. Competition was fierce as employees scrambled to fill the chance drawing bins with their tickets. Baskets included a "Scratch & Sniff" basket containing an array of scratch off lottery tickets plus candles, a basket with a fire pit, portable chairs, firewood, and much more, a relaxation and spa basket, a Christmas table basket, and many more! At the end of the day, another \$4,009 was raised for C.A.R.E., making the Headquarters total for both fundraisers over \$5,300!



## "Girls Night in the Pink"

By Sam Causey, Physician Liaison, Myrtle Beach SC

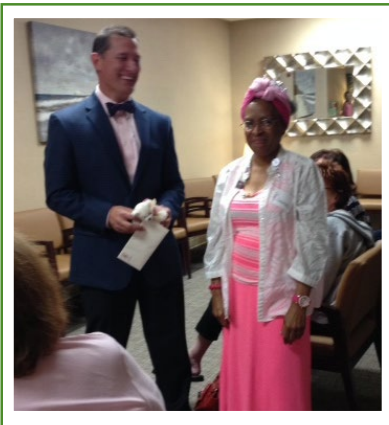
On Thursday, September 24, sponsored by 21<sup>st</sup> Century C.A.R.E., Coastal Comprehensive Women's Center in Myrtle Beach SC hosted "Girls Night in the Pink". As though girls need a specific topic or cause to gather and talk, the topic on this evening was breast cancer awareness and the importance of early detection. Sam Causey, Physician Liaison, reached out to several organizations that provide services and products to help create the perfect girls' get-together.

Dr. Randal Croshaw, Surgical Breast Oncologist held the attention of all as he spoke about breast cancer awareness being a matter of life. His expertise in the area of breast cancer and genetic testing was evident as he spoke and then opened the floor for questions. Following Dr. Croshaw, Marlisa, owner of Marlisa's Wigs shared ideas and tips for wig-wearing. "One is not required to have cancer to wear a wig but if a lady is fighting cancer, I have a free wig for them", stated Marlisa. Her foundation, Wigs for Cancer, raises funds to provide a free wig to women going through cancer treatment. SAVI is a type of applicator used in the radiation treatment of some breast cancers, and Beth from Sienna Medical illustrated how the applicator works and the specific criteria to be a candidate.

The guests were encouraged to dress in pink to win the crown of "Miss Pretty in Pink". There was no doubt as to the obvious winner who was dressed head-to-toe in pink, even to include her toenails and fingernails. Crowned by Dr. Croshaw, 84 year old Ms. Deborah, who was attending with her daughter and grand-daughter proudly

accepted the honors. Other activities and fun included free chair massages (enjoyed by EVERY guest) available by Miller-Motte College, great prizes given away in the chance drawings, and the hors d'oeuvres (including chocolate dessert) were a delight.

The turnout and comments were so positive this may very well be the beginning of an annual event. Consider the perfect shade of pink to die your hair, paint your nails and ready yourself for the chance to become the next Miss Pretty in Pink!



Dr. Croshaw crowns Miss Pretty in Pink



Even the cupcakes got into the spirit!

## 21<sup>st</sup> Century C.A.R.E. Donates Toys to the Galisano Children's Hospital

Stacy Kmetz from the Galisano Children's Hospital (2nd from right) accepts gifts for kids with cancer from C.A.R.E. staff Ann Francis, Jessica Solberg, and Marilyn Skeens (left to right).



21<sup>st</sup> Century C.A.R.E. had some children's gifts left over from several events and were brainstorming what we could do with them this holiday season when we thought "why not give them to kids with cancer to help make their holidays a little brighter?" We therefore made arrangements with the Galisano Children's Hospital in Fort Myers to drop off the gifts. Stacy Kmetz, Child Life Specialist at the hospital was thrilled to accept the gifts. Because of the positive experience this year, we plan to accept new, unwrapped toys throughout the year and donate them again to children with cancer in future years.

## February is National Cancer Prevention Month

We at 21<sup>st</sup> Century C.A.R.E. strongly believe in preventing cancers whenever possible and encourage everyone to get screened appropriately and to take measures to live a healthy lifestyle. We hear it all too often: “if only I had gotten a mammogram...”, “I didn’t want a screening colonoscopy because I heard the prep is really terrible...”.

**“Having been in the cancer field for over 25 years, I’ve seen too many cancers that could have been prevented. I’ve also had several close family members who have been diagnosed with cancer and I can tell you that undergoing a screening exam is nothing compared to what you will go through when you have cancer. I personally just underwent both my screening colonoscopy and mammogram, and the peace of mind that comes with knowing you are cancer-free is well worth the minor inconvenience of a screening exam”. --- Sharon Salenius, Executive Director, 21<sup>st</sup> Century C.A.R.E.**

Everyone should keep in mind that each person is unique and recommendations for screening should be a decision made between the patient and his or her doctor. There are some risks associated with screening and these should be discussed along with the benefits.

The United States Preventative Task Force (USPSTF) recommends the following screenings. Please refer to their web site <http://www.uspreventiveservicestaskforce.org/> for full details:

**Colorectal Cancer:** the USPSTF recommends screening for colorectal cancer using fecal occult blood testing, sigmoidoscopy, or colonoscopy in adults, beginning at age 50 years and continuing until age 75 years.

**Lung Cancer:** The USPSTF recommends annual screening for lung cancer with low-dose computed tomography in adults aged 55 to 80 years who have a 30 pack-year smoking history and currently smoke or have quit within the past 15 years. Screening should be discontinued once a person has not smoked for 15 years or develops a health problem that substantially limits life expectancy or the ability or willingness to have curative lung surgery.

**Cervix Cancer:** The USPSTF recommends screening for cervical cancer in women age 21 to 65 years with Pap smear every 3 years or, for women age 30 to 65 years who want to lengthen the screening interval, screening with a combination of cytology and human papillomavirus (HPV) testing every 5 years.

**Prostate Cancer:** The U.S. Preventive Services Task Force recommends against prostate-specific antigen (PSA)-based screening for prostate cancer.

**Breast Cancer:** The USPSTF recommends biennial screening mammography for women 50-74 years. The decision to start regular, biennial screening mammography before the age of 50 years should be an individual one and take patient context into account, including the patient’s values regarding specific benefits and harms.

### Other things you can do to prevent cancer:

- Don’t use any type of tobacco product, and stay away from second hand smoke
- Eat a plant-based diet with plenty of fruits and vegetables
- Maintain a healthy weight
- Drink alcohol only in moderation
- Limit processed meats
- Be physically active
- Protect yourself from the sun
- Get immunized against Hepatitis B and the Human Papilloma Virus (HPV)
- Practice safe sex

21<sup>st</sup> Century C.A.R.E. offers free screenings for several types of cancers at various locations around the country. Keep an eye on our web site for the dates and locations of our screening events.

**Be Healthy • Get Screened • Because we C.A.R.E.**

## Who's Who at 21<sup>st</sup> Century C.A.R.E.

---



**Solomon Agin, D.D.**  
President & Chairman of the Board



**Howard Sheridan, M.D.**  
Vice-President



**Eduardo Fernandez, M.D., Ph.D**  
Secretary & Treasurer, Medical Director



**Leonardo Garcia**  
Board Member



**Frank Mann**  
Board Member



**Sharon Salenius, M.P.H.**  
Executive Director



**Ann Francis**  
Operations Manager



**Marilyn Skeens**  
Foundation Assistant

## Calendar of Events

### **Popping the Cork on Cancer Wine Tasting Event**

March 3, 2016

Lexington Manor, Port Charlotte, FL

### **6<sup>th</sup> Annual Scope for Hope 5K Run and 2-Mile Walk**

March 12, 2016

Hammond Stadium, Fort Myers, FL

### **6<sup>th</sup> Annual Cruisin' for C.A.R.E. Car Show**

March 13, 2016

21<sup>st</sup> Century Oncology Headquarters, Fort Myers, FL

### **2<sup>nd</sup> Annual Spring Cactus Cancer Conference**

April 2, 2016

Marriott Camelback Inn, Scottsdale, AZ

### **Head & Neck Cancer Screening Event**

April 16, 2016

Ear, Nose & Throat Specialists of Florida, Fort Myers, FL

### **4<sup>th</sup> Annual Head/Neck Cancer, A Hard Thing to Swallow 5K Run and 2-Mile Walk**

April 30, 2016

Hammond Stadium, Fort Myers, FL

### **3<sup>rd</sup> Annual Racing for Cancer Causes Bed Race**

May 7, 2016

Six Bends Harley Davidson, Fort Myers, FL

### **7<sup>th</sup> Annual Cast Away Cancer Fishing Tournament**

June 11, 2016

Nanticoke Harbor, MD

### **Strike Out Cancer Community Bowling Event**

August 13, 2016

HeadPinz Entertainment Center, Fort Myers, FL

### **This One's for the Boys and Girls! Fundraising Event**

September 2016

Las Vegas, NV

### **3<sup>rd</sup> Annual Scope for Hope Fashion Show**

Date TBD

Colonial Country Club, Fort Myers, FL

### **28<sup>th</sup> Annual Fall Foliage Cancer Conference**

October 21-22, 2016

Grove Park Inn, Asheville, NC

### **3<sup>rd</sup> Annual Scope for Hope Country Western Hoe Down**

November 5, 2016

Lexington Country Club, Fort Myers, FL