

## 2010 Board Members

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SLOCA volunteers baked about 600 teal ribbon-shaped cookies for ovarian cancer patients to mark Ovarian Cancer Month in September. Here, survivors Beth Hudson, Barb Platzer and Grace Katzenberger and several of Beth's friends help package the cookies with personal notes for delivery to St. Louis area infusion centers.

## New logo gives SLOCA fresh look

With this edition of Teal Talks, St. Louis Ovarian Cancer Awareness is pleased to introduce its new logo and design.

"We are moving forward with a fresh look that we hope will give ovarian cancer awareness efforts a higher profile in the Greater St. Louis area," said SLOCA President Karen Higano, adding:

"We want to brand SLOCA as the premiere organization where patients, survivors and all of those who care for them can get information and support in their journeys."

Karen said the board of directors of SLOCA decided last summer to ask Amanda Lyle, a freelance graphic designer, to review SLOCA's logo and the designs of its awareness literature to give them a more consistent look and feel.

"I wanted to modernize the logo," Amanda said. She knew she wanted to keep the Arch in some form to identify the group as a St. Louis one.

"I wanted it to be feminine without excluding the male audience," she said. "I started with the round shape because it reminded me of the ovary and the cyclical nature of the reproductive system."

The result was an arch formed by a series of solid circles in a gradation of shades of teal with a reverse ribbon inside one of the circles.

Once the board adopted the new logo, board member Jan Paul set to work with Amanda to redesign the brochure, bookmark and symptom cards that SLOCA members hand out

at health fairs, talks, festivals and fundraisers throughout the year.

Amanda also created a stream-lined design for Teal Talks and is working on the redesign of SLOCA's web site, which should launch later this year.

"We are proud of the work undertaken by SLOCA's founders in 2002 to increase awareness of the symptoms of ovarian cancer," said Jan.

Since that time, medical research has identified four key symptoms that are most often identified with ovarian cancer. They are:

- bloating
- pelvic or abdominal pain
- difficulty eating or feeling full quickly
- urinary symptoms (urgency or frequency)

"It was time to update our awareness materials to reflect that information," Jan said.

The new brochure and bookmark stress this message:

**Know the symptoms.**

**Listen to your body.**

**Take action.**

## Fashion show goes uptown

SLOCA's annual fashion show and luncheon is trying on a new style this year.

It will mimic the glitz and glam of a New York fashion show with a dozen models strutting along a 40-foot runway. Dillard's special events director, Jerry Talamantes, is putting together a show of fall fashions with some holiday attire.

It's the 2010 Autumn Awareness Ultimate Luncheon & Fashion Show presented by SLOCA and Dillard's at the Sheraton Westport Hotel Lakeside Chalet on Thursday, Nov. 11.

"We wanted to make this a bigger fashion show and draw more people by having boutique vendors," said Grace Katzenberger, who is co-chairing the event with Joanne Henderson.

The venue has a capacity of 500, and Grace and Joanne hope to fill all the seats. Survivors of ovarian cancer who are attending will be recognized.

The boutique and cash bar open at 10 a.m. with vendors selling fashion items, jewelry and specialty foods at 30 tables. The sit-down luncheon begins at noon, followed by the fashion show at 1 p.m.

Channels 2 and 11 are the media sponsors, and FOX 2 News Anchor Tom O'Neal will be master of ceremonies.

Raffle tickets can be purchased at \$5 each or three for \$10 for jewelry and other prizes.

"It's going to be really great," said Joanne.

Tickets are \$50, and the Nov. 1 deadline is rapidly approaching. Reservations may be made online at [www.sloca.org](http://www.sloca.org) or by calling Grace at 314-849-3970 or Joanne at 314-894-3024.

### At a glance

**What:** Fashion show, luncheon and boutique

**When:** Thursday, Nov. 11, from 10 a.m. to 3 p.m.

**Where:** Sheraton Westport Hotel Lakeside Chalet

**Price:** \$50 a ticket.

**Contact:** [www.sloca.org](http://www.sloca.org), 314-849-3970 or 314-894-3024

## SLOCA's ready to speak out



Beth Hudson

SLOCA's logo isn't the only thing that's new. We're also launching an expanded speakers' bureau.

Beth Hudson, a trained speaker in SLOCA's program of speaking to medical students, is coordinating the expansion.

For years, SLOCA has participated in a national program, Survivors Teaching Students: Saving Women's Lives. Ovarian cancer survivors tell the stories of their symptoms and diagnosis to students in medical schools, nurse-practitioner and physician assistant programs.

The Ovarian Cancer National Alliance began the program to increase medical professionals' understanding of ovarian cancer symptoms and risk factors so that they will be able to diagnose the disease in its earlier stages.

Nurses and doctors involved in gynecologic oncology in St. Louis also have spoken to community groups, when asked. But their time is limited.

At a recent SLOCA board meeting, the discussion turned to how to get the word out to women's groups, employee brown-bag "lunch-and-learn" sessions, parent-teacher organizations and other places that women gather.

Beth Hudson raised her hand. "I'll do it," she said.

Since that time, Beth has worked with nurses, doctors and SLOCA board members to put together a PowerPoint presentation with slides covering the basic information of risks, symptoms, standards of care and genetic factors.

She's also contacting the more than 20 energetic and passionate survivors who are already trained to tell their stories through the Survivors Teaching Students program.

Beth, an ovarian cancer survivor who lost a sister to the disease, plans to launch the speakers' bureau later this fall.

"If we can reach just one woman at an early, more treatable stage of the disease, it will make all of our efforts worthwhile," she said.

To schedule a talk, call the SLOCA information number, 314-995-6220, or e-mail [speakers@sloca.org](mailto:speakers@sloca.org).

## SLOCA has jobs for volunteers

The board of SLOCA is looking for a few good women and men to take on several responsible positions to help move the organization forward.

"Many people have said they want to volunteer with SLOCA to help change the course of this disease," said Karen Higano, SLOCA's president. "We have many opportunities for them to make a difference."

Karen identified these jobs as immediate needs for SLOCA

### Director of Marketing and Public Relations

This volunteer coordinates publicity and advertising for SLOCA's fund-raisers and other major events and for the Ovarian Cancer Awareness Month each September. The job involves securing speaking opportunities on radio and television; seeking coverage in newspapers, magazines and online; and evaluating advertising opportunities.

### Volunteer Coordinator

This coordinator will maintain an up-to-date listing of volunteers with their interests and talents and pair those volunteers with SLOCA's needs.

### Development Director

The development director will seek new opportunities for grants for SLOCA, prepare the applications and follow up with personal contacts and correspondence.

### Health Fair Coordinator

This person would seek opportunities for SLOCA to participate in health fairs and area festivals, schedule volunteers to staff the tables, and, where relevant, coordinate the sale of merchandise at the health fairs.

### Property Manager

This person will maintain SLOCA's storage locker. The work includes tracking inventory, ordering replacement merchandise (with board approval) and receiving new merchandise.

### Online Merchandise Coordinator

This person will receive requests for merchandise purchased online and ship it to the customer. This coordinator will work closely with the Property Manager on inventory control and will consult with the board on what merchandise would be in demand online.

Anyone who is interested in one of these positions or who wants more information may contact Karen by e-mail at [hoeflerin4@aol.com](mailto:hoeflerin4@aol.com) or by phone at 314-680-9617.

## What does SLOCA do?



Karen Higano

The SLOCA board of directors will have an informal reception on Monday, Jan. 10, for members to learn what the organization does and how they might participate.

The reception will start at 7 p.m. at the David Pratt Cancer Center on the campus of St. John's Mercy Medical Center in Creve Coeur.

SLOCA has a board of 14 women and men, all of whom have some personal experience with ovarian cancer as patients, survivors or caregivers. Dr. Dave Mutch is the board's medical advisor.

The board meets at 6:45 p.m. on the third Thursday of each month at the Pratt Center. Anyone who is interested in SLOCA's work is welcome to attend those meetings.

At the September meeting, visitors discussed how volunteers might like to interact with the board on a more informal basis than at a board meeting. Thus was born the idea for a "meet and greet" reception.

"We want to hear from people who have felt the impact of ovarian cancer in their lives – either firsthand or through a loved one – about how SLOCA can do a better job of delivering information about symptoms and early diagnosis of the disease," said Karen Higano, SLOCA's president.

"We hope our members, new and old, will come together for this important conversation," she added.

## Save the dates

Nov. 11, 2010 Autumn Awareness Ultimate Luncheon & Fashion Show. Location: Sheraton Westport Chalet.



Feb. 25-27, 2011. Working Women's Survival Show. Location: St. Charles Convention Center.

April 30, 2011. Living Out Loud dinner-auction. Benefits SLOCA. Location: Ameren Corporate Headquarters.

Aug. 28, 2011. Rise & Shine for a Cure: 108 Sun Salutations. Location: World's Fair Pavilion, Forest Park.

Sept. 10, 2011. Free Survivors Course for Ovarian and Endometrial Cancer. Location: Washington University Medical School campus.



Ovarian cancer survivors gather here after the FamiliesROC 5K in Forest Park on September 26. The family of survivor Brenda Jorgenson organized the event several years ago to raise money for research projects at Washington University. This year, the group presented Dr. Dave Mutch with an over-sized check in the amount of \$35,000.

## Survivor helps review research grant apps



Lisa Sienkiewicz

For two summers, SLOCA volunteer Lisa Sienkiewicz has helped evaluate applications for research grants allocated by the U.S. Department of Defense.

SLOCA nominated Lisa, an ovarian cancer survivor, to participate as a consumer reviewer with the Ovarian Cancer Research Program. In that role, she and six other

consumer advocates were full voting members, along with prominent scientists, at meetings to determine how to spend the Congressional appropriation of \$18.75 million for Fiscal Year 2010 on ovarian cancer research.

Consumer reviewers are asked to represent the collective view of patients, family members, and persons at risk for ovarian cancer when they comment on the impact of the research on issues such as disease prevention, screening, diagnosis, treatment, and quality of life.

Consumer advocates and scientists have worked together in this unique partnership to evaluate the scientific merit of ovarian cancer research applications since 1997. Capt. E. Melissa Kaime, a medical doctor who directs the Congressionally Directed Medical Research Programs, appreciates the consumers' role.

"They have provided valuable insight into funding decisions and helped the scientists understand the consumers' perspective of innovative research," she said. "Likewise, the consumer advocates have been enriched by learning more about ovarian cancer through discussing proposed research with scientists and seeing the future hopes of successful research."

About 135 ovarian cancer research applications have been reviewed for FY10 funds. Scientists applying for funding proposed to conduct innovative research aimed at wiping out ovarian cancer.

To learn more about becoming a consumer reviewer, go to <http://cdmrp.army.mil>.

## Research probes role of stress in cancer



Dr. Premal Thaker

Among the many research projects that focus on ovarian cancer is one under way in St. Louis that looks at the role stress plays in the disease.

Dr. Premal Thaker of Washington University is conducting the research project with the help of a \$40,000 grant awarded her by the Gynecologic Cancer Foundation, or GCF, with funding from St. Louis Ovarian Cancer Awareness.

One of SLOCA's primary missions is to teach women about the signs and symptoms of ovarian cancer. But since 2005 it has also worked hard to raise money to fund research grants through the GCF. In the past six years, SLOCA has given a total of \$195,000 to help the GCF fund various projects throughout the country.

Dr. Thaker's research project is just one of many under way in the St. Louis area. It is titled "Therapeutic Targeting of Stress Factors in Ovarian Cancer Patients."

Dr. Thaker has studied the effects of chronic stress hormones on ovarian cancer tumor growth. Her research has shown that an increase in stress hormones can cause greater tumor burden and a more invasive pattern of ovarian cancer growth in mouse models that were studied. Another observation of this study was that tumor growth could be ameliorated or slowed with the application of beta-blockers.

GCF funded her proposal to study the use of beta-blockers in conjunction with chemotherapy on a small number of patients. If feasibility is proven in this study, a larger trial will be planned.

SLOCA offers its congratulations and thanks to Dr. Premal Thaker and all who work with her at Washington University for giving hope to ovarian cancer patients and their families.

## Yoga event draws 125 to Forest Park



A picture-perfect morning of yoga in Forest Park netted \$3,800 for SLOCA in August.

It was the second annual Rise & Shine for a Cure: 108 Sun Salutations, held Aug. 29 in the World's Fair Pavilion in Forest Park.

It drew 125 participants, who paid \$25 to spend the morning completing 108 series of sun salutations. That was more than double the number of participants and the amount of money raised at the inaugural event in 2009.

Rise & Shine is the brainchild of Amy Bell. Amy started it last year as a class project and in homage to her aunt, a survivor of ovarian cancer. This year, Michelle Abou-nader co-chaired the event with Amy.

The sun salutation is a series of 12 yoga postures performed in one fluid motion. Area yoga instructors led the participants through 27 series at a time with three short breaks separating each series.

Dr. Matthew Powell spoke before the yoga got under way about current developments in research and treatment of ovarian cancer, and he answered questions.

As the sun salutations were being performed, Bradford Smith and Friends accompanied on African flute, drums and Tibetan bowls.

The committee already has scheduled next year's event for August 28, 2011, from 9 a.m. to noon. The SLOCA board voted approval to rent the World's Fair Pavilion again for Rise & Shine 2011.

## Donations

The following donations were made to SLOCA in July through September, 2010, in memory of:

Sandy Bauer	Barbara Unger
Joan T. Duval	
Mary Lou Falk	Jacquelyn Morris
Margaret Bethel	Mrs. Janet DeRousse
Donald & Helen Lester	Barbara Ann Olson
Karen & Scott Provance	Nancy S. Alexander
Mr. & Mrs. Bill Shrum	Robert & Julie Beyer
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Mary Ann Fernandez	The Gaines Family
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Art & Linda Curle	Whaley
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Donations in memory or in honor of someone may be made to SLOCA online at [www.sloca.org](http://www.sloca.org) or by mailing a check to P.O. Box 270067, St. Louis, MO 63127. SLOCA is a 501(c)3 tax-exempt organization.