

Breast Cancer Task Force of Greater Miami Valley
Meeting Minutes
August 16, 2011

Members Present: Sharon Becker, Sara Bielek, Rosalee Bradley, Elaine Cope, Leigh Ann Fulford, James Hamilton, Kathy Haught, Flora Igah, Sharon Kershner, Carla Knisley, Pamela Kraft, Ann Lensch, Aaron Morman, Kay Parent, Karen Pelfrey, Lisa Rucker, Ashley Russell, Michelle Upshaw

Members Absent: CJ Bruggeman, Faith Calif-Daley, Kim Faris, Marianne Farmer, Cynthia Ford, Lamar Ford, Annemarie Halfpap, Deborah Jordan, Louis Keiler MD, Amy McKenna, Heleena McKinney, Julie Robbins, Melissa Roelle MD, Julie Sawyer, Roberta Taylor, Nancy Thoma, Frances Wade, Donna Walls

Officers for 2011: Chair: Leigh Ann Fulford
ViceChair/Treasurer: Michelle Upshaw
Secretary: Sharon Kershner

Medical Advisors: Louis Keiler, MD; Melissa Roelle, MD

Mission Statement: To empower our community through education, support and advocacy regarding prevention, early detection, and treatment of breast cancer.

- I. **Welcome:** Leigh Ann Fulford welcomed everyone to the August 16, 2011 BCTF meeting, and members introduced themselves. Leigh Ann shared her positive thoughts on the book Emperor of All Maladies, by Sidhartha Mukherjee. She highly recommends this well written book on the disease cancer.
- II. **Finance Report:** Michelle Upshaw reported that the balance of the BCTF account is \$1, 056.95. Transaction for \$31.84 was made this month for the BCTF cell phone.
- III. **Approval of Minutes:** The July 21, 2011 BCTF minutes were approved as submitted by Karen Pelfrey and Kathy Haught..
- IV. **Committee Reports:** The Marketing and Education Committee reports were emailed to members prior to the meeting.
 - A. **Marketing Committee:** *Report written by Sharon Becker:*
 - The committee met on 7/28 to work on beginning PR ideas for the video contest and Paint the Square Pink.
 - A press release will be developed soon to announce the new BCTF Medical Advisors.
 - Next meeting is 8/18 @ 10 am at the PCH building.
 - Sharon also reported that the BCTF book marks are done and ready to be distributed. Please let Sharon know if you need the book marks for your events.
 - Regarding BCTF name tags – if you do not have your name tag, inform Annemarie Halfpap. Name tags are to be worn at BCTF events if you are representing the task force.
 - B. **Education Committee:** *Report per Ann Lensch :*

The financial brochure has been sent to the printer. It should be available soon. We can decide as a Task Force (not just the education committee) how we will distribute and to whom.

C. Speaker Committee: *no report*

D. Membership Committee: *no report*

E. Event Committee: *Report per Aaron Morman: see Old Business section for Event Committee report*

F. Executive Committee: *No report*

V. Old Business:

A. New BCTF cell phone - Report per Leigh Ann Fulford:- We have a phone number for the BCTF now! The number is(937) 232-2627. We will use this number on the bookmarks we are having printed this week and on our video contest flyers we will be distributing in the next month. The details about the phone: We have a TracFone with 130 minutes that will be good until 12/29/11-- and if we renew before 12/29, our remaining minutes will roll over to the next period. I bought the phone for \$9.88 and it comes with two chargers (one for a car), a case, coupons for future phone card purchases, and some adapters that look cool but not sure what they are for. ;) I bought a 60-minute card for \$19.88 and TracFone offers free double minutes for the life of the phone according to the promotional material. (The phone card says "60 minutes for 90 days" but our expiration date is 120 days away and they have given us 130 minutes so I am unclear how the time periods are measured.). The total cost was \$31.84.

A HUGE thank you to Aaron Morman for "tracking" down the best deal for a cell phone for the BCTF!

B. Distribution of BCTF financial brochures – Report per Ann Lensch: 1000 financial brochures have been printed and are ready for distribution. Discussed ideas of where to distribute the brochures – breast cancer support groups, oncology physician offices, oncology and surgery clinics, social workers, case managers, financial counselors, and BCTF events. Discussed the pros and cons of making a magnet to direct individuals to the BCTF website for this brochure and our other resources. Please share other ideas regarding distribution of the brochures, and thoughts of a possible magnet displaying the BCTF website to Ann Lensch, Leigh Ann Fulford, or Sharon Becker. *Note:* the new BCTF cell phone number is not on the financial brochure, as it had gone to print before the number was available.

C. Video Contest Update - Report per Leigh Ann Fulford and JimHamilton:

- Draft of the Video Contest flyer was shared. The flyers will be sent out on September 1, 2011 and the contest begins October 1, 2011.
- To promote the contest, invitations will be sent to all schools in the Miami Valley via mail and/or email this year—not hand-delivered as we did last year. The teachers from the schools who participated last year will be asked to invite another school to hopefully double the number of schools involved.
- It was suggested to open the contest up to college students also. It was decided to keep the contest focused on high school students.

- Carla Knisley states the Rotary is interested in sharing the contest flyer with teens involved in Rotary.
- Contest rules will be posted online on the BCTF website.
- It has been confirmed that the contest ceremony will be held at the Rave Theatre at the Greene.
- This year the task force will be responsible for uploading the videos on You Tube.
- We will need judges from the task force to review and evaluate the videos. Please contact Leigh Ann if you are interested in being on the Video Committee.

D. Paint the Square Pink – September 30, 2011 on Court House

Square – Report per Aaron Morman

- 15 tables and 30 chairs have been reserved for vendor displays. Email the registration form for your vendor table to Aaron (if not already done). We need to set up and take down the tables and chairs to avoid additional costs.
- Arrive at 10:00 a.m. for set up.
- Event speakers: Dr. M. Roelle (BCTF Co-Advisor), Leigh Ann Fulford (BCTF Chair), a breast cancer survivor (to be determined), and community dignitaries (to be determined)
- Order for fountain pink dye pending. Ann Lensch will check with Palar to order the dye.
- Photographer is needed. Kathy Haught will ask Faye to take photos again this year
- Breast cancer survivor flag raisers needed. Kathy Haught states she only has two confirmed flag raisers. Twelve are needed. Kathy will open it up to former survivor flag raisers on September 1st. Sharon Kershner will email survivor letter to task force again. Please distribute letter to breast cancer survivors.
- Aaron made a proposal for the BCTF to fund the sound system for the event. Motion was made to vote per Kathy Haught and seconded by Kay Parent and Ann Lensch. Members approved funding.

VI. New Business:

A. Addition of Historian to position in BCTF Bylaws – this topic was not discussed at this meeting. It will be added to September meeting agenda.

B. Donation to BCTF/BCF through Crop for the Cause, October 14-16, 2011 – *report per Leigh Ann Fulford:* Your Scrapping Café is offering a scrap book workshop titled Crop for the Cause on October 14-16th. 100% of the profit from this weekend event will be donated to the Breast Cancer Foundation. Brochure was shared and members are asked to share this event brochure with others for this very worthwhile event.

VII. Round Table Networking:

A. Jim Hamilton: Jim shared information on a fun golf outing titled Pints, Putters & Pink Balls. The event is Saturday, 8/20/2011. Proceeds from the event will benefit the Breast Cancer Foundation. Jim will email BCTF members with event details this week.

B. Ashley Russell: ACS Making Strides Against Breast Cancer is Saturday, October 15, 2011 at Fifth Third Field. To form a team or to volunteer for the event, contact Ashley.

C. Michelle Upshaw: Michelle shared a flyer on the September 10th Westtown Health Fair, from 10am – 2pm at 4237 West Third Street (sponsored by Public Health of Dayton & Montgomery County). Various free health screenings will be offered. For more information call 225-5878.

D. Sharon Becker: For information on how to begin a health ministry, contact Sharon regarding an upcoming 2 day workshop.

E. Kathy Haught: BCCP continues to enroll new patients. Please contact Kathy for more information. Kathy reported that Bowl Over Cancer was a successful event. If anyone is interested in being on the committee for this event in 2012, contact Kathy.

F. Pam Kraft: MVH Mammo Mixer shared. Please contact Pam for information regarding this event.

G. Sharon Kershner: Announced that Round Table announcements need to be emailed to Sharon, for information to be included in meeting minutes.

Meeting concluded at 9:45 a.m.

Next BCTF Meeting:

Tuesday September 20, 2011, 8:30 a.m. at Drew Health Center

Respectfully submitted,
Sharon Kershner, Secretary