

Breast Cancer Task Force of Greater Miami Valley
Meeting Minutes
June 21, 2011

- Members Present:** Sharon Becker, Rosalee Bradley, Elaine Cope, Leigh Ann Fulford, Annemarie Halfpap, James Hamilton, Flora Igah, Louis Keiler MD, Sharon Kershner, Carla Knisley, Pamela Kraft, Aaron Morman, Melissa Roelle MD, Lisa Rucker, Ashley Russell, Roberta Taylor, Nancy Thoma, Michelle Upshaw
- Members Absent:** CJ Bruggeman, Faith Calif-Daley, Kim Faris, Marianne Farmer, Cynthia Ford, Lamar Ford, Kathy Haught, Deborah Jordan, Ann Lensch, Amy McKenna, Heleena McKinney, Kay Parent, Karen Pelfrey, Julie Robbins, Julie Sawyer, Frances Wade, Donna Walls
- Guest:** Sara Bielek, PsyD – Cancer Support Community Clinical Program Director
- 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 June 21, 2011 BCTF meeting. Leigh Ann gave a warm welcome to the new BCTF Co-Medical Advisors, Dr. Melissa Roelle and Dr. Louis Keiler. Members introduced themselves, and Dr. Roelle and Dr. Keiler spoke to the group about their medical specialties and interest in the field of breast health and breast cancer. A warm welcome to both physicians from the entire BCTF!
- II. **Guest Speaker:** “No Wrong Door” presented by Andrea Hoff of Montgomery County Family and Children First Council. Andrea gave a very informative presentation on the initiative of the “New Wrong Door” service. The philosophy is to provide a service system that welcomes people in need and assists them with connecting to desired services regardless of which agency receives the initial phone call. Andrea stated that in the end, it’s all about people serving people. “You may be knocking on the wrong door...but I’m going to help you find the right door”. For questions or more information, contact Andrea Hoff at 937-496-7622 or Hoffa@mcOhio.org
- III. **Finance Report:** Michelle Upshaw reported that the balance of the BCTF account is \$1, 088.79.
- IV. **Approval of Minutes:** The May 17, 2011 BCTF minutes were approved as submitted by Rosalee Bradley and Lisa Rucker.
- V. **Committee Reports:** The Marketing, Education and Speaker Committee reports were emailed to members prior to the meeting.
 - A. **Marketing Committee:** *Report written by Sharon Becker:* The Marketing Committee May meeting was cancelled. The next meeting is July 28, 2011 at

3:00 p.m at PCH building on Jasper Street. Sharon also stated she will provide a packet of BCTF brochures/booklets for Dr. Roelle and Dr. Keiler.

B. Education Committee: *Report per Ann Lensch*

We are in the final stages of formatting the financial brochure for patients. We will send it out to the education committee shortly for review and then bring to the main Task Force as soon as we have it completed.

C. Event Committee: *Reported per Aaron Mormon*

Planning is beginning for this year's Paint the Square Pink event. Tentative date is September 30th. It was confirmed at the meeting that the Junior League Town Hall and Kettering Foundation Walk for Women's Wellness luncheon does not conflict with this date. Aaron has called an Events Committee meeting following today's BCTF meeting.

D. Speaker Committee: *Report per Michelle Upshaw.*

If there are any new members looking for a committee to join, the Speakers Committee has openings available. Please contact Michelle Upshaw for information.

VI. Old Business:

A. Streamlining BCTF- cell phone: *Report per Aaron Mormon*

Aaron reviewed three options for cell phone usage for the BCTF. It was decided that the best plan to meet our needs is the Tracfone. The cost of the phone is \$10 and there is not an activation fee. One phone card keeps the phone active for three months. The least expensive card is \$20 for two hours of phone use. Free double minutes are offered. The BCTF Chair and Vice Chair will be responsible for the phone and accepting the calls.

B. Educational brochure to assist individuals in finding financial resources:

See report on Committee Report section. Please contact Ann Lensch, Leigh Ann Fulford, or Annemarie Halfpap to share further ideas and thoughts regarding this brochure.

C. Bylaws edits to allow for Co-Medical Advisors: *Report per Leigh Ann Fulford*

Edits were reviewed, stating "Two physicians may share this position and they would be considered Co-Medical Advisors", and adding an "s" to Medical Advisor at the title of Section E. Voting for this change will be proposed at the July meeting.

VII. New Business:

A. New ideas for video contest for 2011-2012: *Report per Leigh Ann Fulford and Jim Hamilton*

Rave Theatres at The Greene has offered to host the Video Contest Award Ceremony. Jim is actively discussing with administrators if a clip of the videos can be previewed during movie preview time. Sharon Becker shared her idea of a flyer being passed out at the movie theatre promoting the Video Contest.

B. Need for a BCTF historian: *Report per Annemarie Halfpap*

Annemarie proposed the idea of creating the position of a Historian for the BCTF. The Historian would be the keeper of all pictures, logos and events for future reference. Annemarie has offered to hold this position. Sharon

Becker discussed that in the past a Historian Committee was introduced, but has not been initiated. Leigh Ann reviewed that this proposal would need to be brought forth to the BCTF formally, voted on, and added to the bylaws. This will be on the agenda for the July meeting.

VIII. Round Table Networking:

- A. **Jim Hamilton –Bowl Over Cancer** is August 6, 2011 at Poelking Lanes South. Proceeds will benefit the Breast Cancer Foundation. Flyers and registration form for the event will be emailed to S. Kershner and will then be forwarded to the BCTF (*addendum*: flyers emailed to BCTF on 6/22/11 per Kershner). Aaron will coordinate a BCTF team for the event. Please contact Aaron if you are interested in joining the team.
- B. **Ashley Russell** – American Cancer Society has a free service for cancer patients to provide transportation to and from cancer treatments. The service is titled **Road to Recovery** and volunteers offer their time and driving expertise to provide this service. For more information on Road to Recovery contact the ACS at 1-800-227-2345 or visit cancer.org
An additional announcement is about the Plant It Pink campaign.
Plant it Pink is a campaign aimed at informing Ohio residents about the need for advocacy in the fight against breast cancer and to raise the funds necessary for the ACS. The campaign begins in the spring with a kick -off event, continues through the summer and culminates in October, Breast Cancer Awareness Month, with donors picking up their tulip bulbs and taking legislative action in the fight against breast cancer. When the flowers bloom the following spring, it serves as a reminder for women to get their screening and provides an additional opportunity to bring awareness to the lifesaving work of ACS.
- C. **Flora Igah:** Flora offered for Public Health of Dayton & Montgomery County to present a free program on cardiovascular wellness.
- D. **Roberta Taylor** – The PCH is providing door prizes for Bowl Over Cancer, which include Cincinnati Reds game tickets, Dayton Dragons game tickets, trip to Disney World, and lodging at various hotels.
- E. **Sara Bielek (guest)** – explained the role of the Cancer Support Community. Please contact Sara for more information if needed: 937-223-4117

Meeting concluded at 9:30 a.m.

Next BCTF Meeting:

Tuesday July 19, 2011, 8:30 a.m. at Drew Health Center

Respectfully submitted,
Sharon Kershner, Secretary