

# fresh air

UPDATES ON PROGRESS IN  
OUR DRIVE TO END LUNG CANCER

Volume 2, Issue 1

SPRING 2013

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**LUNGEVITY'S MISSION: To have a meaningful impact on improving lung cancer survival rates, ensure a higher quality of life for lung cancer patients and provide a community for those impacted by lung cancer. We do so by supporting critical research into the early detection and successful treatment of lung cancer, as well as by providing information, resources and a support community to patients and caregivers.**

**We seek to inspire the nation to commit to ending lung cancer.**

## Exciting Early Detection Research Also Gives Unexpected Progress in Lung Cancer Treatment

Dr. Sam Hanash and his research team at the Fred Hutchinson Cancer Research Center recognized the need for simple but accurate, non-invasive tests to detect lung cancer early, when it is the most treatable. Given that many people routinely have their blood drawn at annual physical exams, the team realized blood-based tests would be an ideal way to assess lung cancer risk, detect early-stage lung cancer and even improve the accuracy of lung cancer diagnoses.

Thanks to a LUNGEvity grant awarded in 2010, Dr. Hanash and his team conducted a three-part project to help make these blood tests a reality. By studying biomarkers that may signal an increased risk, an early-stage lung tumor or the malignancy of a nodule found on a CT scan, the research team made progress toward improving the early detection and diagnosis of lung cancer. They then conducted an extra experiment to try to enhance lung cancer treatment plans.

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## Teenage Lung Cancer Warriors Raise Funds and Awareness

The dynamic students at Deerfield High School (DHS) in Deerfield, IL, united their school and community in the fight against lung cancer. Lung cancer is a cause that is not "a natural" for teenagers, but it's one these students believed in—one that has touched many in their community.

These teenagers raised much-needed awareness and over \$135,000 for LUNGEvity and lung cancer research. They accomplished this through five months of planning that played out over three-and-a-half fundraising-filled weeks.

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2013 is off to an energetic start! Thanks to our incredibly dedicated volunteers, we are gearing up for a spring full of Breathe Deep events across the country to raise funds and awareness for lung cancer research and programs. We are also getting ready for our Spring Science Meeting in April, where we review new research applications and progress on current projects. I am confident that the research we fund will be impactful to the field of early detection and targeted therapies. I am also delighted to share in this issue the results of two LUNGeVity-funded projects that contributed even more than initially envisioned.

Another exciting development is the launch of our Survivor Resource Center, which builds on our existing set of survivor and caregiver resources. Despite the tremendous number of people who have been affected by lung cancer in this country, there are surprisingly few resources committed to their unique needs. We are committed to continuing to understand and meet the needs of this diverse group, and we think they will find the Survivor Resource Center to be an invaluable source of information and assistance.

We are looking forward to making great strides in 2013 and hope you will join us!



Andrea Ferris

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## All-around Endurance: Marathoner Running Strong in Her Seventh Year of Survivorship

Diagnosed with stage I lung cancer during a routine checkup for asthma, Lois Green was determined to continue her active life as a mom and dedicated runner.

Her 2012 running goal was to participate in the ING NYC Marathon in November, so she, her daughter Tara and her friend Jenny trained hard and fundraised nonstop to get to the marathon and represent Labrecque-LUNGeVity's Run As One partnership. However, Superstorm Sandy devastated major parts of New York City in late October, and the marathon was cancelled. Ever resilient, Lois and "Team Green" turned their energies that weekend to support and clean-up for the hurricane's victims.

New year, new race! This March, Team Green ran the Celebrate Life Half Marathon, still putting their training to good use. As Lois says, "It's important to share our stories and work to raise awareness about lung cancer. Anyone with lungs can get it and everyone deserves a chance to survive it." Her determination has raised both invaluable awareness about the disease and almost \$10,000.

**Follow Lois's inspiring example: Join LUNGeVity this year at one of our endurance events! 2013 events include the Bank of America Chicago Marathon on October 13th and the ING New York Marathon on November 3rd. Or run your own event—sign up for any marathon and fundraise for LUNGeVity as part of your training. Contact [sguelda@lungevity.org](mailto:sguelda@lungevity.org) to set up a Race of Your Choice page.**



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## LUNGEVITY'S SPRING SCIENCE MEETING:

# Accelerating Progress and Assessing Investments

On April 14th and 15th, currently-funded LUNGEvity Awardees, Scientific Advisory Board members and additional scientific reviewers will convene in Chicago for LUNGEvity's Spring Science Meeting.

On the first day, Awardees will present their results against the original research plan, including unexpected findings or challenges, and their plans for continuing their progress. LUNGEvity's cross-functional, cross-institutional scientific community can then collaborate with the Awardees and each other to leverage learnings,

address any challenges and make the successes go further and faster for our lung cancer community.

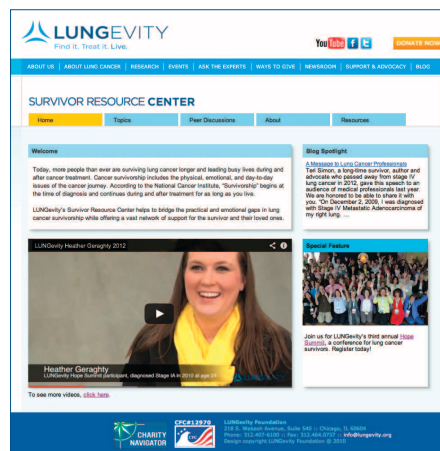
On the second day, the application reviewers will participate in a "Study Section." The goal is to determine the strongest applications in each of the three 2013 LUNGEvity award programs: Early Detection, Targeted Therapies and Career Development. Each application will already have been reviewed by a team of three scientists with expertise in that area. That team will present its recommendations, followed by group discussion and voting. The 2013 LUNGEvity Research Awardees will be announced in June, planting new seeds of collaboration and progress.

## New Online Survivor Resource Center

According to the National Cancer Institute, "Survivorship" begins at the time of diagnosis and continues during and after treatment for the rest of one's life. Cancer survivorship includes the physical, emotional and day-to-day issues of the cancer journey. LUNGEvity's new online Survivor Resource Center is a hub for survivors at any stage of their lung cancer journey who are looking for support, information about the disease, treatment options, and other resources that can help make coping and living with lung cancer easier. As investments in research lead to progress in early detection and lung cancer

treatments, more people are living longer and better with lung cancer than ever before, and we are proud to be able to provide services to make their journey easier for them.

[www.LUNGEvity.org/Survivors](http://www.LUNGEvity.org/Survivors)



## LUNGEvity Chicago Fall Benefit Raises \$383,000

Over 500 generous guests at the 13th Annual LUNGEvity Fall Benefit on November 3rd contributed \$383,000 for lung cancer research and awareness. A great time was had by all at Chicago's Venue One as we celebrated the survivors present and remembered those lost. Two special members of the community, Mark Carlinsky and Lynda Fisher, were honored with the Kay Barmore Volunteer Award. Awardees are recognized for their extraordinary passion to eradicate lung cancer, active involvement over time and impact on raising awareness and resources for the cause and LUNGEvity. Mark was inspired to contribute his time and energy to LUNGEvity when his wife, Lisa, was diagnosed with the disease in April 2006 and has continued his commitment since she lost her fight in 2008. Lynda is an 11-year survivor of the disease and has been an active volunteer since 2002. Thank you to Lynda and Mark and to all those who made this special night possible!



2012 Kay Barmore Volunteer Award Winners Mark Carlinsky and Lynda Fisher



In the first part of their project, Dr. Hanash and his team were able to build upon previous work to identify a specific promising biomarker and to analyze a set of biomarkers that may contribute to **determining a person's risk of developing lung cancer**. By studying these new ways to predict lung cancer risk, Dr. Hanash aims to help reduce the financial burden on the healthcare system and to ease psychological anxiety in patients by improving the accuracy of identifying high-risk patients who can then be referred for low-dose computed tomography (LDCT) screening.

In their second study, the researchers homed in on seven extremely promising blood biomarkers that may be useful in developing a blood test to **detect lung cancer before the onset of symptoms**.

In their third set of experiments, these scientists looked to see if biomarkers could be used to **improve the accuracy of patient diagnoses** by helping to clarify the results of positive CT scans. By working in collaboration with Dr. Steven Lam at the University of Vancouver, the team tested 2,500 patients. They found that combining the results of standard CT scans with the results of blood tests to detect the individual biomarker from the first set of experiments significantly improved their ability to distinguish between malignant and benign lesions. These exciting results have spurred Dr. Hanash and his team to continue this collaboration to study other biomarkers with the hope of further improving our ability to accurately identify malignant lesions and reduce the risk and expense of unnecessary lung biopsies.

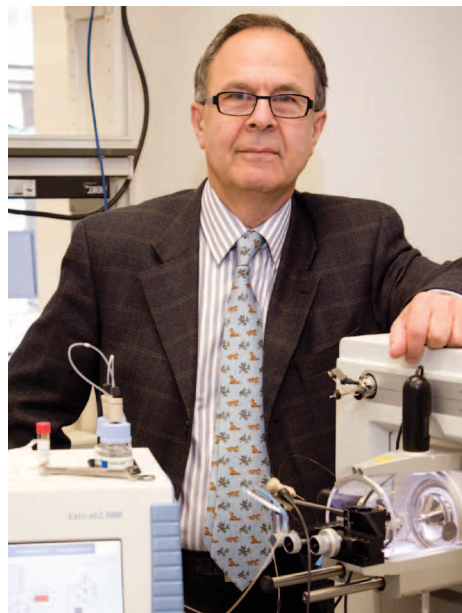
"We made good progress in identifying biomarkers to help with risk, early detection and diagnosis. Then we wanted to know if any of these biomarkers could also be used to **develop more effective treatment plans**," says Dr. Hanash, now

Director, McCombs Institute for the Early Detection and Treatment of Cancer, at The University of Texas MD Anderson Cancer Center.

Though it was not part of their original research plan, they decided the question was important enough to design and conduct an extra experiment. In a pilot study, they sampled patients' blood before and after starting a targeted-treatment regimen of erlotinib (trade name Tarceva). The researchers found that some of the biomarker levels in the blood samples correlated strongly with the patients' responses to erlotinib, helping to refine treatment for EGFR-positive patients.

Their scientific curiosity took them even further than originally planned, creating a "bonus" on the original investment. In doing so, Dr. Hanash and his team may have laid the groundwork for a blood test to help doctors recommend erlotinib treatment to those patients who are most likely to respond well to the drug.

"Of course, it is important to stick to the grant proposal and complete your work," explains Dr. Hanash. "But it is also important to continue to follow where the science leads."



*Dr. Sam Hanash, Director, McCombs Institute for the Early Detection and Treatment of Cancer, The University of Texas MD Anderson Cancer Center*

## LUNGeVity-funded Scientists Contribute to Progress in Targeted Therapies

The 13th Annual Targeted Therapies of the Treatment of Lung Cancer Meeting took place in Santa Monica, CA, this past February. Over 180 back-to-back sessions comprised this intense two-and-a-half day meeting sponsored by the International Association for the Study of Lung Cancer (IASLC). The format allows a progress presentation of each of the drugs currently in development for lung cancer treatment—alone or in combination—by several dozens of the leading lung cancer researchers in the country. The great news is that there are many drugs in development. The challenge is that we still need to learn which ones will ultimately work and for which patients.

**A number of LUNGeVity Research Awardees—past and present—were among the presenters.** These included keynote speaker **Dr. Matthew Meyerson** of Dana-Farber Cancer Institute and The Cancer Genome Project; **Dr. William Pao** of Vanderbilt University; **Dr. Rebecca Heist** of Massachusetts General Hospital; **Drs. Lauren Byers and John Heymach** of The University of Texas MD Anderson Cancer Center; **Dr. Ravi Salgia** of The University of Chicago; **Dr. David Carbone** of The Ohio State University; and **Dr. Eric Haura** of Moffitt Cancer Center.

The efforts of DHS School Chest (an annual fundraising effort with a different beneficiary each year) are an inspiring example of what young people, supported by their teachers and a caring community, are capable of.

The student-led fundraisers included:

- **Run for Change:** a 5K Run/Walk; over 300 participants and over \$10,000 raised
- **School Chest Benefit:** a meaningful evening for the entire community; over 300 attendees and over \$40,000 raised
- **DHS Idol:** an entertaining talent show where students voted for their peers with donations; over 800 attended and over \$10,000 raised
- **Mr. DHS:** an all-male competition that showcased the talents of DHS seniors; over 600 attended
- **Hoops for Hope:** a 3-on-3 basketball tournament where the winning team played an all-star staff team
- **Individual fundraising pages:** set up by students and teachers; over \$30,000 raised
- **Other creative daily fundraisers:** selling kids' favorite foods at lunch and after school; collecting "change for change"; Christmas caroling; selling candy cane message-grams and baked goods; auctioning off packages designed by teachers and students; and live performances by students.

Just as important as the money they raised for lung cancer research is the awareness these remarkable teenagers brought to our cause. They helped to educate their community and erase the stigma. These students' voices, energy and passion have contributed to changing the course of this disease. Teenagers CAN make a difference, and we are grateful that they chose LUNgevity as their cause. In the spirit of their school mascot, they are true lung cancer warriors.

# Unexpected Bonuses of Scientific Research

Scientific research does not follow a straight path, and no one knows that better than Eric Haura, MD, of Moffitt Cancer Center in Tampa, FL. As a recipient of a LUNgevity research grant in 2005, Dr. Haura was still trying to establish his career as a researcher. Today, he leads Moffitt's Lung Comprehensive Research Center and heads one of the country's seven National Cancer Institute Specialized Programs of Research Excellence (SPORE) sites dedicated to lung cancer research. We spoke with Dr. Haura to understand more about the twists and turns of scientific research and how they have contributed to progress in understanding lung cancer.



## LUNgevity Foundation: Please describe the work that LUNgevity originally funded.

**Dr. Eric Haura:** Originally, it was a two-year grant to study signaling pathways in non-small cell lung cancer. My goal was to build up enough data to convince the NIH [National Institutes of Health] to award me with my first large, five-year federal research grant. But my research progressed faster than expected. Within the first year of the LUNgevity grant, we were able to get approximately a million dollars in federal funding.

With such a large federal grant funding this work, the second year of LUNgevity funding had become redundant. So, LUNgevity allowed me to change course and use the funds to expand the technical capabilities of my lab.

## LF: What unexpected twist happened in your research?

**Dr. H:** My biggest surprise was finding that I had a funder with a true spirit of partnership and flexibility. In many cases, scientists are scared to let funders know they need to make an adjustment, even when it's due to success; they are worried about having the money taken away. But I

talked to the foundation and found that based on my current success and future research goals, they were willing to continue the funding to help me learn new techniques for studying proteins in cancer cells.

## LF: How did the LUNgevity grant impact your research?

**Dr. H:** I would have never hoped the grant would be so impactful—that second year of funding really changed the focus of my research overall. Today, my whole lab is based on studying proteins using those techniques.

## LF: In thinking about the research projects that stemmed from the LUNgevity grant, is there one that is the most exciting?

**Dr. H:** That grant has led to so many great ideas and experiments. One project that is particularly promising is our work looking at how two proteins interact in cancer cells. We have been able to correlate some of those interactions with how patients respond to certain lung cancer treatments. Some pharmaceutical companies are interested in this work. It could be a big step forward in identifying lung cancer patients who would benefit from a specific treatment.

# Dedicated Event Coordinators Making a Difference

Thirty-five dedicated volunteer coordinators and committee members joined together on March 1st-3rd for the Grassroots Leadership Summit (GLS). This annual event provides the opportunity to learn more about progress in lung cancer research and LUNGeity, as well as best practices in event management, and to share ideas with other coordinators.



**Kathy Cuddy,**  
five-time Breathe  
Deep Boston 5K  
Walk coordinator,  
was one of the GLS

attendees. In November 2012, Breathe Deep Boston marked **the exciting milestone of having raised over \$1,000,000 for LUNGeity since 2006.** The 2012 event alone raised over \$229,000, thanks to 1,901 participants and 150 teams. Below, Kathy shares why she contributes her valuable time to LUNGeity.

“Volunteering for LUNGeity as the Breathe Deep Boston event coordinator has become my passion as well as my second ‘career’ in retirement. My passion comes from my loyalty to the memory of the three family members I lost to lung cancer, and the kinship I feel for those I work with on the planning committee, the LUNGeity staff and all of our participants. My pas-

sion continues to be fueled as I see progress being made in the development of more effective treatments for lung cancer and more resources made available to those touched by lung cancer through LUNGeity’s efforts. I feel fortunate to be able to contribute to a cause so meaningful to me with an organization that has given me the hope that my work can really make a difference to the lung cancer community.”

*In November, Breathe Deep Boston marked the exciting milestone of having raised over \$1,000,000 for LUNGeity and lung cancer research since 2006*



## GIFTS OF HOPE

# Become a Monthly Donor!

Becoming a monthly donor is an easy, budget-friendly way to show your commitment to increasing survivorship of lung cancer. Choose the amount, and it will be charged to your credit card each month. You can make changes to your gift at any time. Every dollar makes a difference, and we need your help to stop lung cancer!

To make a sustaining gift, go to:

[www.LUNGeity.org/  
GiveHope](http://www.LUNGeity.org/GiveHope)



## Additions to the Board of Directors

LUNGeVity is honored by the following additions to our Board of Directors, which strategically guides and assists our continued growth and impact for our lung cancer community.

**Peter Babej**, Global Co-Head of the Financial Institutions Group at Citi. Over the course of his career, Peter has provided growth and financing advice to many leading companies across the financial and public sectors worldwide.

**Grace Bender**, founder of *infinisity, inc.*, which produces healthcare aids such as *mymedmanager™*, a personal healthcare and medication organizer. Grace brings extensive experience in public relations, government relations, management, and community volunteer work, as well as healthcare implementation.

**Dr. Pierre Massion**, Chairman of LUNGeVity's Scientific Advisory Board and Director of the Thoracic Program at Vanderbilt-Ingram Cancer Center in Nashville, TN.

**Chris Olivier**, a principal in Craft Catalyst, which helps emerging beverage brands manage their growth. An entrepreneur with extensive consumer marketing and general management experience, Chris has worked in operating roles in both private equity and non-profit arenas.

Chris previously served as an active board member of **Take Aim At Cancer**, a non-profit focused on raising funds and awareness for targeted cancer therapy. LUNGeVity is also delighted that Take Aim at Cancer has joined with us to help accelerate the funding of as much impactful research as possible.

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*"I am proud to support LUNGeVity. Our work to stop lung cancer through innovative research and our support of the lung cancer community have a tremendous impact."*

PETER BABEJ

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## Partnering with NBC4 to Help Keep People Healthy and Empowered

LUNGeVity raised awareness of lung cancer and our support resources at NBC4's 2013 Health and Fitness Expo in Washington, DC, on March 16th and 17th. For the second year, we hosted the "Take a Lap with LUNGeVity" walk at the Get Healthy 4 Life Walking Track, with Storm Team 4 Chief Meteorologist Doug Kammerer again leading the walk. Throughout the weekend, we welcomed hundreds of Expo visitors and provided information about LUNGeVity Foundation and lung cancer resources.



NBC4's Doug Kammerer, lung cancer survivor Arlene Blaha and supporters

## Taking a Swing at Lung Cancer

Golfers from across the Metro DC region will take a swing at lung cancer on Monday, May 13th, at the Army Navy Country Club for the second annual Breathe Deep DC Golf Classic.

Event chairs Bob Filippone (PhRMA) and Steve Ubl (AdvaMed) and their committee are planning a quintessential DC outing with congressional leaders joining business, social, medical, and civic leaders for breakfast, 18 holes of golf and a luncheon. Registration starts at 8:00 am with a shotgun start at 9:00 am.

LUNGeVity Foundation extends our appreciation to Honorary Event Chair The Honorable Michael G. Oxley and Honorary Committee members Speaker John A. Boehner, Senator Richard Burr, Representative James E. Clyburn, Representative Ed Pastor, and Representative John Yarmuth for their involvement in this important day of golf.

*For information about Breathe Deep DC Golf Classic sponsorships, foursomes and individual tickets, please contact Anna Pugh, Development Manager, at 240-454-3105 or [apugh@lungevity.org](mailto:apugh@lungevity.org) or visit [www.lungevity.org/DCgolf](http://www.lungevity.org/DCgolf) for details.*



LUNgevity Foundation  
218 South Wabash Avenue, Suite 540  
Chicago, IL 60604

## JOIN US AT OUR UPCOMING SPRING EVENTS:

April 7	Breathe Deep Ann Arbor	Ann Arbor, MI
April 20	Breathe Deep Blue Ridge	Blue Ridge, GA
April 20	Breathe Deep Columbia	Columbia, MD
April 27	Breathe Deep Haymarket	Haymarket, VA
April 28	Breathe Deep Bay Area	San Jose, CA
April 28	Breathe Deep North Shore	Deerfield, IL
April 28	Labrecque/LUNgevity Foundations' 10th Annual Run As One	New York, NY
May 3-5	Hope Survivorship Summit	Arlington, VA
May 4	Breathe Deep Michigan	Birmingham, MI
May 11	Breathe Deep Kankakee	Kankakee, IL
May 11	Breathe Deep Newark	Newark, OH
May 13	Breathe Deep DC Golf Classic	Arlington, VA
June 1	Breathe Deep Lena	Lena, IL
June 1	Breathe Deep NE Pennsylvania	Kingston, PA
June 5	Ping Pong at SPiN New York: <i>A Labrecque/LUNgevity Foundations' event</i>	New York, NY
June 15	Breathe Deep Des Moines	West Des Moines, IA
June 15	John Whiteside/Beatrice Green Lung Cancer Walk and Fun Run	Arlington Heights, IL