

PROMISE



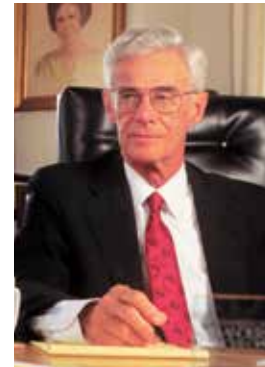
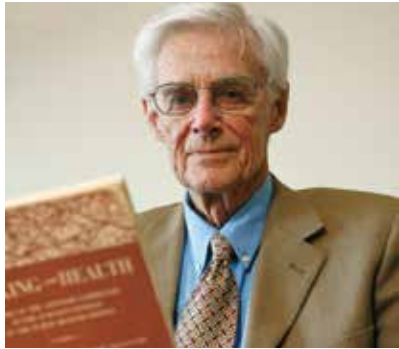
DIGITAL DOLLARS

Donors and e-philanthropy
click to #endcancer

In memoriam

Charles Aubrey “Mickey” LeMaistre, M.D.

Feb. 10, 1924 - Jan. 28, 2017



Iconic leader and pioneer of cancer prevention

The University of Texas MD Anderson Cancer Center's
second full-time president, 1978-1996

Life member, MD Anderson Cancer Center Board of Visitors

Cancer[®]

Memorial gifts may be made to the Charles Aubrey and Andreae LeMaistre Fund at MD Anderson:

MD Anderson Cancer Center, P.O. Box 4486, Houston, Texas 77210-4486

www.mdanderson.org/gifts

CONTENTS

IN THIS ISSUE



MARKS MOORE

MD Anderson Cancer Center Board of Visitors member Tom Johnson, former CEO of CNN, and former Secretary of State Dr. Condoleezza Rice before the Living Legend interview in San Antonio. **p.14**

5 NEWS MAKERS

Mulva Family Foundation

Gift to UT System includes \$25 million for melanoma and prostate cancer research at MD Anderson.



ADOLFO CHAVEZ III

- 4** **New chair of Pediatrics**
Richard Gorlick, M.D., brings expertise to MD Anderson Children's Cancer Hospital.
- 5** **21st Century Cures Act**
MD Anderson applauds enactment of historic legislation.
- 10** **Brown Foundation Award**
Tonya Edwards is recognized for excellence in oncology nursing.
- 16** **iPromise**
Remembering Marty Lindley and her fight against leiomyosarcoma.



Survivor Karen Fore reflects on the Multiple Myeloma Moon Shot™. **p. 6**

ADOLFO CHAVEZ III

SECTIONS

- 6** Moon Shot Momentum
- 10** Donors Make a Difference
- 11** Survivors Say
- 12** Among Friends
- 13** Spotlight
- 14** Philanthropy in Action

UPCOMING EVENTS

FEBRUARY

20: Indian Wells, California:
Making Cancer History® Seminar

MARCH

27: Shell Houston Open (through April 2)

APRIL

1: Houston: Little Galleria Bunny Hops & Photo Ops
18: Houston: President's Recognition for Faculty Excellence Awards
20-21: Houston: Advance Team Reception and Annual Meeting
29: Albany, Texas: Polo on the Prairie

MAY

6: Houston: 20th Annual Sprint for Life

ACCESS ANSWERS

To become a patient: Call 877-632-6789 or fill out the self-referral form at mdanderson.org.

For more information, please visit mdanderson.org/gifts or call 800-525-5841.

Download Promise at mdanderson.org/Promise.

If you do not want to receive certain fundraising communications from MD Anderson, please visit our website at mdanderson.org/FundraisingOptOut or contact us at 855-344-5272.



ISTOCKPHOTO.COM/PIXELLIEBE

Sprint for Life team raises funds, awareness to honor loved one who fought against ovarian cancer. **p 15**



ON THE COVER:

MD Anderson's e-philanthropy program helps donors go digital in support of Making Cancer History®. **p. 7** ISTOCKPHOTO.COM/WAVEBREAKMEDIA

PROMISE

The University of Texas
MD Anderson Cancer Center
Development Office - Unit 705
P.O. Box 301439
Houston, TX 77230-1439
713-792-3450
800-525-5841
mdanderson.org/gifts
promise@mdanderson.org
youtube.com/MDAnderson

Ronald DePinho, M.D.
President

Tadd Pullin
Senior Vice President for
Institutional Advancement

Patrick Mulvey
Vice President for Development

Brette Peyton
Executive Director, Public Relations

Sarah Watson
Editor, Program Director
Development Communications

Allison Schaffer
Assistant Editor
Senior Communications Specialist

Leslie Friedman
Senior Communications Specialist

Marilyn Scaria
Senior Communications Designer

Contributing Writers
Katrina Burton
Karen Fore
Jeff Lindley
W.K. Alfred Yung, M.D.

Suggestions? We welcome your perspective: promise@mdanderson.org.

FUNDING FOR THE FUTURE

Cardinal Health boosts School of Health Professions with \$25,000

PETER HU, PH.D.,

associate professor and director of the Molecular Genetic Technology Program for MD Anderson's School of Health Professions, is the latest winner of the Cardinal Health urEssential Award. The national award recognizes medical laboratory professionals' contributions to patient care.



Peter Hu, Ph.D.

Cardinal Health recently donated \$25,000 to the School of Health Professions in honor of Hu. The contribution will benefit scholarships for students seeking careers in laboratory medicine through the Molecular Genetic Technology Program and the Graduate Program in Diagnostic Genetics.

The School of Health Professions is committed to the education of health care professionals through formal academic programs that award institutional certificates and degrees in health sciences.

ALLISON SCHAFFER

NEW PEDIATRICS CHAIR

Visionary leader dedicated to helping young patients, families

RICHARD GORLICK, M.D.,

has joined MD Anderson Children's Cancer Hospital as division head and department chair of Pediatrics.



Richard Gorlick, M.D.

"We're extraordinarily fortunate to recruit Dr. Gorlick, an

accomplished academic leader, scholar, educator and clinician," says Ethan Dmitrovsky, M.D., provost and executive vice president.

Gorlick, a pediatric cancer survivor, says he's "immensely excited" to be at MD Anderson, where "the tremendous institutional strengths in fields such as immunotherapy and genetic profiling can be applied to pediatric cancers in unique ways." Previously, he served as division chief of Pediatric Hematology-Oncology and vice chairman of Pediatrics at The Children's Hospital at Montefiore and as professor of Pediatrics and Molecular Pharmacology at The Albert Einstein College of Medicine in New York. Gorlick began his sarcoma research laboratory at Memorial Sloan Kettering prior to joining Montefiore and Einstein.

KATRINA BURTON

IBC BANK'S END CANCER CAMPAIGN RAISES \$2 MILLION

Corporations align with MD Anderson to raise funds for cancer research and treatment

MD ANDERSON is grateful to companies that conduct cause marketing campaigns to raise funds for cancer research and treatment. These corporate alliances help MD Anderson continue to make strides in Making Cancer History®.

IBC Bank, for example, a multi-bank financial holding company headquartered in Laredo, tied its 50th anniversary celebration to a four-month End Cancer campaign at its 204 branches in Texas and Oklahoma. Committing to raising \$1 million and matching every dollar raised, the bank donated \$2 million to MD Anderson to support the Moon Shots Program™, which aims to rapidly and dramatically reduce mortality and suffering from cancer.

Dennis E. Nixon, chairman and CEO, International Bancshares Corporation, and an MD Anderson Cancer Center Board of Visitors (BOV) member since 1997, led employees in developing creative ways to raise money and awareness.

The bank encouraged customers to make a donation at any IBC Bank or online, while employees participated in a voluntary company-wide payroll deduction for nine weeks to benefit MD Anderson.

"IBC Bank is committed to supporting worthy causes including advancing cancer research and treatment at MD Anderson," says Nixon. "We are proud to match every dollar raised and grateful for our communities' participation in this campaign, as well as our employees for creating fun ways to money and awareness for MD Anderson."

Ronald DePinho, M.D., president of MD Anderson, recognizes the important role corporate alliances play in funding research initiatives.

"Through our Moon Shots Program, our faculty and staff apply groundbreaking technology, services and expertise to convert scientific discoveries into lifesaving advances," says DePinho. "We're grateful for IBC Bank's support of our mission to end cancer."

LESLIE FRIEDMAN



IBC Bank recently aligned with MD Anderson to support the Moon Shots Program through a four-month End Cancer campaign that raised \$2 million.

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CORPORATE CAMPAIGNS BY THE NUMBERS

Jason's Deli:

\$800K

Stripes Stores:

\$4.7M

Kendra Scott:

\$120K

Over 2 years

Pappas Restaurants:

\$325K

Led by BOV member Vicky Pappas
Customer giving + Pappas Restaurants match

H-E-B:

\$425K

Led by BOV member Charles Butt
At-register campaign



21ST CENTURY CURES ACT

Above left: From left, Pat White, president of ACT for NIH; Rep. Diana DeGette; Ronald DePinho, M.D., president of MD Anderson; Jed Manocherian, MD Anderson Cancer Center Board of Visitors member; and Rep. Fred Upton in Washington, D.C. at the December 2016 signing of the 21st Century Cures Act.

Above right: President Barack Obama signs the legislation, which provides increased medical research funding, including \$1.8 billion designated for cancer research, and aims to accelerate development and approval of experimental treatments and reform federal policy on mental health care.

PHOTOS COURTESY OF ACT FOR NIH

MULVA FAMILY FOUNDATION CONTRIBUTES \$75 MILLION TO UT SYSTEM INSTITUTIONS

\$25 million to fund MD Anderson efforts to end melanoma and prostate cancer

THE MULVA FAMILY FOUNDATION has given \$25 million to melanoma and prostate cancer research at MD Anderson under the direction of Patrick Hwu, M.D., chair of Melanoma Medical Oncology, and Christopher Logothetis, M.D., chair of Genitourinary Medical Oncology.

“This transformational gift is a reflection of the Mulva family’s extraordinary generosity and dedication to advancing the end of two of our most menacing foes — melanoma, the deadliest form of skin cancer, and prostate cancer, the second leading cause of cancer deaths in men,” says Ronald DePinho, M.D., president of MD Anderson. “We are profoundly grateful for the Mulva Family Foundation’s remarkable support of MD Anderson’s mission. Together, we will change the statistics and create new hope for patients and their loved ones facing the challenges of cancer.”

The gift is part of a \$75 million grant that includes \$50 million to create the Mulva Clinic for the Neurosciences at the Dell Medical School at The University of Texas at Austin.

In a news release announcing the grant, Miriam and Jim Mulva expressed their “passion and commitment to help MD Anderson — the premier cancer center in the world — treat and ultimately eradicate cancer.”

Jim Mulva, chair of the MD Anderson Cancer Center Board of Visitors and a UT Austin graduate, is past chairman and CEO of ConocoPhillips. Miriam Mulva is a graduate of St. Norbert College near Green Bay, Wisconsin. The Mulvas are Texas residents and split their time between Austin and Green Bay.

The Mulva Family Foundation has been a consistent supporter of UT Austin and MD Anderson. Medicine, education, youth and the Catholic Church are its primary initiatives. The family’s substantial commitments to the university include \$60 million to the McCombs School of Business and the Cockrell School of Engineering and \$15 million to help build the new Liberal Arts Building. They have given more than \$5.6 million to MD Anderson. The Miriam and Jim Mulva Conference Center at MD Anderson is named in recognition of a \$5 million gift to the Miriam and Jim Mulva Fund for Melanoma Research.



Miriam and Jim Mulva

JOHN EVERETT

SARAH WATSON

“This **transformational gift is a reflection of the Mulva family’s extraordinary generosity and dedication to advancing the end of two of our most menacing foes.**”

—RONALD DEPINHO, M.D., President, MD Anderson

About the

Multiple Myeloma MOON SHOT

Podcast at <http://bit.ly/1N9yrMR>

- **Robert Orlowski, M.D., Ph.D.**, professor and interim chair, Lymphoma/Myeloma
- **R. Eric Davis, M.D.**, associate professor, Lymphoma/Myeloma
- **Donald Berry, Ph.D.**, professor, Biostatistics

MULTIPLE MYELOMA is the second most common blood cancer, with 27,000 new diagnoses in the U.S. annually. For patients with high-risk multiple myeloma, median survival is as low as two to three years. Understanding the molecular changes in mature myeloma cells and myeloma stem cells that trigger its aggressive behavior is a key goal. Researchers also need to learn why a patient's immune system allows the process to continue unchecked. This can help identify and engage targets using small molecules (drugs) and new immune therapies. Resulting therapies will be validated first in patients with high-risk disease, then in all myeloma patients. Clinical trials for early-stage myeloma will study the two precursor myeloma stages and test the effects of an antibody that prevents cancer cells from functioning. They also will study pembrolizumab, a drug that targets programmed cell death 1 (PD-1) receptors and takes cancer cells offline altogether. Another project aims to identify relevant peptides (short amino acid chains) for their ability to stimulate the immune system. The Multiple Myeloma Moon Shot™ also is determining the efficacy of natural killer cells, collected from umbilical cord blood, to treat myeloma. This approach would supplement high-dose chemotherapy and stem cell transplantation. Two genetics pilot projects aim to identify the vulnerabilities of myeloma cells carrying a deletion of chromosome 17p or an amplification of chromosome 1q21.

MOON SHOTS PROGRAM

Results-oriented, patient-driven

Launched in 2012, MD Anderson's Moon Shots Program™ is a comprehensive effort to significantly reduce cancer deaths and transform cancer care. Moon Shot teams pursue innovative projects prioritized for greatest patient impact. Specialized platforms provide infrastructure, systems and strategy. Moon Shot efforts will help support all cancer research at MD Anderson. Funding is from private philanthropy, institutional earnings, competitive research grants and commercialization of new discoveries. The Beau Biden Cancer Moonshot, led by former Vice President Joe Biden, aligns with the program to accelerate progress in the fight against cancer.

Private philanthropic commitments to the program total more than \$428 million.

AREAS OF FOCUS:

- B-cell lymphoma
- Breast and ovarian cancers
- Chronic lymphocytic leukemia
- Colorectal cancer
- Glioblastoma
- High-risk multiple myeloma
- HPV-related cancers
- Lung cancer
- Melanoma
- Myelodysplastic syndromes and acute myeloid leukemia
- Pancreatic cancer
- Prostate cancer

MY MOON SHOT

KAREN FORE, of Houston, is a six-year cancer survivor. She works in Anesthesiology and Perioperative Medicine at MD Anderson and volunteers with myCancerConnection, MD Anderson's support program that connects patients and caregivers with others who've been in the same situation.

“In June 2010, I was diagnosed with multiple myeloma, a blood cancer that attacks the bone marrow, bones and kidneys. I'd never heard of it, even though I'd worked in the medical field for decades. I began chemotherapy almost immediately, with little results. We tried a second line of treatment and it also failed. Eventually, I was enrolled in a clinical trial that controlled the disease enough to proceed to a stem cell transplant. Eighteen months later, I achieved a complete response and have been blessed to maintain this 'remission' to this day.

This is a disease that currently has no cure, however, and can recur at any time. I hold my breath with each follow-up visit hoping that I'm still in 'remission.' I'm not as afraid of a possible relapse as I once was, largely due to new drug therapies for relapsed and refractory disease. Knowledge is power; therefore, I set out to keep up with the most current developments for



Karen Fore

ADOLFO CHAVEZ III

multiple myeloma treatment. The progress is exciting.

I was thrilled that multiple myeloma was chosen to be part of the Moon Shots Program™. They're researching how the body can use its immune system and special killer cells to eradicate the myeloma cells from the body, or in other words, a cure! There's hope for those diagnosed with multiple myeloma. With the intensive research being done through the Moon Shots Program, I believe this cure will come in my lifetime.

WHAT'S YOUR MOON SHOT?

Contact us at promise@mdanderson.org and tell us why MD Anderson's Moon Shots Program is important to you.

The image shows the exterior of the M. D. Anderson Cancer Center building. The building is a multi-story structure with a facade of light-colored stone or concrete panels and large windows. The text "The University of Texas" is visible at the top, and "M. D. Anderson Cancer Center" is prominently displayed in large, raised letters below it. The sky is blue with some light clouds. There are green trees in the foreground and background. A vertical credit line "ADOLFO CHAVEZ III" is on the right side of the image.

The University of Texas
M. D. Anderson Cancer Center

DOLLARS GO DIGITAL

e-Philanthropy program raises millions with just a few clicks

BY ALLISON SCHAFFER

From navigating the hallways of MD Anderson's vast campus in Houston to connecting with fellow patients and survivors around the world, thousands turn to the internet for a quick and easy way to get the information they need. Over the years, "getting" has paved the way for "giving" through MD Anderson's e-philanthropy program.

"Our patients are very driven by our digital experience," says Tiffany Dunn, executive director of Development for MD Anderson's e-philanthropy program. "We needed to have a presence on the internet as people move more and more toward mobile devices."

“Our patients are driven by our digital experience.”

— TIFFANY DUNN, executive director of Development



e-Philanthropy encompasses a wide range of online activities related to giving, including fundraising emails, social media, the “give now” button on mdanderson.org and more.

“As our e-philanthropy efforts have evolved, so have our segmentation and use of various digital channels,” says Dunn.

In 2013, her team launched a proactive direct digital effort that started with an email program.

“It quickly moved into more advanced directions, such as donation page optimization, search engine marketing, digital display and social media, through integration with our marketing and communications teams,” she says.

MD Anderson’s e-philanthropy program raised more than \$2.8 million in 2015. Since 2012, the program has contributed more than \$8.4 million to cancer research and patient care programs. Revenue has increased 23% year-over-year, with number of gifts up 12%. But Dunn stresses it’s about more than dollars.

“e-Philanthropy is a critical way for us to share information on patient care, research, prevention and education,” she says.

Plans are to expand further into the digital space in the near future. A peer-to-peer fundraising site is planned, for example, to enable friends of MD Anderson to set up fundraising pages to help support the institution’s mission to end cancer.

Email appeals aim to broaden MD Anderson’s donor base and raise awareness of philanthropy’s role in the institution’s mission to end cancer.



Visit us at mdanderson.org/gifts

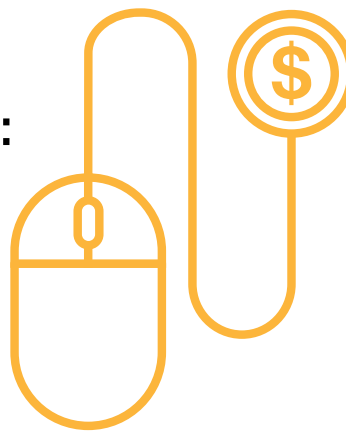


ISTOCKPHOTO.COM/RAWPIXEL

e-PHILANTHROPY VEHICLES:
emails + social media

Give Now

on mdanderson.org



2.8 million
raised through
e-philanthropy in FY2015



**PEAK ONLINE
GIVING TIMES:**

- End of fiscal year
- Father's Day
- End of calendar year
- Mother's Day
- Giving Tuesday
(after Cyber Monday)



TOTAL ONLINE DONATIONS:
since August 2012

104% growth
representing more than
\$8.4 million in support

THE BROWN FOUNDATION AWARD HONORS TONYA EDWARDS

MD Anderson nurse recognized for impact on lives of patients, colleagues

BY LESLIE FRIEDMAN

Tonya Edwards, a clinical nurse in Palliative Care at MD Anderson, is the recipient of the 2016 Brown Foundation Award for Excellence in Oncology Nursing. The award, founded by The Brown Foundation Inc. in 1982, is the institution's highest honor for nurses at MD Anderson.

A selection committee of MD Anderson clinical faculty, patient care administrators and nursing staff reviewed peer and patient nominations before narrowing the selection to three finalists.

Edwards received a \$15,000 prize from The Brown Foundation, represented by Nancy Abendshein, chairman of the board, as well as a crystal plaque and a commemorative pin at a ceremony led by Ronald DePinho, M.D., president of MD Anderson.

"I'm completely overjoyed with this honor, which is totally unexpected," says Edwards, who as a young girl lost both grandmothers to cancer and became interested in supporting cancer patients and making their lives better. "Nursing at MD Anderson allows me the opportunity to broaden my scope of practice, striving for excellence with institutional support behind me."

Edwards has been a nurse for more than 21 years and has spent almost half that time at MD Anderson. Prior



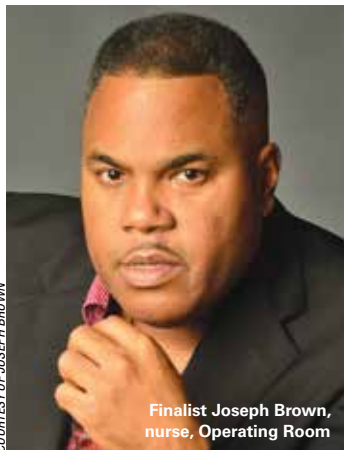
Tonya Edwards is all smiles after learning at a surprise announcement in clinic that she is the latest recipient of the Brown Foundation Award.

ADOLFO CHAVEZ III



COURTESY OF KELLY CREEL

Finalist Kelly Glass Creel, clinical nurse, Urology



COURTESY OF JOSEPH BROWN

Finalist Joseph Brown, nurse, Operating Room

to joining the institution, she earned a master's in gerontology and an associate degree of nursing. Since then, she has completed her Bachelor of Science in Nursing. She currently is pursuing her family nurse practitioner license at The University of Texas at Arlington.

While at MD Anderson, Edwards has made a significant impact on the Palliative Care Unit. She single-handedly implemented a core-team approach to opioid safety and educated staff on patient safety while preventing opioid misuse and abuse. Her work has led to recognition worldwide throughout the palliative care community for taking a new approach to pain control and drug abuse.

Edwards says she feels the true meaning of being a nurse at MD Anderson in her core.

"It's a pleasure and an honor to be a nurse at MD Anderson and to help our patients feel better and lower their stress," she says.

At the awards ceremony, DePinho acknowledged Edwards' ability to "inspire and enrich" the lives of patients and their loved ones and noted her exceptional nursing skills, which "help us strive to accomplish our goal of ending pain and suffering caused by this devastating disease."



BARRY SMITH

Ronald DePinho, M.D., president of MD Anderson; Tonya Edwards; and Susan Stafford, executive director, Nursing Administration

GOLFERS TEE UP AGAINST GLIOBLASTOMA

Annual tournament honors son's memory, seeks cure

BY LESLIE FRIEDMAN

With two holes-in-one under his belt by age 23, Clint Barsch loved the game of golf. Today, his passion for the sport lives on through an annual golf tournament that raises funds and awareness for MD Anderson's Glioblastoma Moon Shot™.

In 2002, Barsch, then 21, had a seizure and was told by doctors in Austin that he likely had a cancerous tumor and wouldn't live much longer. He moved home to Odessa to be with his parents, Sherry and Calvin Jackson. A physician there suggested Barsch go to MD Anderson.

That fall, they met with Amy Heimberger, M.D., professor of Neurosurgery, and scheduled a date in December for the surgery, which revealed an astrocytoma, a type of brain cancer. Radiation and chemotherapy followed.

"Dr. Heimberger was so good about explaining everything that needed to be done," says Sherry Jackson. "The people at MD Anderson really make the difference."

Barsch remained healthy for nine years and had regular checkups at MD Anderson. In April 2012, his neuro-oncologist saw questionable spots on his scans. This time it was a glioblastoma, the deadliest form of brain cancer. Heimberger successfully removed it from his frontal lobe.

Barsch embraced a will to live — not wanting to know his fate, he never asked. He died at age 32 in April 2014, but not without a fight.



Amy Heimberger, M.D., professor, Neurosurgery

"We're so very grateful to MD Anderson and Clint's doctors, as they gave him 12 more years of life," says Jackson. "From the doctors to the social workers and the caregivers, there's always someone there to show they care."

The Jackson family, including Clint's brother, Blake, and Blake's wife, Stacy, started the Clint Barsch Foundation soon after he died to help find a cure for glioblastoma.

"In Clint's honor, we held a golf tournament in April 2015, with 108 teams raising \$10,000 for the Glioblastoma Moon Shot," says Jackson. "In 2016, 104 teams raised another \$10,000."

She acknowledges many volunteers, donors and sponsors who have helped with planning, setting up and supporting the golf tournaments in Andrews, near Odessa — in particular, Mark Oliver and Joann Lawson, two friends who have made a significant impact.

"We couldn't do it without their time, expertise and service," says Jackson.

The family's gesture of philanthropy, says Heimberger, is greatly appreciated.

"Fundraising is an incredibly valuable resource to us, and we're extremely appreciative of families who want to honor their loved one," she says. "I'm inspired by families taking a heart-wrenching loss and turning it into an opportunity to have an impact on other patients suffering from such a dreadful disease."



Clint Barsch, center, with his father, Calvin Jackson, left, and brother, Blake Jackson, as they prepare for a round of golf.

COURTESY OF THE JACKSON FAMILY

SURVIVORS SAY

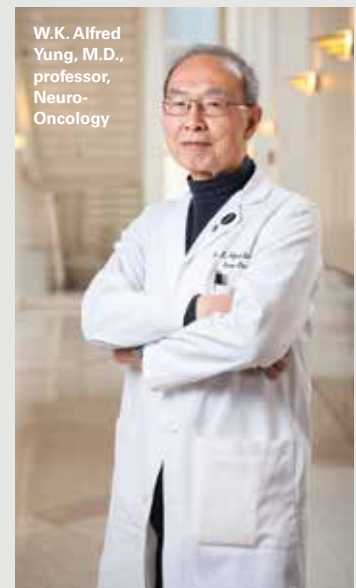
W.K. ALFRED YUNG, M.D., professor, Neuro-Oncology, and a member of the Moon Shots Program™ executive committee, is an expert in clinical research and treatment of glioblastoma multiforme, the most lethal form of brain cancer. He is a 17-year cancer survivor and was recently named to the Blue Ribbon panel of experts selected to advise the Beau Biden Cancer Moonshot, inspired by MD Anderson's Moon Shots Program™ and led by former Vice President Joe Biden.

I came to MD Anderson in 1981 and started the brain tumor clinic with several colleagues. We worked with the idea of developing a research-based clinical translational program focusing on both laboratory and clinical research. In 1990, I developed some urgent symptoms. The urologist thought it was a congenital problem. We did multiple procedures to try to relieve it but weren't successful. Finally in 1999, when the urgency and pain were much more intense, we did an in-depth biopsy and discovered I had a transitional cell cancer of the bladder neck. I underwent intensive chemotherapy for five months followed by an extensive surgical procedure to remove the bladder and the prostate, and to reconstruct a neo-bladder. The chemotherapy was so effective that surgery showed we had achieved

a complete pathological remission. After I finished my treatment, Dr. John Mendelsohn, then president of MD Anderson, appointed me to be the chair of the Department of Neuro-Oncology. I served as the chair until 2015.

Every cancer patient experiences two things to think about: what to do for treatment and what you do afterwards with the time you're given. I've developed the perspective that time is precious. If I have more time, then I need to treasure that time and use it in the most positive way. I chose to continue with my passion that I had before my cancer diagnosis and, in fact, hurry things along a bit more, recognizing I don't know how much time I'm given. So, I treasure every moment of time and keep moving forward with energy and gratitude.

W.K. Alfred Yung, M.D., professor, Neuro-Oncology



ADOLFO CHAVEZ/III

Promise invites cancer survivors to share their reflections. Email promise@mdanderson.org.

GETTING TO KNOW Barry Kessler

BY ALLISON SCHAFFER

For years, Barry Kessler was under the misconception that MD Anderson is “a place you go when things are really bad.” Several years and one cancer diagnosis later, he praises the institution as “the only place to go. Period.” Kessler is a principal at Simmons & Company International, Energy Specialists of Piper Jaffray and a member of MD Anderson’s Advance Team, a volunteer board of “next generation” community and business leaders. A melanoma survivor, he focuses his efforts outside of the office on helping #endcancer, once and for all.

Tell us about yourself.

I was born in Detroit but moved to Spring, Texas, early in my childhood. I graduated from Texas A&M University and then headed back up north to attend Notre Dame’s Mendoza College of Business. After graduate school, I moved back to Houston and started working at Simmons & Company International (now part of Piper Jaffray & Co.), an energy investment banking firm. Moving back to Houston has been a blessing, as I’m in the same city as my family and it’s the place I met my wonderful wife, who shares many of my passions. I love hunting, adventure traveling and any activity that can be used as a challenge.

How did you first hear about MD Anderson?

I knew about MD Anderson early on. Several family friends were treated there. I always knew it to be the place you go when things are really bad. I’d always heard it was the best place to go for cancer treatment. But that really didn’t sink in until I was the one who needed help.

I had just turned 30 and still pretty much thought I was invincible. Then I was diagnosed with melanoma. I was like a deer caught in the headlights. I didn’t know what to do.

I ended up going to my boss to talk to him about my diagnosis. I knew he would understand my anxiety and fear. He took me by the arm and said, “We’re going to take care of this.” A few days later I was at MD Anderson.

What do you remember most about your experience as a patient at MD Anderson?

The compassion and professionalism of the doctors and staff are unparalleled. Before I could even ask my doctor questions, she spouted the exact answers I needed to hear.

I was blown away by the integrity and kindness of everyone I met during my treatment. I’m proud to say that I’m doing well. As a survivor, I know it’s my turn to spread the word about MD Anderson and its world-class patient care programs and prevention initiatives.

You chaired the Advance Team’s Boot Walk to End Cancer™ team as part of the recent 75th anniversary celebrations. What was it like to be a part of this historic event?

The first word that jumps to my mind is “humbling.” It was extremely humbling to take part in MD Anderson’s 75th Anniversary. I realized just how big MD Anderson is and how many lives this place impacts. At the Boot Walk, every person had a story to tell, whether they were fighting cancer or representing a loved one. It was amazing to see that much support for a mission that is near and dear to my heart.

What message do you have for patients at MD Anderson?

To the patients: You are exactly where you need to be. To the donors: The story of every patient is inspiring, and MD Anderson enables thousands of these stories every year.



Blair and Barry Kessler

COURTESY OF BARRY KESSLER

Born: Detroit, Michigan
Resides: Houston, Texas
Degrees: Bachelor of Science in Mechanical Engineering, Texas A&M University, Master of Business, Notre Dame’s Mendoza College of Business
Advance Team Member: Since 2015 Co-Chair, Advance Team’s Boot Walk to End Cancer™ team

“The compassion and professionalism of the doctors and staff are unparalleled.” — BARRY KESSLER

GI Clinic receives CELEBRATION BELL

Maritime attorney presents shipshape gift

BY LESLIE FRIEDMAN

Doug Shoemaker, a maritime attorney from Houston, is a survivor of stage IV colon cancer. He was diagnosed at age 36 in 2005, after having had colitis for 17 years. Three surgeries followed, as did three and a half years of chemotherapy. After nine years of appointments at MD Anderson's Gastrointestinal (GI) Clinic, he finally got a 12-month break. He mentioned to his physician, Cathy Eng, M.D., professor, Gastrointestinal Medical Oncology, that he was hoping to ring the bell to signify the end to his treatment, as is customary in other clinical areas of MD Anderson.

When he learned the GI Clinic did not have such a bell, the former captain set out to resolve the issue. A generous client donated a 12-inch bell from a commercial ship, but it became too challenging to install it in a busy hospital hallway. Shoemaker arranged for a smaller bell, though perhaps "not strictly U.S. Coast Guard-compliant," which now hangs in the clinic.

Shoemaker feels a ship's bell is particularly appropriate for the clinic. It not only is fun to ring, but also offers a long, pleasant tone with deep meaning. As for its maritime significance, ships more than 65 feet long must have a sound-producing device, such as a bell, to indicate the vessel's maneuvers or position in limited visibility.

"On a ship in fog, one may feel lost or disconcerted. Hearing the horn or bell of a nearby ship helps give perspective and a feeling of security knowing others are nearby," says Shoemaker.

Shoemaker compares cancer treatment — whether from the perspective of a patient or a caregiver — to being on the water in fog. It can be scary and disorienting and can cause a sense of aloneness. Hearing a bell and knowing someone else is out there brings relief and comfort.

"Whether a patient completed treatment or merely had a good day, the bell reminds us that others are going through similar situations," says Shoemaker. "And, although today might be a rough day, one may



Douglas Shoemaker celebrates beating stage IV colon cancer along with, from left, son Logan, daughter Ivey, wife Michelle Dugan and daughter Meredith.

COURTESY OF THE SHOEMAKER FAMILY

have the chance to ring the bell another day, and perhaps bring solace to others who hear the bell ring."

Shoemaker donated the bell to the GI Clinic in memory of his mother, Nancy Shoemaker, and a dear friend, James Sentner, both of whom lost their lives to colon cancer. Shoemaker and Sentner, also a maritime attorney, became well-acquainted while they both endured treatment at MD Anderson. Sentner, who died in 2015 after a long and valiant fight, was a mentor and inspiration to Shoemaker, personally and professionally.

Nancy Shoemaker lost her relatively short battle with colon cancer in 2014, after having treatment closer to her home in Illinois.

While Shoemaker misses his mother and friend, he hopes the bell might bring comfort to others navigating their paths in the GI Clinic at MD Anderson.

Tom Johnson, MD Anderson Cancer Center Board of Visitors member and former CEO of CNN, interviews former Secretary of State Dr. Condoleezza Rice at A Conversation With a Living Legend® in San Antonio.



MARKS MOORE

A Conversation With Condoleezza Rice

Former Secretary of State discusses football, politics and more at Living Legend dinner

BY ALLISON SCHAFFER

Nearly 600 cancer fighters filled the grand ballroom of the Marriott Rivercenter on Dec. 5 for the seventh annual A Conversation With a Living Legend® in San Antonio. The guest of honor was the ever-captivating Condoleezza Rice, Ph.D., the 66th U.S. Secretary of State (the second woman and the first African-American woman to hold the position). To date, she remains the only legend to be honored by MD Anderson in all three major Texas cities (Houston, Dallas and San Antonio) in the Living Legend series.

Tom Johnson, former CEO of CNN and an active member of the MD Anderson Cancer Center Board of Visitors, interviewed Rice for nearly an hour in a dynamic conversation that covered everything from the Bowl Championship Series College Football Playoff picks to national security and foreign policy. By evening's end, the crowd had given Rice and Johnson multiple standing ovations and contributed more than \$412,000 to MD Anderson's Moon Shots Program™, a comprehensive, accelerated effort to reduce deaths from cancer and transform cancer care.

"At MD Anderson, our cancer fighters

Event chairs:

Claire and John Alexander
Marsha and John Shields

Honorary chairs:

Peggy and Lowry Mays
Charline and Red McCombs

Founding chairs:

Paula and Clyde Johnson III
Kim and Clyde Johnson IV

work every day to end this dreaded disease," says Ronald DePinho, M.D., president of MD Anderson. "Thanks to the support of our friends in San Antonio, we are Making Cancer History – for patients and their families here and all over the world."

In less than a decade, A Conversation With a Living Legend® in San Antonio has raised more than \$2 million for cancer research and patient programs at MD Anderson.



Claire Duffin, from left, Janell Kleberg and Kim Johnson

MARKS MOORE

"Thanks to the support of our friends in San Antonio, we are Making Cancer History."

— RONALD DEPINHO, M.D.,
PRESIDENT OF MD ANDERSON

MERRY AND BRIGHT

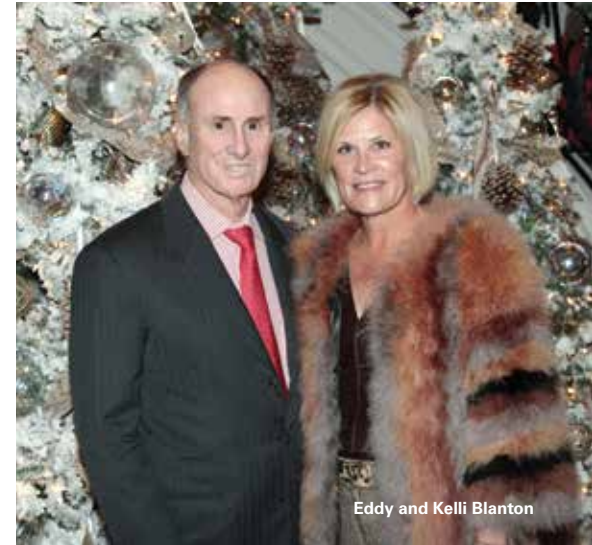
Santa's Elves event raises \$100,000 for MD Anderson Children's Cancer Hospital

More than 350 Houstonians attended the 11th annual Santa's Elves party in Houston, a festive fete at the home of Paige and Tilman Fertitta. Carolers from the Houston Children's Chorus, directed by Steven Roddy, along with Santa and a live reindeer delighted guests, who raised \$100,000 for leukemia and lymphoma research.

PHOTOS BY PETE BAATZ



Paige Fertitta and Patsy Fourticq



Eddy and Kelli Blanton



Stephen Roddy; Lynda Chin, M.D.; Paige Fertitta; Santa Claus; and members of the Houston Children's Chorus



Santa with Kristin and David Thrasher

WALKING FOR OVARIAN CANCER AWARENESS

Kathy's Kougars & Kittens keep patient's memory alive through Sprint for Life

BY LESLIE FRIEDMAN

Walking is something that comes naturally. But walking with a purpose — especially for the family of Kathy Harris — can be inspirational and life-changing.

In 2005, at 56, Harris was diagnosed with stage III ovarian cancer. Her daughter, Jennifer Tiedt, sought an event benefiting ovarian cancer research and found the Sprint for Life 5K Walk/Run, which supports the Blanton-Davis Ovarian Cancer Research Program at MD Anderson.

"While there were many events for breast cancer, our mission was to increase awareness of ovarian cancer, 'the forgotten cancer,'" says Tiedt. "Sprint for Life gave us that opportunity."

The family assembled a Sprint for Life team, "Kathy's Kougars," in 2008, raising \$16,000. As younger participants joined in, they later added "& Kittens" to their name. Their motto, "Hear Us Roar," let Harris know they were behind her all the way.

After two years, she expressed a wish, which seemed out of reach at the time, that Kougars raise \$100,000. That wish inspired the team to continue the effort as a memorial to her.

Though Harris died in 2010, her family carries on in her memory. Over the years, the team inched toward her goal, mostly through



Kathy Harris, third from left, at MD Anderson with her daughter, Jennifer Tiedt, husband, Ted, and father, Pete Dickinson

COURTESY OF THE HARRIS FAMILY

donations of \$125 and less. By the end of 2015, the goal appeared within reach as they raised \$91,450.

And reach it they did, raising \$12,000 to put them over \$100,000. "So many people stop doing Sprint for Life after the person they've sponsored passes away," says Pete Dickinson, Harris' father. "My hope is to inspire people to make a living memorial and continue their teams."

The 20th annual Sprint for Life is Saturday, May 6. Learn more at mdanderson.org/sprintforlife.

PROMISE **WINTER 2017**

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Marty and Jeff Lindley

COURTESY OF THE LINDLEY FAMILY

Jeff and Marty Lindley met in 1968 at the University of Arizona. They married in 1970 and had a daughter, Jessica. They later moved to New Braunfels, Texas, and were active in the community. As a surprise, Jeff created the Marty Lindley Foundation by hosting an event at the Brauntex Theatre, inviting guests to wear purple in awareness of leiomyosarcoma, a soft tissue sarcoma. More than 500 people attended, including college friends, and raised \$62,000 in Marty's honor.

“ I watched over and cared for my wife, Marty, as she traveled in her cancer journey for almost 12 years. Being proactive in her care and treatment, we knew MD Anderson was the best destination to treat leiomyosarcoma. Marty surpassed her doctors' prognoses, but died in February of last year.

In 2013, we launched the Marty Lindley Foundation (martylindleyfoundation.org) to generate donations to three agencies, including the Adult Sarcoma Research Clinic at MD Anderson. Two special events, which included singers Amy

Grant and Michael W. Smith, as well as direct donations to her foundation, have made a lasting impact on those beneficiaries.

We've given MD Anderson \$90,000 to find a cure for this rare disease. On one occasion, Marty and I, along with board members, visited the research clinic to present a check. The staff gave a tutorial, tempered with tears of appreciation because Marty was there. They promised not to give up, as we will not give up in our commitment to support them.

”

DO YOU PROMISE?

Tell us why you're committed to Making Cancer History[®] by sending an email to promise@mdanderson.org.