

9th Annual Day of Caring

for Breast Cancer Awareness

May 1, 2010
7:30am – 3:00pm

InterContinental Miami
100 Chopin Plaza
Miami, Florida 33131

A day of education, encouragement
and empowerment for anyone
concerned about breast cancer



11767 S. Dixie Highway, #175
Pinecrest, Florida 33156
501 (c) 3

For more information on Day of Caring, visit www.dayofcaringfl.org or contact Amy Simons,
Phone: 305-662-8024, Email: info@dayofcaringfl.org. Day of Caring is a 501 c3 organization

Mickey Whiting, Day of Caring South Florida Founder



Mickey Whiting brought the Day of Caring for Breast Cancer Awareness to South Florida in 2001, creating a beautiful and empowering day for everyone concerned about breast cancer. Her tireless spirit motivates an army of volunteers and family members. Her vision and passion infuse the Day of Caring with a message of hope and support. In her honor, the 9th Annual Mickey Whiting Award will be presented to an individual in our community who embodies her ideals of selfless giving, hard work, the highest ethical behavior and genuine love and concern for men and women in the fight against breast cancer.

Professional Advisory Board

Robert P. DerHagopian, M.D.
Nilza Kallos, M.D.
Marta E. Manrique-Reichard, Ph.D.
Deirdre M. Marshall, M.D.
Maria-Amelia M. Rodrigues, M.D.
Carlos Sandoval, M.D.
Charles L. Vogel, M.D.
Grace Wang, M.D.

Sponsors

Founding Sponsor: Susan G. Komen for the Cure Miami / Ft. Lauderdale

Presenting Sponsor: Advanced Medical Specialties

Presenting Sponsor: Baptist Health South Florida

Platinum Sponsor: AstraZeneca

Platinum Sponsor: Anita

Platinum Sponsor: BUCHWALD'S JEWELERS SINCE 1910 MIAMI

Fashions Provided By: blomingdales, Anita's Corset Shoppe

Sponsorship Opportunities

Day of Caring for Breast Cancer Awareness is not a fund-raising event, but financial support is vital to keep registration fees at an affordable level. Please consider becoming a sponsor in one of the following categories. Your financial support will be greatly appreciated!

FOUNDING SPONSOR: THE SUSAN G. KOMEN FOR THE CURE - MIAMI /FT. LAUDERDALE AFFILIATE

PRESENTING SPONSORS: \$10,000

Presenting Sponsors receive their logo on the cover of the event program as well as full page recognition in the program, logo in pre-event publicity, special recognition at the luncheon, an exhibit table, website recognition and link to sponsor website.

PLATINUM SPONSORS — \$7,500

Platinum Sponsors receive full page recognition in the event program, logo in pre-event publicity, recognition at the luncheon, an exhibit table, website recognition and link to sponsor website.

GOLD SPONSORS: \$ 5,000

Gold Sponsors receive half-page recognition in the event program, recognition at the luncheon, an exhibit table, website recognition and link to sponsor website.

SILVER SPONSORS: \$ 2,500

Silver Sponsors receive one quarter page recognition in the event program, recognition at the luncheon, an exhibit table, website recognition and link to sponsor website.

BRONZE SPONSORS: \$ 1,250

Bronze Sponsors receive one eighth page recognition in the event program, website recognition and link to sponsor website.

PINK RIBBON SPONSORS: \$ 500

Pink Ribbon Sponsors receive listing in the event program, website recognition and link to sponsor website.

IN-KIND SPONSORS:

In-kind support is greatly appreciated and will be listed in the event program.

EXHIBITS: \$1,500

Exhibit tables are available at no charge to entities providing free or ancillary services for patients or in-kind support to Day of Caring.

GROUP TABLES: \$650

Each group table includes ten registrations with signage for the table.

Directions to the InterContinental

100 Chopin Plaza
(Biscayne Boulevard and NE First Street)
Miami, Florida 33131
305-577-1000
www.ICMiamiHotel.com

Honor your friend or loved one in the Day of Caring Loving Journal: \$25 In Honor of \$25 In Memory of

(79 character message)

Place an ad in the Day of Caring Program:

(Please attach your ad or email a hi res PDF to: info@applejuicestudio.com with Subject: DOC Advertisement)

1/8 page \$75 (2.125" x 1.6875")

1/4 page \$125 (2.125" x 3.625")

1/2 page \$250 (4.5" x 3.625")

1 page \$500 (4.5" x 7.5")

Name: _____

Address: _____

Contact Phone: _____

Email: _____

Please bill my _____ Visa MasterCard

Name on card: _____

Card number: _____

Exp. date: _____

Check enclosed. Please make check to "DAY OF CARING" and send with form to:

South Florida Day of Caring, Inc.,
11767 S. Dixie Highway #175, Pinecrest, FL 33156

Day of Caring is not a fund raising event but must be self supporting. We need your help to continue this important day of breast cancer education in the community.



9th Annual Day of Caring for Breast Cancer Awareness

May 1, 2010
InterContinental Miami
100 Chopin Plaza, Miami, Florida 33131

Registration and Continental Breakfast
7:30 a.m. to 8:15 a.m.

Seminars
8:15 a.m. to 12:55 p.m.
Medical, research and breast cancer support professionals will provide the latest information on breast cancer prevention, treatment and survivorship issues.

Luncheon and the "Models of Hope" Fashion Show
1:00 p.m. to 3:00 p.m.
Enjoy lunch and a fashion show moderated by Mark Schumacher with models who are breast cancer survivors.

Resource Area
8:00 a.m. to 3:00 p.m.
Visit the comprehensive resource area to find information on breast cancer support groups, events and related health services.

Silent Auction and Chance Drawing
8:00 a.m. to 1:00 p.m.
Purchase Chance Drawing tickets and place bids for Silent Auction items donated by local businesses and individuals to support the Day of Caring.

We promise that the day will offer something positive for everyone!

- Preliminary Seminar Topics**
- Imaging Options in Breast Cancer** — Lisa Esserman, M.D. and Pilar Martinez, M.D.
 - Intimacy, a Very Dry Subject** — Cristina Pozo-Kaderman, PhD
 - Survivor Anxiety and Stress Management for Breast Cancer Patients** — Kaia Calbeck, PhD.
 - How to Keep a Healthy Heart** — Abbe Rosenbaum, M.D.
 - The Power of Acupuncture and Oriental Medicine** — Amy Sear A.P., Dip. O.M.
 - Gynecology and the Breast Cancer Patient** — Ricardo Estape, M.D. and Nicholas Lambrou, M.D.
 - Approaches to Breast Cancer Surgery: Innovations in Reconstruction Options** — Deirdre Marshall, M.D. and Gladys Giron, M.D.
 - Healthy Eating for Breast Cancer - News on Vitamin D** — Karon Rzad, R.D. and Nilza Kallos, M.D.
 - Hormonal Therapy** — Stephan Glück, M.D.

NEW What's New in Medical Oncology — Grace Wang, M.D.

NEW Surgical Options and Understanding Your Pathology Report — Manuel Torres-Salichs, M.D. and Elizabeth Tan Chiu, M.D.

NEW There's No Bones About It: Osteoporosis and Arthritis — Jeff Ritter, MD

NEW Choices in Adjuvant Therapy — Elisa Krill-Jackson, M.D.

NEW The Economics of Cancer Care — Betty Bradshaw, LCSW

NEW Breast Cancer en Español I : Surgery and Radiation — Nuria Lawson, M.D., Ana Botero M.D

NEW Panel: Treatment is Over: Now What? — Maxine Weinstein, PhD; Donna Lundy, PhD; Ms. Dale Poster-Ellis

NEW Lymphedema: Am I At Risk and How Do You Treat It? — Manuel Torres-Salichs, M.D and Ana Mendieta, MSPT, CLT-LANA

NEW The Mind-Body connection: Exercise and Tai Chi — Allie Garcia-Serra, M.D. and Randy Slichter, R.N.

NEW Update on Genetics and the Survivorship Program — Sara Garrido, M.D.

Scholarships and Donations:
Day of Caring has an active outreach program for breast cancer patients survivors and/or community members who need assistance to pay the registration fee. Scholarship donations are fully tax-deductible. Donations of any amount are greatly appreciated. To request a scholarship, please email Dr. Maria-Amelia Rodrigues: MAmeliaR@baptisthealth.net

An Invitation from the Executive Committee:

Mickey Whiting, Founder, Chairperson Emeritus and Honorary Member

Maria Amelia Rodrigues, M.D., 2010 Event Chair
Rhonda Barnett, Ann Kinstler, Linda Martin, Eileen Mazis, Bobbi Meyers, Tali Rosen, Grace Wang, M.D.

The 9th Annual Day of Caring for Breast Cancer Awareness promises to be an extraordinary day. The seminars this year are in keeping with everything new happening in the arena of breast cancer treatment, preventions and healthy lifestyle maintenance. Two sessions in Spanish and a special session on the economics of cancer care are among the many exciting topics to be featured this year.

Additionally, in response to many requests, a Loving Journal has been created that will allow individuals or groups to honor friends and loved ones. Details are on the back of the registration form.

All of us, from the professionals who donate their time to the volunteers who work on every detail, hope you will join us for this unique event. It is a day when everyone comes together in the fight against breast cancer.

Mark Schumacher Our Master of Ceremonies



Mark Schumacher is a longtime friend of the Day of Caring, and has been MC for the past 6 years. Mark is actively involved in many not for profit, charitable organizations including Big Brothers Big Sisters, Kids in Distress, Joe DiMaggio Children's Hospital, A

Child is Missing, Orlando Health Foundation, and the Make-a-Wish Foundation.

Currently Mark works with not for profit organizations that serve children in our community to help them define and focus their message, raise awareness, and meet their financial goals. This relates to his experience as the Executive Director of the Broward Health Foundation. He is best known in this community for his work as a broadcast journalist, including 12 years as morning news anchor and consumer specialist with WPLG TV Channel 10, the ABC network affiliate in Miami. He has received numerous awards for his accomplishments, including recognition from the Society of Broadcast Journalists, the Associated Press, and the Radio and Television News Director Association. Mark and his wife Donna have two wonderful children, Casey and Julie.

Keynote Speaker Representative Debbie Wasserman Schultz



For more than seventeen years, Debbie Wasserman Schultz has dedicated her public life to working on behalf of the people of South Florida. On January 4, 2005, she was sworn in as a Member of the United States House of Representatives to continue this fight as the Congresswoman from Florida's 20th Congressional District.

The first Jewish Congresswoman ever elected from Florida, Representative Wasserman Schultz brings to Congress her many years of service in the Florida Legislature and the kind of grassroots knowledge of the people of South Florida that can only be known through countless interactions with the families, businesses and organizations that make up the fabric of our community.

During her tenure in the Florida State Legislature, Wasserman Schultz made a name for herself as a fighter for South Florida families. As a Member of the Florida House, she authored the "Drive Thru Baby Bill" and the "Drive Thru Mastectomy Bill" both of which passed and helped women by mandating that they get the care they needed rather than the limited amount of care that the insurance companies were willing to pay for.

In March 2009, after she announced her own battle with breast cancer, Rep. Wasserman Schultz introduced the Education and Awareness Requires Learning Young Act, or EARLY Act (H.R. 1740), a piece of legislation that directs the Centers for Disease Control and Prevention to develop and implement a national education campaign about the threat breast cancer poses to all young women, and the particular heightened risks of certain ethnic, cultural and racial groups.

To win this lovely pair of earrings donated by Buchwald's Jewelers you can purchase chance drawing tickets for \$5 each or \$45 for a booklet of 10 by calling Amy Simons at 305-662-8024. You do not need to be present to win.



Day of Caring 2010 Registration

Registration is \$65 per person. Registration received after April 12, 2010 will be \$70.

Have you ever been diagnosed with breast cancer? Yes No

Planning to attend luncheon only (Luncheon seating is pre-assigned. Seminars and workshops are open seating.)

Name _____ Enclosed is my check for \$_____ payable to Day of Caring.

Address _____ Please bill my _____ Visa MasterCard

City _____ State _____ Zip _____ Card number _____ Expiration Date _____

Phone _____ Amount \$ _____ Signature _____

E-mail _____ I would like to be seated with _____

I cannot attend, however my donation is enclosed. _____ In honor of _____

In memory of _____ Donations only are tax deductible and non-refundable.

You may also register online at www.dayofcaringfl.org. To register additional guests, enclose a separate sheet or photocopy this form. Please mail your registration to: South Florida Day of Caring, 11767 S. Dixie Highway, #175, Pinecrest, Florida 33156