

6th Annual Day of Caring

for Breast Cancer Awareness

April 25, 2009
7:30am – 3:00pm

InterContinental Hotel
100 Chopin Plaza
Miami, Florida 33131

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



Susan G. Komen
FOR THE cure
MIAMI / FT. LAUDERDALE
Founding Sponsor

Advanced Medical
Specialties
Presenting Sponsor



18203 S.W. 143rd Place
Miami, Florida 33177
501 (c) 3

For more information on Day of Caring, visit www.dayofcaringfl.org or contact Mickey Whiting, Chairperson
Phone: 305-251-1097, Email: murielw786@bellsouth.net. 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, including daughter Audrey Carden, the event co-chair.

Her vision and passion infuse the Day of Caring with a message of hope and support, so in her honor The 6th Annual Mickey Whiting Award will be presented to an individual in our community who embodies her ideals of selfless giving, old-fashioned 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.
Sandra Franco, 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



Fashions Provided By:



Sponsorship Opportunities

The Day of Caring is not a fundraising 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 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 and full page recognition in the event program, their logo on all the table signage, special recognition at the breakfast and luncheon, website recognition and link to sponsor website, and sponsor logo in pre-event publicity.

PLATINUM SPONSORS — \$7,500

Platinum Sponsors receive full page recognition in the event program, their logo on all table signage, special recognition at the luncheon, website recognition and link to sponsor website, and sponsor logo in pre-event publicity.

GOLD SPONSORS: \$ 5,000

Gold Sponsors receive half-page recognition in the event program, recognition at the luncheon, 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, 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: \$ 1,000

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 from printing companies, radio and television stations, newspapers, and other sponsors and will be listed in the event program.

GROUP TABLES: \$650

Each group table includes ten registrations with signage for the table and a listing in the event program.

SCHOLARSHIPS:

Day of Caring has an active outreach program for breast cancer patients and survivors who need assistance to pay the \$65 registration fee for this important day. Scholarship contributions are fully tax-deductible donations.

DONATION: Any amount will be greatly appreciated!

Directions to the InterContinental

100 Chopin Plaza (Biscayne Boulevard and NE First Street)
Miami, Florida 33131; 305.577.1000

<http://www.ICMiamiHotel.com>

Honor your friend or loved one in the Day of Caring Loving Journal

Program: \$25 In Honor of \$25 In Memory of

(79 character message)

Advertisements: (please attach your ad) 1/8 page \$75 1/4 page \$125 1/2 page \$250 1 page \$500

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:

Mickey Whiting, 18203 SW 143 Place, Miami, Florida 33177-7645

You may also register online at
www.dayofcaringfl.org. Thank you!

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.



April 25, 2009
InterContinental Hotel 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.
 Hear local medical research and breast cancer support experts 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 with models who are all breast cancer survivors. Fashion show moderated by Mark Schumacher

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 services.

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

The 2009 Day of Caring is dedicated to our past Chairperson and friend, Debbie Curtin

Preliminary Seminar Topics

- Imaging Options in Breast Cancer
Lisa Esserman, M.D. and Hao Vuong, M.D.
- Intimacy, A 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 Robert DerHagopian, M.D.
- New Drugs In The Pipeline — Mark Pegram, M.D.
- Treatment Options in Metastatic Disease — Elisa Krill Jackson, MD and Maria Amelia Rodrigues, M.D.
- Healthy Eating for Breast Cancer — Susan Nowrouzi, R.D.
- Surgical options and Understanding Your Pathology Report — Nuria Lawson, M.D. and Elizabeth Tan Chiu, M.D.
- There's No Bones About It: Osteoporosis and Arthritis
Jeff Ritter, MD
- The Impact of Your Treatment Decisions on Family and Friends — Panel: Maxine Weinstein PhD, Dan Curtin, Lynn Mintz, Rhonda Barnett, Grace Wang M.D.
- Breast Cancer en Español — Cristina Lopez-Penalver, M.D., Ana Botero M.D., and Mary Jo Villar, M.D.
- Hormonal Therapy — Charles Vogel, M.D.
- The Young Survivor: Fertility and Other Issues
Kimberly Thompson, M.D., Joy Finer, and Mavis Rothman
- Lymphedema: Am I At Risk and How Do You Treat It?
Patty Sorondo and Ana Mendieta, MSPT, CLT-LANA
- Update on Genetics and the Survivorship Program
Sara Garrido, M.D.
- Targeted Therapies — Sandra Franco M.D. and Alejandra Perez, M.D.
- The Mind-Body connection: Exercise and Tai- Chi — Nilza Kallos M.D. and Randy Slichter, R.N.

Nurse's Professional and Radiation Therapist's CEU Credits

CEU Credits are available at an additional registration fee of \$20.00

Scholarships are available to pay for registration. To request a scholarship, please email Debra Stochak: debrastrochak@yahoo.com

An Invitation from the Executive Committee:

Mickey Whiting, Audrey Carden, Eileen Mazis, Bobbi Meyers, Maria Amelia Rodrigues, M.D., Tali Rosen, Grace Wang, M.D., Judy Zucker

The 8th Annual Day of Caring for Breast Cancer Awareness promises to be an extraordinary day. We are excited to present many new workshops this year, one of them in Spanish for the first time, and we are happy to announce a wonderful new home for the *Day of Caring*: The InterContinental Hotel in downtown Miami. It is a convenient and accessible location for our seminars, exhibits and luncheon fashion show. Additionally, in response to many requests over the years, we have created a Loving Journal so you will be able to honor your friends and loved ones with a message in the *Day of Caring* program. Details are on the back of the registration form.

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

We promise that the day will have something positive for you!

Mark Schumacher Our Master of Ceremonies



Mark Schumacher is a longtime friend of the *Day of Caring*, and has been MC for the past 5 years. In addition to being a board member of the American Cancer Society for more than a decade, Mark is actively involved in many charitable organizations, including Kids in

Distress, Children's Harbor, Children with Autism, Child Net, American Heart Association, American Lung Association, and the Make-a-Wish Foundation.

Currently, he is a consultant with Mahoney & Associates, a compensation and benefits management firm in Ft. Lauderdale, where he is responsible for business development and client relations. Before that, he was 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, 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 Patricia San Pedro



Patricia San Pedro is an author, public relations executive, television producer, business owner, and breast cancer survivor. Our keynote speaker was diagnosed in April 2008, and in May had a double mastectomy. She made this choice,

though she had Stage 1 cancer in only one breast, in part because her mother died from breast cancer. A firm believer that nothing happens by chance and that good can come of any situation...no matter how tough...San Pedro says cancer is giving her the opportunity to help others.


Born in Cuba and raised in Miami, Patricia is grounded in South Florida with a contact list that boasts over 12,000 people. She and her friends are the original Miami Bombshells, writing a book called *Dish & Tell: Six Real Women Discuss How They Put Themselves at the Top of Their To-Do List*. It has been made into a musical which premieres in 2009. She is an Emmy Award-winning television producer, and runs a successful marketing and PR firm, San Pedro Productions.

Patricia gives back to the community through her volunteer work, which includes being on the Board of both the Coral Gables Community Foundation and the March of Dimes. She also holds a leadership position with the League Against Cancer.

Patricia is currently at work on a book about her healing journey since her diagnosis, aimed at helping others to better understand what to expect as they take the first steps on their own journeys.

Patricia is single and loving every minute of life.

To win this lovely ring, call Mickey Whiting 305-251-1097 to purchase chance drawing tickets. You need not be present to win.




Day of Caring 2009 Registration

Registration is \$65 per person. CEU credits are an additional \$20. Payment must accompany registration. **Please register by April 10, 2009.** Tickets purchased after that date will be \$75.00.

I cannot attend, however my donation is enclosed.

In memory of _____ In honor of _____

Donations only are tax deductible and non refundable.

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

Name _____ Survivor 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 \$ _____

e-mail _____ Signature _____

I would like to be seated with _____

You may also register online at www.dayofcaring.org. To register additional guests, enclose a separate sheet or photocopy this form. Please mail your registration to: Day of Caring c/o Mickey Whiting • 18203 S.W. 143 Place • Miami, FL 33177