

# MOCA MESSENGER

VOLUME 11, NUMBER 3

MINNESOTA OVARIAN CANCER ALLIANCE

Fall 2011



## MOCA Announces 2011 Dream Award Winners



If you had the chance to dream big and do whatever your heart desired, what would you do? Take an exotic vacation? Coordinate a family reunion? Update your home?

This month, ten Minnesota women had the chance to see their dreams come true, thanks to the MOCA Dream Awards program.

Since 2008, an anonymous donor has provided a special fund to MOCA to support the dreams of women with ovarian cancer. Those selected as Dream Award recipients are awarded amounts of up to \$5,000 each to realize a personal dream. Funds can be used for a variety of things — past recipients have used the award to fund family gatherings, go on a special vacation to celebrate the end of treatment or to take a class that fulfills a personal passion.

At MOCA's Awards Night on Tuesday,

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## MOCA in the News

If you've been watching the local news or paging through the newspaper, chances are you've seen mentions of MOCA in the news over the past few weeks.

### MOCA-Funded Research Profiled in *Star Tribune*

MOCA's Executive Director Kathleen Gavin was quoted in a front-page story in the *Star Tribune* in late September. The story focused on a new vaccine developed by Mayo researcher, Keith Knutson, PhD, which was recently approved by the FDA for use in clinical trials. The trial, expected to begin in January 2012, will determine if the vaccine is effective in preventing recurrences of breast and ovarian cancer. As the largest provider of ovarian cancer research funding in the state, MOCA helped fund two previous studies that led to this exciting line of research.

### MOCA Volunteer Dines with the President

MOCA volunteer and local businessman Casey Helbling had the chance of a lifetime in late October, when he was selected as one of four people around the country to have dinner with President Obama, as part of the Obama campaign's "Dinner with Barack" contest. Casey and his wife Erin flew out to Washington, D.C. on Thursday, Oct. 27 to have dinner with the President in an Arlington, Virginia restaurant.

Casey had hoped to ask the President some questions on ovarian cancer, although time constraints meant they

unfortunately weren't able to get to the topic. However, during his subsequent media tour, Casey's connection to MOCA was mentioned in interviews with Esme Murphy on WCCO-AM radio and a news brief in the *Minneapolis-St. Paul Business Journal*.

Casey is owner of Software for Good, a local software development firm that specializes in web and mobile applications. Because of his personal connection to MOCA, Casey selected MOCA to be the beneficiary of his company's expertise. Software for Good employees spent hundreds of hours valued at over \$30,000 during the past year and a half to design, develop and host a new website for MOCA.

### Diva Dash

In the lead-up to the second annual Diva Dash held on Saturday, Nov. 12, MOCA was mentioned in several preview stories for the race!

A week prior to the Dash, MOCA Board President Lisa Barnholdt was interviewed on the KSTP Saturday Morning Show. Lisa showed off the Diva Dash shirt and talked about race details, while working in the symptoms of ovarian cancer and MOCA's mission.

The *Pioneer Press* did a preview story on the race and the *Star Tribune* featured a Diva Dash photo in their Sunday edition. And the *Quad Press*, the community newspaper in Circle Pines, interviewed MOCA Executive Director Kathleen Gavin and several Divas to get their perspective on why they were running for MOCA.

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## Letter from the President

Hello and Happy Fall,

As I watch the last leaves fall off the trees I am reminded of a very successful and eventful summer here at MOCA. Most of the big events have passed but as usual there are many little and exciting ones planned for the future.

When I think about the changes in the season, I am reminded of all the changes we are experiencing here at MOCA. After many years of incredible commitment and dedication, MOCA's Board Vice President Sarah Noonan has resigned from her position. Sarah is one of the most dedicated, hard-working and underappreciated people I know. She jokes that with me as President she never had to do anything as Vice President. But there is nothing further from the truth. Sarah was an incredible part of the executive committee, a long time organizer of the Young Survivor Network, a vital part of the website development, a volunteer at many and most of the events, a speaker for the Survivors Training Medical Students program, and at many conferences. It has been many years of dedication and many hats that Sarah has worn to keep this

organization moving forward.

In a way I feel I owe Sarah an apology. Maybe it was time for me to step down from my role at MOCA a few years ago to allow Sarah to step up to the President position. It was something we never talked about. In my mind, with the exception of the role of calling meetings to order at the board meeting, I think Sarah was less of a Vice President and very much a Co-President. The two of us did things together and supported each other along the way. I was honored and blessed to work with Sarah so closely in the past three years and all of us at MOCA are thankful that she has agreed to stay on the board and still assume many of her roles.

MOCA has also had a change in the Public Education Manager position. After only six short but effective months, Jodi Bean has taken leave because of a move in her family. We wish Jodi and her family the best with their new lives in Oregon. We are very happy to welcome Becky Lechner as the new Public Education and Communications Manager. Becky has only been on staff less than a month and

has already involved MOCA in several opportunities in the press. It is exciting to see how quickly someone can make an impact on the organization.

As the season of thankfulness is upon us, I want to personally thank all of you who volunteer for MOCA. Volunteering is what keeps this organization alive and growing. I hope you find volunteering gives you a sense of mission and purpose within yourself and the organization. I'm always amazed at the dedication and hours you give each year and for that we are truly grateful.

While you think of your year, I urge you all to find a reason to be thankful. I am truly blessed to have a wonderful family, friends, a darling son and a delightfully sweet and loving new husband! I am thankful to have all of them in my life as well as to be touched and blessed by each one of you. As the season of giving is upon us I hope you delight in all the gifts we have to offer one another and remember and honor your loved ones with a year-end gift to MOCA.

*Warmly,*

*Lisa Barnholdt (McLaughlin)*

## 2011 Medical Education Highlights

**C**reating awareness among the medical community – including doctors, medical residents and students, and nurses — to achieve earlier diagnosis and better treatment for ovarian cancer is a critical component of MOCA's mission. In 2011, MOCA had a few firsts:

**June: Medical School Students, Mayo Clinic.** This was the first time in many years MOCA has been invited to address the medical students, and we were invited to return in 2012. Three MOCA members presented their stories to approximately all 40-50 medical students.

**October and November: 85th Annual Clinical Reviews 2011, Mayo Clinic.**

This was the first time MOCA exhibited ovarian cancer materials at this conference attended by approximately 1,000 primary care physicians, many practicing in Minnesota.

**November: Affiliated Community Medical Center, Willmar.** This was the first time MOCA was invited to address approximately 60 physicians at the Willmar Medical Center. Peter Argenta, M.D., a member of MOCA's Medical Advisory Committee, presented information about ovarian cancer risks, symptoms and treatments.

**November: OB/GYN Clinical**

**Reviews, Mayo Clinic.** This was the first time MOCA exhibited ovarian cancer materials at this conference attended by approximately 150 Midwestern OB/GYN physicians and nurses.

**UPCOMING — April 2012: Spring Refresher, Minnesota Academy of Family Physicians.** This is the first time MOCA's application for medical advisory members to speak about ovarian cancer to 350 Minnesota family medicine physicians has been accepted. Both Peter Argenta, M.D. and A. Catherine Casey, M.D. will present information.

# In Celebration of Life

June 15, 2011 through November 15, 2011

All of us at MOCA wish to honor and celebrate the lives of the following women who recently passed away. Their strength, courage and grace are to be admired. We will carry on the fight against ovarian cancer in their names. We extend our sympathies to their spouses, partners, children, family and friends.

**Kay Marie Glasgow**

**Patricia Jane Hoffman**

**Anne M. Indrelie**

**Karen Ann Oszustowicz**

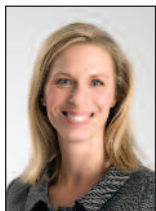
**Nancy Jo Peterson**

**Christie Ann Sandstad**

**Vicki Rosenberg**

## MOCA Staff Spotlight

### Becky Lechner



A warm welcome to MOCA's newest staff member, Becky Lechner. Becky joined MOCA in mid-October as MOCA's Public Education and

Communications Manager. Having lost her mother to ovarian cancer in 2009, ovarian cancer outreach and education is a cause that is dear to her heart. Becky has been involved with MOCA for the past few years as a health fair volunteer and has also provided counsel on MOCA's public relations outreach.

In her new position, Becky will have a

dual role in working with the public: handling MOCA communications and media outreach, while also managing MOCA's public education programs.

Before joining MOCA, Becky worked in healthcare and financial services communications at Weber Shandwick for six years. She is also a former journalist and worked as a reporter and producer at WEAU-TV in Eau Claire, Wisconsin. Becky has a B.A. in journalism from the University of Minnesota and has taken graduate-level courses in public health from the University of Minnesota's School of Public Health.

## MOCA IN THE NEWS

*Continued from page 1*

### MOCA and Nicky May

MOCA supporter and local McNally School of Music student Nicky May was featured in an early November story on Fox 9 about his "Giving Back through Music" campaign. A hip-hop artist, Nicky approached MOCA in October with an ambitious idea – he wanted to develop a new album that would support MOCA and raise awareness about ovarian cancer. Nicky has been personally impacted by several family and friends with ovarian cancer.

Nicky is currently raising money for his album on fundraising website Indiegogo.com. He hopes to raise \$3,000 through fundraising, 10 percent of which will go to MOCA. Once he produces his album, Nicky will donate 100 percent of the proceeds to MOCA.

Fox 9 interviewed Nicky and MOCA Executive Director Kathleen Gavin for the story that aired during their 9 p.m. news — helping to raise awareness about ovarian cancer and Nicky's important campaign! You can find Nicky's story and fundraising page here: [www.indiegogo.com/Nicky-Mays-Giving-Back-Through-Music](http://www.indiegogo.com/Nicky-Mays-Giving-Back-Through-Music).



## Our Mission

- To create an awareness regarding early warning signs that may be indicative of ovarian cancer.
- To create and promote resources for support, networking and education for women diagnosed with ovarian cancer and their families.
- To unite and educate individuals, the medical community and organizations to achieve earlier diagnosis, better treatment and a cure for ovarian cancer.
- To advance ovarian cancer research toward earlier diagnosis, better treatment, and a cure.

## MOCA Board of Directors and Staff

Visit [www.mnovarian.org](http://www.mnovarian.org) to view:

- Board of Directors
- Medical Advisory Committee Members
- MOCA Staff
- Volunteers

**For more information or to contact MOCA's staff call (612) 822-0500**

*The information contained in this newsletter mailing or any enclosure contained herein, should NOT be considered a substitute for the opinion of a qualified health care provider. MOCA does not recommend or guarantee any product mentioned in this newsletter mailing or any enclosure contained herein. Please use this information to assist you in obtaining further information and in making your own health care decisions.*

## Raising Awareness Spotlight

# Hosting Fundraising Events

**E**ver wonder how you can help MOCA? Wish you could put on a fabulous fundraising or awareness event to benefit ovarian cancer research and support? Well, now you can!

Fundraising and awareness events can range from something as big as a golf tournament or music concert, or as small as a house warming party or office pot luck. A few of the many successful fundraising events of the past year have included the Glenwood Golf Tournament, Final Stretch's Diva Dash and Spring Fling Diva runs, a day of pampering at Revive Salon, a Girls

Night Out event at a local restaurant or store, and a women's soccer tournament, all to benefit MOCA.

MOCA has developed several tools to help you organize your own fundraising or awareness event to benefit MOCA. There is a fundraising tool kit available for download on the MOCA website that offers ideas for fundraising and awareness events you can put on at your home, work or as part of a team effort. MOCA will support the event by providing symptom cards, awareness pins, donation envelopes, the MOCA DVD, and a speaker, if available. We will also

provide you with a Friends Asking Friends online fundraising page that is available and free to create through MOCA if the event organizer desires.

For more information, contact MOCA's Development and Events Coordinator Courtney Barrette at [cbarrette@mnovarian.org](mailto:cbarrette@mnovarian.org) or (612) 822-0500. Or visit the MOCA website at <http://mnovarian.org/get-involved/special-events-projects/>.

## Sarah Noonan Retires as MOCA Vice President; Carol Luukkonen Appointed to Role

**F**or the past five years, Sarah Noonan has enthusiastically taken on the role of vice president on the MOCA Board of Directors. Her dedication and commitment to the organization can be seen in everything MOCA does.

Earlier this fall, Sarah decided she wanted to step down from her role as vice president. Sarah will still be a member of MOCA's Board of Directors, and she'll continue to play a leadership role in the Young Survivors Network, the Survivors Training Medical Students program and other awareness activities at MOCA.

Because of this change, MOCA is pleased to announce that Carol Luukkonen has accepted the MOCA



Sarah Noonan



Carol Luukkonen

Board of Directors vice president position. Carol has been a member of the MOCA Board of Directors since 2008.

As a six-year survivor of ovarian cancer, Carol has long contributed her energy and talent to our organization. "I have a very personal connection to

the mission of MOCA," said Luukkonen. "I'm honored to serve as vice president of an organization with such dedicated staff and volunteers willing to pitch in to make ovarian cancer and our mission ancient history."

Carol and her husband Tom were the developers of the MOCA parade float.

Everyone at MOCA wants to offer a heartfelt "thank you" for all the work Sarah has done to raise awareness about ovarian cancer. We also want to offer congratulations to Carol on her new appointment and look forward to Carol's leadership.

## Donating to MOCA has never been easier!

Please check out our donation pages online at

[www.mnovarian.org](http://www.mnovarian.org)

## Support and Information Available to You

### Support Groups

**Minneapolis.** Meets on the second and fourth Wednesday of the month from 6:00 – 7:30 p.m. at MOCA.

**St. Paul.** Meets on the third Saturday of the month from 2:00 – 3:30 p.m. at the Old Main Building in room #003 at Macalester College.

**Young Survivor Network.** Meets on the third Tuesday of the month from 6:30 – 8:30 p.m. at MOCA.

**Brainerd Area.** Meets on the second Thursday of the month from 6:00 – 7:30 p.m. at the Nisswa American Legion, 25807 Main St., Nisswa, MN. The support group is open to survivors and support people.

**St. Cloud.** Meets on an as-needed basis. Please contact MOCA for more information.

**Southeastern Minnesota.** Starting in February 2012, the Southeastern Minnesota MOCA group will meet on the first Monday of every other month at Hope Lodge in Rochester.

**Women Newly Diagnosed with Ovarian Cancer.** This is a one-time support group for women who have been diagnosed in the past year. Next meeting: February 15, 2012 from 6:30 – 8:00 p.m. at MOCA. RSVPs required.

**R.I.S.E Ongoing Support Group for Newly Diagnosed Women.** Quarterly support group for women within the first year of diagnosis. Next meeting: January 18, 2012 at MOCA. RSVPs required.

All support groups are free. For more information, call (612) 822-0500 or visit [www.mnovarian.org](http://www.mnovarian.org).

### Other support, education and events

**MOCA Mentor Program.** One-on-one support from survivors, partners of survivors, daughters who have lost their mothers to ovarian cancer and friends of survivors. You will receive a phone call within three business days of your request, but usually sooner. To request a mentor, call MOCA at (612) 822-0500.

**FORCE Support Group:** A group for anyone with hereditary ovarian or breast cancer in their family, or those with BRCA 1 or 2. The group meets on the second Tuesday of the month at the MOCA office. Email Gwen Duckworth at [gwenduckworth@aol.com](mailto:gwenduckworth@aol.com) for information.

### Corporate Spotlight

## Radisson Hotel Bloomington by Mall of America and Water Park of America

This past spring, the Radisson Hotel Bloomington by Mall of America and Water Park of America became a new in-kind Silver Level Sponsor for the 2011 Silent No More Walk/Run. Hotel representatives were at this year's Walk/Run providing fun games and temporary tattoos for the kids at their tent, in addition to offering a discounted coupon for MOCA supporters to visit the Water Park of America with \$2 from admission benefiting MOCA.

The Radisson also put together a Girls Night Out Live Auction package for this year's Mid Summer Night's Gala valued at over \$1,000. The package included an overnight stay at the Radisson, spa certificates, drinks, appetizers and breakfast at the Split Rock Grille, and heated underground parking.



HOTEL BLOOMINGTON  
BY MALL OF AMERICA®

"It is an extraordinary way for us to give to an illness touching people in our community, guests to our facility and potentially, employees and their loved ones. When supporting non-profits, we have found their key sponsors and families become our guests and patrons. A company that gives always receives in the end," said Sarah Strege, Radisson sales manager.

The Radisson also hosted the 2011 Corporate Sponsor Thank You Party in

October and was the host for this year's 2011 Awards Night, providing event space, beverages and desserts for attendees. The support of Radisson has enabled MOCA to offer two fun and meaningful nights for MOCA supporters to attend.

Amenities include 403 guestrooms, adjacent to Mall of America, full service restaurant, café, spa, 75,000 square foot indoor water park, arcade, meeting and catering facilities and much more! You can visit the Radisson Hotel Bloomington by Mall of America and Water Park of America, America's Biggest Indoor Water Park & Hotel, at [www.waterparkofamerica.com](http://www.waterparkofamerica.com).

## Mid Summer Night's Gala & Molly Cade Memorial Golf Tournament

The Mid Summer Night's Gala and the Molly Cade Memorial Golf Tournament were held on July 17 and 18 at Brackett's Crossing Country Club in Lakeville.

Attendees of the Gala had the opportunity to bid on more than 100 silent auction items and to order a special "Tealtini" cocktail with all proceeds benefiting MOCA. Young girls in teal dresses sold teal beads giving guests

the opportunity to play Heads & Tails, a game of elimination that leaves one person standing and holding the prize of \$500 cash! After dinner the talented young niece of Molly and Joe Cade, Katie Keck, sang an inspiring song to the capacity crowd of 350. At the end of the night, Theresa Schroer gave a moving talk about her involvement with MOCA and how ovarian cancer has affected her life.

The next morning, golfers arrived at Brackett's Crossing Country Club to enjoy a day of golf in support of MOCA. Braving the intense heat, nearly 200 golfers played in a morning or afternoon tournament. This year's events raised a combined total of more than \$110,000. We thank everyone for their support and ask that you save the date for next year's events: Sunday, July 15 and Monday, July 16, 2012!

## Young Survivor Network

Wow, what a fantastic turnout of young survivors at the 12th Annual Walk/Run! Once again, the Young Survivors Network put together wonderful survivor bags. We would like to say a big THANK YOU to everyone who contributed to the bags: Allianz, Apothecary Products, Blistex, Coldwater Creek, Dick's Sporting Goods, L'Oreal, Erin Madsen and Joshua Stuckey, METRO Magazine,

Peoples Organic Coffee & Wine Cafe, Radisson-Waterpark of America, Jodie Rychwalski, and Southdale Center. We would also like to thank those who generously donated items to the survivor raffle. If anyone is interested in donating items for the 2012 survivor bags or raffle, please contact Courtney at the MOCA office or [cbarrette@mnovarian.org](mailto:cbarrette@mnovarian.org).

The YSN meets every third Tuesday of the month at the MOCA office from 6:30-8:00. This is a great opportunity to socialize, share your story, gain and offer support. For more information on the YSN, please visit our page on MOCA's website by following the tabs Offering Support then Support Groups. MOCA will also be offering a second YSN meeting starting in January. Check the MOCA website for more details coming soon.

### MOCA DREAM AWARDS

*Continued from page 1*

Nov. 15, Executive Director Kathleen Gavin handed out more than \$30,000 in checks to the 2011 Dream Award recipients. This year's recipients include:

#### **Ali Drake, Prior Lake**

Ali will be using her Dream Award to realize her dream of becoming a mother. She will be putting the funds towards the in-vitro fertilization process.

#### **Hannah Friedrich, Minneapolis**

Hannah will be using her Dream Award to purchase a dishwasher and fund the construction of an additional bathroom in her house. She and her husband also plan to take a trip to Puerto Rico to celebrate the end of her treatment.

#### **Anne Walsh, Mankato**

Anne will be using her Dream Award to turn her three-season porch into a four-season porch, where she can enjoy the beauty of her backyard year-round.

#### **Roxanne Abston, Anoka**

Roxanne will be using her Dream Award to travel to Bozeman, Montana.

#### **Beth Miller, Lakeville**

Beth was nominated for her Dream Award by her daughter Jane. Beth will use her Dream Award to take a tropical vacation to Hawaii with her husband.

#### **Elizabeth Pavlak, St. Paul**

Elizabeth will use her Dream Award to take her family on a weekend-getaway to the Mall of America Waterpark at the Radisson Mall of America.

#### **Caroline Shallman, Duluth**

Caroline will use her Dream Award to go on vacation with her husband to a safari-themed resort called The Wilds in Ohio.

#### **Kelly Johnson, Bloomington**

Kelly will use her Dream Award to fund a family vacation to Orlando, Florida.

#### **Amy Herbst, Minneapolis**

Amy will use her Dream Award to recreate a childhood trip to Maine's coastline with her family.

#### **Maude Allen, Minneapolis**

Maude will be using her Dream Award funds to update her wardrobe after going through treatment for ovarian cancer.

# Silent No More Walk/Run — A Huge Success!



The 12th Annual Silent No More Walk/Run was the hottest and sunniest Walk/Run to date,

topping out at almost 90 degrees! In addition to the nearly 2,200 pre-registered walkers and runners, about 600 people registered the day of the event. Together we have raised more than \$215,000 for ovarian cancer research and programs in Minnesota.

KARE 11 anchor Rena Sarigianopoulos, was our Walk/Run emcee. Gov. Mark Dayton declared September 10, 2011 Ovarian Cancer Awareness Day and Sen. Klobuchar helped us kick-off the walk and spoke of the importance of the work that MOCA does.

Each year has very special moments: seeing more than 180 ovarian cancer survivors gather for the annual survivor photo, watching friends and family greeting one another and the joy of nearly 250 children participating in the Kids Fun Run all added special moments to the day.

We had 150 family and corporate teams and more than 130 fundraisers qualified for a fundraising award for their efforts to raise awareness and



money for ovarian cancer research and support. Look for updates to the 2012 Walk/Run fundraising tools shortly after the New Year! We encourage you to start your fundraising early!

We would like to thank the 200-plus volunteers who help make the annual Walk/Run a success! We could not do this event without you. We would also like to thank our sponsors — you are a huge part of our success! We encourage MOCA members to thank our spon-

sors by supporting their businesses.

Mark your calendars for the 13th Annual Silent No More Walk/Run on Saturday, September 8, 2012 at Rosland Park in Edina. We hope you will join us to make it our most successful event yet!

*Photos of the 2011 Walk/Run are available for purchase on MOCA's Snapfish page: [mocaevents.snapfish.com/snapfish](http://mocaevents.snapfish.com/snapfish).*

## WE SALUTE OUR SPONSORS

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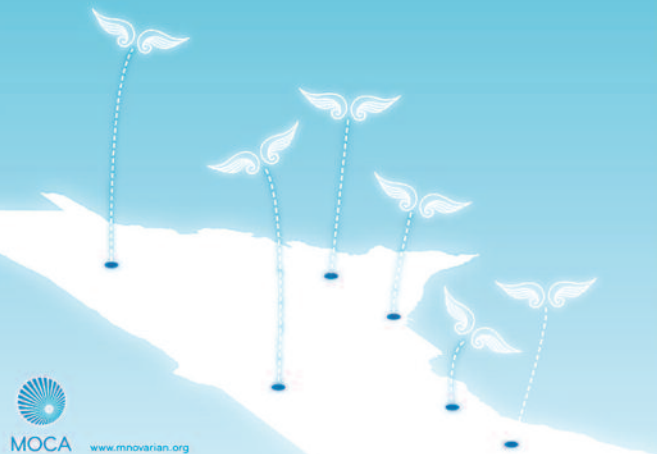
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## CALLING ALL ANGELS

RAISING AWARENESS ONE PARTY AT A TIME

**FEBRUARY 2012**  
THE START OF A YEAR OF EVENTS TO BENEFIT  
MINNESOTA OVARIAN CANCER ALLIANCE



  
MOCA [www.mnovarian.org](http://www.mnovarian.org)

### Raising Awareness, one party at a time

Beginning each February, MOCA members from across the state host parties with a variety of themes – everything from wine tastings to spaghetti dinners – to raise funds and educate women about the signs and symptoms of ovarian cancer.

Please join us in our annual grassroots efforts to increase awareness of ovarian cancer and raise money for ovarian cancer research.

### Would you like to host a party?

Parties can be as big or small as you like, and we can set you up with easy-to-use invitations, awareness materials, and even a short DVD that explains what MOCA does. Fundraising can be done on a laptop computer using our secure online Friends Asking Friends fundraising tools, or we can send you donation envelopes to use at the event.

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