

COMMITTED TO RAISING AWARENESS AND FUNDS TO AID IN THE ERADICATION OF BREAST CANCER

Be Inspired...to Find a Cure for Breast Cancer

It was a cool fall evening in Boise when four hundred people came together to support the first Expedition Inspiration *Be Inspired Dinner and Auction* in Boise, Idaho and to honor Brenda Williams for her contributions to breast cancer research and awareness.

This same group of family members, friends and associates contributed \$50,000 to Expedition Inspiration on Brenda's behalf to fulfill her dream of eradicating breast cancer. Thirty days later on November 10, 2009, Brenda lost her life to breast cancer at the age of 55.

When Brenda Williams arrived in Boise in 1992 to begin her independent private practice as an OB/GYN, there wasn't any organization devoted exclusively to breast cancer. Over the years, Brenda cared for many breast cancer survivors, providing both medical treatment and emotional support while personally battling the disease since her diagnosis at age 40. Brenda became more determined to survive and find a cure for breast cancer. With her boundless energy and personal commitment, Brenda led the fight to find a cure by giving generously of her time, leadership and financial support, raising over \$250,000 for breast cancer research and awareness.

Brenda touched the lives of many; with her quick-witted dry humor, her keen mind and her compassion for others. She courageously shared her personal journey in her battle with breast cancer with her patients and the community, giving strength and hope to women and their families who are faced with this terrible disease. In preparing for her own death, Brenda often said that she had led a "blessed life" and wanted to make a difference by giving back.

Brenda did make a difference. We are grateful that her blessed life included her dedication to her family, friends, patients and especially her quest for a cure for breast cancer. **Be Inspired – we are!**



Brenda Williams, MD

This photo of Brenda—standing very proud and very bald—was put to good use on a postage stamp for the *Be Inspired Dinner* invitation envelope. Printed on the back of the envelope were these words:

*Being bald is not a crime.
Not finding a cure is.*

Expedition Inspiration
will annually present the:



BRENDA M. WILLIAMS
YOUNG INVESTIGATOR AWARD
FOR BREAST CANCER RESEARCH

YOUR DONATIONS AT WORK

Your donations truly make a difference to people battling Breast Cancer. Currently, in addition to the Annual Laura Evans Memorial Breast Cancer Symposium, Expedition Inspiration is funding several important studies. Read about the research your generous gifts are supporting.

Looking Back

Looking Ahead

2009 ACCOMPLISHMENTS

Fourth Annual Twilight Snowshoe • Sun Valley, ID • cheerful bubble bar welcomed snowshoe participants as they joined forces in raising nearly \$50,000 for breast cancer research during the Twilight Snowshoe on Valentine's Day. Very special thanks to auctioneer Larry Flynn.

Thirteenth Annual Laura Evans Memorial Breast Cancer Symposium • was held in Sun Valley, ID – titled *"Using Bioinformatics to Transform Breast Cancer."*

Open Forum • was held in conjunction with the Symposium • the topic for the forum was *"New Developments In Breast Cancer."* Thank you to **St. Luke's Wood River Foundation** which generously underwrote the Open Forum.

Celebrating Women In Business & Leadership Dinner included Board member Juli Watson, MSN, CRNP as a panelist. This event was held in conjunction with the **St. Luke's Celebration Women's Show**. The Women's Show at the Boise Centre on the Grove drew approximately 20,000 attendees this year as well as 160 vendors, including Expedition Inspiration.

Be Inspired Dinner and Auction • Boise, Idaho • was held in celebration of breast cancer awareness month. Dee Sarton and Carolyn Holly, Boise newscasters, were co-emcees for the evening. *Thank you to pharmaceutical sponsors Sanofi/Aventis, Wyeth and Pfizer. Thanks to the MANY family, friends and supporters of Dr. Brenda Williams, including Key Bank and the Volunteer Steering Committee.*

Sixth Annual New Hampshire Take-A-Hike
The hike raised over \$20,000 for Dr. Peter A. Kaufman's research at The Norris Cotton Cancer Center in affiliation with The Dartmouth-Hitchcock Medical Center.

Thank you to the many sponsors, including: Roche, Genentech, Sun Valley Resort, Spectrum Marketing Companies, Lasting Image, Devine Millimet, & Prive. Special thanks to the Volunteer Hike Steering Committee: Chair, Melissa Waterhouse, Stacy Lobdell, Candace Couture & Karen Menard. Additional thanks to Mary Yeo & special guest Lisa Densmore.

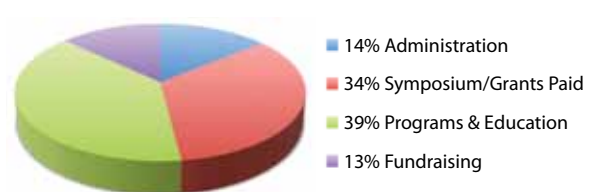
2009 Young Investigator Award Recipients

Bushra Ateeq, PhD
Research Fellow
Michigan Center for Translational Pathology
University of Michigan
"The Role of Angiotensin Type 1 Receptor (AGTR1) in a Subset of Breast Cancer"

Laura Gonzalez-Malerva, PhD
The Biodesign Institute
Arizona State University
"Functional Genomics and Proteomics for the Understanding of Endocrine Resistance in Breast Cancer"

Dr. Gonzalez-Malerva is the first recipient of the **Brenda M. Williams Young Investigator Award for Breast Cancer Research.**

2009 EXPENSE ALLOCATION



2010 LOOKING AHEAD FOR A CURE

Fourteenth Annual Laura Evans Memorial Breast Cancer Symposium
February 17-21 • *"New Targets for Breast Cancer Therapy"*
Thank you to Bristol-Myers Squibb for helping to underwrite this event.

Open Forum • February 18 • **Free Community** event
Hosted by Expedition Inspiration Medical Chair, Angela DeMichele, MD, MSCE and Marc Lippman, MD.
5:00-7:00 PM • Limelight Room, Sun Valley, Idaho.
This is a phenomenal opportunity to learn from the top researchers in the world who will discuss the latest advances in breast cancer treatment. **Everyone is invited!!**

Medical Forum • February 19 • For the first time, the world-class doctors and researchers attending the Symposium will share new information with our regional medical professionals. Following brief presentations, the group will share interactive dialog on the topics discussed.

Fifth Annual Twilight Snowshoe • March 21 • The Valley Club, Hailey, Idaho • 5 PM • Join us for a fabulous evening. Featured guest artist Steve Eaton will perform his award winning music. Auctioneer extraordinaire Larry Flynn will work his magic raising funds to support the Young Investigator Awards and Annual Symposium.

Boise Women's Fitness Celebration • September 23 & 24 Boise Center on the Grove. Look for our booth again at the Women's Show. Two days of events, shopping and information.

Be Inspired Dinner • October 7 • Boise Center on the Grove In honor and memory of Brenda Williams, MD • This will be the Second Annual *Be Inspired Dinner and Auction*. Save The Date for this fabulous tribute to breast cancer survivors. Larry Flynn will once again be the "King of the Microphone" as our auctioneer.

The Seventh Annual New Hampshire Take-A-Hike • October 10, at Mt. Major, Alton Bay, NH • Be a part of the cure for breast cancer and raise funds for The Norris Cotton Cancer Center in affiliation with The Dartmouth-Hitchcock Medical Center.

Welcome to new Board of Directors Members:
Linda Martin, Charlotte Page and Robyn Marrelli • all of these talented and dedicated women live in Sun Valley, Idaho and are fabulous additions to the Board.



Be Inspired Climb & Hike – a Sawtooth Adventure. August 13-14. Join us for another exciting and exhilarating climb this summer in the beautiful Sawtooth Mountains, 60 minutes from Sun Valley, Idaho. You can camp under the stars and climb the non-technical route of the famous Elephant's Perch. Climbing not your thing? Join us Saturday, August 14 for an informal Take-A-Hike to Saddleback Lake. Or, you can be a "virtual climber" and support the team from home. Details on the website: www.expeditioninspiration.org

SNOWSHOE PHOTOS BY JOSH WELLS

2009 Twilight Snowshoe



Be Inspired Dinner



New Hampshire Take-A-Hike



PHOTO BY LISA DENSMORE

2009 Open Forum



FORUM PHOTOS BY JOSH WELLS





Thank you to all who contributed to our Annual Appeal. Your continued support will bring us that much closer to a cure.

Let the Inspiration Continue!

There are many opportunities to give to Expedition Inspiration; volunteer, attend an event or donate on line. We appreciate ALL of your efforts! Thank you.

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P.O. Box 4289 • Ketchum, Idaho 83340



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