

UPDATE



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

DEAR FRIENDS,

Greetings from the Expedition Inspiration Medical Advisory Board (MAB)! As we come to the end of a remarkable year, it is with great pleasure and a sense of excitement and accomplishment that I take this opportunity to update you on the scientific activities of EI over the past year. It is a great privilege to work with my distinguished colleagues on the MAB to implement EI's vision to advance breast cancer treatment through scientific exchange, public education and support of the next generation of breast cancer researchers.



Dr. Angela DeMichele

The **Twelfth Annual Laura Evans Memorial Breast Cancer Symposium**, which took place March 5 – 9, 2008, was truly an outstanding event. EI's distinguished **Scientific Advisor, Dr. Marc Lippman**, assembled an internationally recognized group of investigators who are changing the face of breast cancer treatment, and will no doubt be leaders in improving breast cancer outcomes in the years ahead. The presentations highlighted important work advancing the ability to tailor new breast cancer therapies to the specific features of both the host and the tumor, leading to a "personalized" approach to treatment that will maximize benefit and minimize side effects. I have no doubt that such advances will revolutionize how we care for women with breast cancer within the next decade.

MAB members also participated in two public forums, aimed at helping patients, families and health care providers gain knowledge of the latest breast cancer treatments. The **Public Forum** in Sun Valley, which took place during the Symposium, brought together MAB members and invited scientists in a panel discussion that focused on the latest in treatment, side effects, risk assessment and prevention. Later in the year, MAB members **Dr. Michael Press, Dr. Ronald Dorn, Dr. Robert Vestal** and I joined with experts

from the **Mountain States Tumor Institute (MSTI)** at the **Third Annual Boise Public Forum**, where we reviewed the latest research from both the American Society of Clinical Oncology and San Antonio Breast Cancer Symposia. Both of these events gave the MAB a wonderful opportunity to educate our colleagues, patients and families about breast cancer advances and how they may affect their treatment and outcome in the future.

Finally, this year we had the opportunity to support outstanding scientists who represent the next generation of breast cancer researchers through **Expedition Inspiration Young Investigator Awards**. It was indeed challenging to choose just two outstanding junior scientists for these awards

from among a strong group of applicants who will undoubtedly contribute valuable knowledge to the field. **Dr. Elizabeth Iorns**, from the University of Miami School of Medicine, received an award to support her work identifying the unique genetic features of tumor stem cells, a specialized type of breast cancer cell that is thought to be resistant to chemotherapy and radiation and may be responsible for the ability of tumors to recur and travel to other parts of the body. **Dr. Jinfeng Suo**, from the Baylor School of Medicine, received an award to support her work in understanding the role of the *Int-6* gene in directing production of critically important proteins affecting breast cancer growth.

The generous support of our donors has enabled EI to have a real and lasting impact on breast cancer research, education and training. In the challenging current economic times, EI plays an ever increasing role in filling the gap left by decreased federal research funding. We **thank you for your enduring support** of Laura Evans' vision, helping to make such tremendous progress possible!

Angela DeMichele, MD, MSCE

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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.



2008 Open Forum, Sun Valley, Idaho

12TH ANNUAL LAURA EVANS MEMORIAL BREAST CANCER SYMPOSIUM 2008

Top breast cancer researchers from around the globe attended EI's Symposium, titled, "**New Therapeutic Approaches to Breast Cancer.**" The world-renowned meeting was again chaired by Expedition Inspiration Scientific Advisor, **Marc Lippman, MD**, one of the world's leading authorities in the field of breast cancer.

Expedition Inspiration was pleased to include the two recipients of its 2007 Young Investigator Award grants. **Vijayakirishna Gadi, MD, PhD** University of Washington and **N. Lynn Henry, MD, PhD** University of Michigan were invited to present their research studies to the Symposium participants. It was an invaluable experience for all the Symposium participants.

A very special thank you to **Bristol-Myers Squibb**, which underwrote the Symposium.



OPEN FORUM 2008

Expedition Inspiration hosted the free community **Open Forum**, held in conjunction with its Twelfth Annual Laura Evans Memorial Breast Cancer Symposium entitled, "**New Therapeutic Approaches to Breast Cancer.**"

Featured speakers for the 2008 Open Forum were **Daniel F. Hayes, MD**, Clinical Director of the Breast Oncology Program at the University of Michigan Comprehensive Cancer Center and **C. Kent Osborne, MD**, Director of the Baylor Cancer Center and Breast Center, and Professor of Medicine and Cellular & Structural Biology at the Baylor College of Medicine. The Open Forum also featured "**Meet The Experts**" and a "**Question and Answer**" Session, where community attendees were invited to ask specific questions of these renowned medical experts. The Open Forum continues to be a wonderful opportunity to learn from the top in the world!

Thank you to the **St. Luke's Wood River Foundation** for generously underwriting the 2008 Open Forum.

YOUNG INVESTIGATOR AWARDS 2008

Your generous donations have enabled us to fund two Young Investigators in 2008. The Medical Advisory Board was again pleased with the number of applicants for the two grants available in 2008. This year the seven member committee determined that **Elizabeth Iorns, MD** from the University of Miami Leonard M. Miller School of Medicine and **Jinfeng Suo, PhD** from Baylor College of Medicine were the two Young Investigator Grant recipients.

Expedition Inspiration Young Investigator Grants are made possible – again thanks to our generous donors – and come at a critical time in the development of their careers as clinical breast cancer scientists and junior faculty members.

THIRTEENTH ANNUAL SYMPOSIUM 2009

Expedition Inspiration will host the Thirteenth Annual Laura Evans Memorial Breast Cancer Symposium in Sun Valley, Idaho, February 25 - March 1, 2009. Breast cancer research scientists from around the world will attend the symposium titled, **“Using Bioinformatics To Transform Breast Cancer.”** The world-renowned meeting will again be chaired by Expedition Inspiration Scientific Advisor, **Marc Lippman, MD.**

Your continued funding of Expedition Inspiration programs enables our organization to continue to host this highly respected meeting. Thank you.

SAVE THE DATE

Open Forum Thursday, February 26, 2009

Expedition Inspiration invites you to our **Open Forum** on Thursday, February 26 from 5-7 p.m., at the Sun Valley Inn Limelight Room. This Open Forum, held in conjunction with **“Using Bioinformatics To Transform Breast Cancer”** is offered free to the community. Symposium participants will present information on the latest advancements in breast cancer research topics, such as: targeted treatments, clinical trials, new advances, alternative therapies, estrogen replacement and preventative measures. There will be a Question and Answer Session, which provides patients, families, medical professionals and members of the press the opportunity to ask questions of these world-renowned researchers. **Everyone is invited to attend.** Expedition Inspiration’s 2009 Open Forum is generously sponsored once again by a grant from the **St. Luke’s Wood River Foundation.** Thank you to the Foundation for this incredible support.

WELCOME NEW BOARD OF DIRECTOR

JOHN A. LUNG, MD.

EI is thrilled to welcome **Dr. John Lung** to the Board of Directors. Dr. Lung was raised in Oklahoma, and he received undergraduate education at Oklahoma State University and attended medical school at the University of Oklahoma.

Dr. Lung moved his family to Boise, Idaho in 1972 and in 1982 he was appointed director of the Breast Cancer Detection Center and surgical consultant at the Mountain States Tumor Institute. He is a member of several professional organizations including: The Western Surgical Association, Society of Surgical Oncology and the American Society of Breast Disease.

Dr. Lung met EI founder Laura Evans when he participated in the first Annual Symposium. He was impressed by Evans’ unique ability to motivate and engender enthusiasm in the pursuit of a cure for breast cancer. **That continues to remain the goal of Expedition Inspiration today.**

BOISE PUBLIC FORUM 2008

Expedition Inspiration presented the Third Annual Boise Public Forum on June 11, 2008. EI Medical Advisory Board Members **Dr. Angela DeMichele**, Assistant Professor of Medicine and Epidemiology, Abramson Cancer Center at the University of Pennsylvania and **Dr. Michael Press**, Harold E. Lee Chair, Professor of Pathology, Keck School of Medicine, Norris Comprehensive Cancer Center at the University of Southern California were featured speakers. They presented medical findings from the recent American Society of Clinical Oncology (ASCO) meeting. Specialists from St. Luke’s Mountain States Tumor Institute participated in a Question and Answer Session and Panel Discussion. A huge thank you to **St. Luke’s Mountain States Tumor Institute** and **St. Luke’s Breast Care Services** for generously underwriting this event.

FOURTH ANNUAL TWILIGHT SNOWSHOE CELEBRATION PLANNED 2009



2008 Moonlight Snowshoe

Plans are under way for the **Fourth Annual Twilight Snowshoe Celebration** to be held at the elegant Elkhorn Springs Restaurant.

We have added a family snowshoe during the day and a Sweetheart Bar for after hours to ensure that there is “something for every Valentine.”

Funds raised during these events will be used to support promising young researchers in the field of breast cancer and help fund the 13th Annual Laura Evans Memorial Breast Cancer Symposium.

Tickets for the Twilight Snowshoe Celebration are \$125, and are currently on sale. Tickets for the family oriented “Heart of the Family Snowshoe” will be available at a later date.

RESERVE YOUR TICKETS NOW FOR THIS FUN EVENT! FEBRUARY 14, 2009



Celebrating at the Champagne Bar



Team photo on summit of Mt. Major

THIRD ANNUAL MOONLIGHT SNOWSHOE CELEBRATION 2008

A sell-out crowd was greeted to an appropriate pink-hued twilight as they snowshoed in support of breast cancer research during Expedition Inspiration's Third Annual Moonlight Snowshoe Celebration on Saturday, February 16, 2008.

The event featured the snowshoe, an ice carved champagne bar, drinks and a tapas-style dinner. Attendees bid on fabulous live and silent auction items. **Heidi Mickelson**, Chair, EI Board of Directors welcomed the supporters and thanked all for their continued support of the organization. **Dr. Ron Dorn**, EI Medical Advisory Board Member spoke about climbing Aconcagua with EI founder, Laura Evans and of the tremendous influence Expedition Inspiration has made in the funding of cutting-edge research. The evening concluded with a rollicking good time featuring "Funny Guy" **Mike Murphy**.

The Moonlight Snowshoe Celebration evening raised nearly \$40,000. As EI Board Member and event Co-Chair, Suzanne Mulenos reflected on the amazing efforts of all involved, "It is my mission in life that my daughter and nieces will be able to tell a story to the children in their life, that might go something like this... 'Once upon a time, there was this disease called breast cancer...'"

Thank you to EI Board Members, Suzanne Mulenos and Juli Watson, event Co-chairs, their fabulous committee, volunteers and all who attended. Your collective support helped to fund EI's 12th Annual Laura Evans Memorial Breast Cancer Symposium and two Young Investigator research grants.

FIFTH ANNUAL NEW HAMPSHIRE TAKE-A-HIKE 2008

An absolutely gorgeous fall morning greeted a record number of hikers as they hit the trail for Expedition Inspiration's Fifth Annual New Hampshire Take-A-Hike, at Mt. Major, near Alton Bay on Sunday, October 12, 2008. More than 140 hikers of all ages and fitness levels were rewarded with spectacular views from Mt. Major of Lake Winnepesaukee, the surrounding countryside and the best autumn 'leaf peeping' in years. The event featured an incredible raffle, educational materials on cancer treatments and clinical trials, and the always heartwarming Expedition Inspiration Tribute Flag Ceremony, where hikers honored those for whom they were hiking. The beautiful "crazy goose chase" pattern family heirloom quilt, lovingly handmade by hikers Judey Clemons and Sherri Strickland of Barnstead, NH was presented for raffle at the Take-A-Hike. (See related quilt raffle, article and photo.)

Mary Yeo, Team Member on Expedition Inspiration's inaugural Mt. Aconcagua Climb in 1995, spoke to the hikers about her history with the organization and why she still "climbs for a cure." Thank you to Mary and your family for making the Fifth Annual New Hampshire Take-A-Hike such a special event.

The Hike raised \$20,000 for cutting-edge breast cancer research under the direction of **Dr. Peter A. Kaufman**, Associate Professor of Medicine (Hematology/Oncology) at **The Norris Cotton Cancer Center** in affiliation with **The Dartmouth-Hitchcock Medical Center** and The Expedition Inspiration Fund.

Special thanks to Hike Chair, **Melissa Waterhouse** and the fabulous Hike Steering Committee **Stacy Lobdell**, **Mary Sourielle**, and **Candace Couture**. Thank you to all the volunteers and City Year New Hampshire members,

who guided the hikers on Mt. Major. Event sponsors included: Privé, Salomon, CamelBak, Scott, SIGG, Roche, Spectrum Marketing Companies, and Lasting Image. Thank you ALL – hikers, donors, volunteers, businesses – for making the Fifth Annual New Hampshire Take-A-Hike the most successful ever!

Hikers with EI Tribute flags





Sophie Tweed Simmons and Shannon Tweed

CURE IN THE CANYONS 2008

On October 6, 2008 **Shannon Tweed** and daughter **Sophie Tweed Simmons** of *Gene Simmons's Family Jewels* hosted “**Cure in the Canyons II**” – a luxury lifestyle-fest to benefit breast cancer research at USC/Norris Comprehensive Cancer Center on the beautiful grounds of Four Seasons Hotel Westlake Village.

The lavish charity event brought out over 500 guests and celebrities. A complete list of sponsors and celebrities is available on the EI website.

YEAR-END GIVING PROVIDES TAX CREDIT

This Holiday season, you can give the gift that keeps on giving through a year-end donation to The Expedition Inspiration Fund. Your donations help us fund cutting edge research and new studies like those highlighted in this UPDATE.

Not only will your gift help fund research, you will benefit as well through a tax break on your 2008 taxes.

No matter what size donation you make, EI has a number of holiday giving options:

- Donate in lieu of a gift to your friends and family
- Earmark funds for a Young Investigator Grant
- Celebrate health and life

To make a year-end donation, simply use the enclosed envelope or donate online at www.expeditioninspiration.org To receive a tax credit for 2008, your donation must be made by December 31, 2008.



QUILT RAFFLE

Purchase raffle tickets NOW!

This beautiful quilt was lovingly handmade and donated to Expedition Inspiration by New Hampshire Take-A-Hike participants. Judey Clemons and Sherri Strickland of Barnstead, NH. They spent over a year, piecing together the “crazy goose chase” pattern family heirloom. The quilt is now on its “national raffle tour.” **The winner will be drawn at Expedition Inspiration’s Fourth Annual Snowshoe Celebration, to be held in Sun Valley, Idaho on February 14, 2009.** Here is your chance to own this one-of-a-kind quilt. Go to www.expeditioninspiration.org to purchase raffle tickets for this beautiful quilt or mail in your raffle order.

SIP FOR A CURE 2008

The 11th Annual Seattle Event and the Second Sip for a Cure was held on Wednesday evening, May 14 at the Shilshole Bay Beach Club in Seattle, WA. Over 200 people sipped beer, wine and enjoyed a lovely dinner and a fabulous silent auction. Thank you to Auction Chair, **Maggie Miller** and her fabulous volunteers and to The **WAMO** team of volunteers led by **Cathy Powell!**

And of course, a million thanks to the wineries and breweries for participating. All participants and their web address are listed on the EI website. Cheers!!

Funds raised that evening support research at **The University of Washington/Seattle Cancer Care Alliance Women’s Cancer Clinic** under the direction of **Julie Gralow, MD.**



Juli Watson, Board of Directors and Janet Parker, Past Seattle Event Chair

2009 PASSPORT TO ADVENTURE



SAWTOOTH INSPIRATION

“Until there’s a cure, there’s a climb”
— Laura Evans

The “*Sawtooth Inspiration*” Climb in 2009 will keep Expedition Inspiration not only connected to our climbing roots but will expand upon our successful Five Peaks In Five Years series.

In the Summer of 2009 (date to be announced) we will offer a two day adventure with many options. Adventurers will have the opportunity to scale the “Elephant’s Perch” which is the ultimate rock climbing experience; climb the “Super Slabs”, an easy to moderate granite pitch; a round trip hike to stunning Saddleback Lake or kayak around Redfish Lake.

The *Sawtooth Inspiration Adventure* is geared for all ages and offers all levels of challenges!

In Expedition Inspiration tradition, there will be a Celebration Dinner following the many adventures of the team.

Sign ups for the *Sawtooth Inspiration* will be available shortly – watch our website to reserve your spots. Or call our office 208-726-6456.



BORAH PEAK AUGUST 2008



Expedition Inspiration’s team of hardy climbers successfully summited Idaho’s highest point, 12,668 foot Borah Peak on August 23, 2008. The team included breast cancer survivors, friends and family of those who are fighting or have fought the disease. Special tribute flags, honoring those who have battled the disease were flown from the summit. Expedition Inspiration’s 2008 Borah Peak team raised \$55,000 in support of cutting-edge breast cancer research projects!

Thanks to ALL our team members, *who not only climb mountains, but move them!* This year’s Borah Peak Climb was a fabulous conclusion to EI’s *Five Peaks In Five Years Series*. A very special thanks to team member, **Ranney Draper**, for his gracious hospitality in hosting the EI Team overnight along the Big Lost River. Team members enjoyed a great meal and camp experience as guests of Sawtooth Mountain Guides and Expedition Inspiration. Sawtooth Mountain Guides was once again incredible, as their guides safely led our team across Chicken Out Ridge and to the summit of Idaho’s highest point. The Borah Peak Team celebrated their achievement with a Celebration Dinner at Ketchum’s Rotary Park. Thank you to **Mountain West Bank of Ketchum**, for generously underwriting the Celebration Dinner. A special presentation was made to EI Advisory Board Member, **Courtney Kapp**, who conceived the idea of the Five Peaks In Five Years Series and successfully summited all five peaks in honor of breast cancer survivors everywhere. The entire weekend was a wonderful outdoor adventure for all involved!

Thank you to the Team Members and all who supported them in EI’s efforts to find a cure.



Five Peaks in Five Years

- 
Thompson Peak
 10,776'
 Sawtooth Mountains
- 
Hyndman Peak
 12,009'
 Pioneer Mountains
- 
Ryan Peak
 11,714'
 Boulder Mountains
- 
Castle Peak
 11,815'
 White Cloud Mountains
- 
Mt Borah
 12,668'
 Lost River Mountains



CURE AT THE ROCK 2008

In recognition of National Breast Cancer Awareness Month, Hard Rock Cafe Hollywood, CA and Expedition Inspiration rocked out on October 23rd in the fight against breast cancer as part of Hard Rock's 2008 Pinktober™ breast cancer awareness campaign.

The Pinktober™ campaign included a series of live music events at Hard Rock venues around the world that featured both established and emerging artists rockin' for a cause. "Cure at the Rock" wrapped up The Hard Rock's Pinktober month, 31 days of celebrating life and spreading awareness about advances in breast cancer research.

Over \$40,000 was raised to support innovative research at USC/Norris Comprehensive Cancer Center.

Dee Wallace, film star and author of *Conscious Creation* hosted the event, which featured performances from Taylor Dayne, The Donnas, Gretchen Bonaduce and The All-American Rejects.

Because a picture is worth a thousand words – check out the fabulous time had by all!

http://www.flickr.com/photos/erikfischer_photography/sets/72157608335724778/



Gretchen Bonaduce



The All-American Rejects

PRIVÉ THERMAL PROTECTION DETANGLING SPRAY, THE PRODUCT THAT GIVES FOR 365 DAYS.



Thank You
Privé



Privé will donate \$1 for every purchase of Thermal Protection Detangling Spray made between September 1, 2008 and August 31, 2009 to the Expedition Inspiration Fund For Breast Cancer Research.

Priveproducts.com for more information



The Donnas

GUITAR AUCTION 2009

Two Celebrity autographed Pink Fender Guitars will be auctioned on eBay in February! Check our website for updates.

Victoria Beckham, Gavin Rossdale, Gretchen Bonaduce, The Donnas, Taylor Dyane and The All-American Rejects have signed one guitar and Ne-Yo and Shwayze, have signed the second guitar.

Don't miss this opportunity to own a piece of history!



Expedition Inspiration is thrilled to be an official eBay non-profit! Through this program we are set up to receive donations via the eBay Giving Works program. This means that if you buy or sell anything on eBay, you can designate a portion of your funds go directly to Expedition Inspiration!

We will have a link on our home page: www.expeditioninspiration.org to enable you to watch all the auctions supporting our cause.

2009 Calendar of Events

February 14

Fourth Annual Twilight Snowshoe Celebration • Sun Valley, ID

February 25-March 1

13th Annual Laura Evans Memorial Breast Cancer Symposium
"Using Bioinformatics To Transform Breast Cancer" • Sun Valley, ID

February 26

Open Forum -held in conjunction with 13th Annual Laura Evans Memorial Breast Cancer Symposium • Sun Valley, ID

July/August

date to be announced

"Sawtooth Inspiration"
• Sawtooth Mountains, ID

October 4

Cure in the Canyons
Four Seasons Hotel
• Westlake Village, CA

October 11

Sixth Annual New Hampshire Take-A-Hike
• Mt. Major, Alton Bay, NH

October 11

Run 4 Her Life
14th Annual Los Angeles Event
The Americana at Brand
• Glendale, CA

PINKTOBER – a Hard Rock Experience!

Dates to be announced!!

• Los Angeles, California
• Seattle, Washington

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