



*Accelerating  
the Search  
for a Cure*

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# MYELOMA FOCUS

Newsletter of the

# MMRF

## Chicago Awards Dinner Raises Over \$830,000 for Research

**T**he Multiple Myeloma Research Foundation held its fifth Chicago Awards Dinner on Tuesday, April 4, for myeloma research, raising more than \$830,000.

“We will never give up,” shared MMRF Co-founder and Board member Karen Andrews. “This team, comprised of family and friends like you, has shown us that giving up is not the answer, it is giving that is the answer.”

Chicago Bears football legend, Gale Sayers, provided the keynote address, in which he spoke of his friendship with teammate Brian Piccolo and shared the inspirational story of Piccolo’s courageous battle with cancer.



Actor and director Bonnie Hunt joins MMRF co-founder and Board Member Karen Andrews and football legend Gale Sayers

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## MMRF Presents at Milken Institute Conference



The MMRF was invited to speak at the 2006 Milken Institute Conference, held April 24-26 in Los Angeles, CA, to discuss the importance of philanthropy in advancing medical research and in building innovative research models like the Multiple Myeloma Research Consortium (MMRC).

MMRF and MMRC Chief Executive Officer, Kathy Giusti, sat on the panel, *The New Philanthropists and the Future of Medical Research Funding*, alongside Lance Armstrong, tour de France champion and cancer survivor, Eli Broad, Founder of The Broad Foundation, Michael Milken, Chairman of the Milken Institute, and Carl Schramm, President and CEO of the Ewing Marion Kauffman Foundation.

“It was a true honor to serve as a panelist at the Milken Conference,” said Kathy Giusti. “This important event provided a unique opportunity to work with global leaders to develop innovative strategies to advance medical research and accelerate the development of new drugs.”

# Scientific Agenda

## MMRF Announces 2006 Fellows Award Winners

The MMRF is pleased to announce that it has awarded 8 Fellows Research Grants totaling \$600,000, to researchers at 7 outstanding institutions. The MMRF Fellows Awards provide a one-year \$75,000 grant to researchers with less than five years experience (post highest graduate degree) and working under the supervision of a research sponsor.

MMRF Fellows Awards support efforts in the most promising areas of myeloma research and drug discovery, including investigation of potential therapeutic targets such as DKK1, XBP-1, and p53. The 2006 Fellows Award Winners are:



Larry Anderson, MD, PhD  
Fred Hutchinson Cancer  
Research Center  
Identification of Novel Targets for  
T-Cell Immunotherapy of Myeloma



Douglas Feldman, PhD  
Stanford University  
Therapeutic Targeting of  
Ire1/XBP-1 in Malignant B Cells



Tanyel Kiziltepe Bilgicer, PhD  
Dana-Farber Cancer Institute  
Effects of JS-K, a GST based NO  
generator, on MM: Therapeutic  
Implications



Jianfei Qian, DVM, PhD  
University of Texas M.D.  
Anderson Cancer Center  
Identifying DKK1 as a Novel and  
Widely Expressed Tumor Antigen  
in Multiple Myeloma



Qing Chen, PhD  
The University of North  
Carolina at Chapel Hill  
Targeting the SCF/skp2 Pathway  
for the Treatment of Multiple  
Myeloma



Michael Sebag, MD, PhD  
Mayo Clinic Arizona  
Transgenic Mouse Model of Drug  
Development for Multiple  
Myeloma



Wee Chng, MD  
Mayo Clinic Arizona  
Genomic and Functional  
Characterization of p53 Pathway in  
Multiple Myeloma



Jennifer Tibodeau, PhD  
Mayo Clinic Rochester  
Novel Natural Products with  
Potential Therapeutic Uses in  
Multiple Myeloma

To read the full abstracts of the 2006 MMRF Fellows Awards, visit the MMRF website at [www.multiplemyeloma.org/research](http://www.multiplemyeloma.org/research)

# Scientific Agenda

## MMRF Launches MYELOMA TREATMENT MONITOR

The MMRF is pleased to announce that the Myeloma Treatment Monitor is up and running! This searchable, web-based database enables researchers and patients to track every compound currently undergoing pre-clinical validation, every target under investigation, every ongoing and anticipated clinical trial, and every company pursuing myeloma.

The multitude of compounds and targets now investigated necessitates a real-time tool to monitor targets and pinpoint where compounds are in the drug development process. Until the development of the Myeloma Treatment Monitor, there were no such resources publicly available.

“The Myeloma Treatment Monitor will make the research and drug discovery process more efficient by reducing the

duplication of efforts and facilitating collaboration among researchers, academia, and industry,” said Anne Quinn Young, of the MMRF. “Ultimately, this will result in the faster development of treatments for patients.”

This free, user-friendly, database is searchable by a number of queries, including name of compound, potential use of compound, type of compound, mechanism of action or target of compound, type(s) of pre-clinical testing performed, and phase(s) of clinical testing completed.

Search the Myeloma Treatment Monitor  
by visiting  
[www.multiplemyeloma.org](http://www.multiplemyeloma.org)

## Clinical Trials Monitor

### The Most Comprehensive Database of Myeloma-Specific Trials Anywhere

The best way to advance research and make treatment options available in the clinic faster is to accrue clinical trials and expedite promising new treatments to FDA approval.

Clinical trials give patients the opportunity to access new treatments and treatment combinations years before they are introduced to the market. For myeloma patients, these few years are critical.

Dedicated to its aggressive pursuit for a cure, the MMRF has created the most comprehensive database of myeloma-specific clinical trials around the world. The Clinical Trials Monitor is an excellent research and educational tool for clinicians and

patients, as well as a unique opportunity for research sites to reach out, in their area, to a large number of patients.

If you are an investigator currently involved in a multiple myeloma clinical trial, you can also post your trial on MMRF's Clinical Trials Monitor by filling out a simple form.

New trials are added often, so check regularly to:

- Find new myeloma clinical trials in your area
- Access the latest cutting-edge treatments available for myeloma patients

Log on to [www.myelomatrials.org](http://www.myelomatrials.org) today.

Compound	# Trials	Mode of Action	Patient Types
Velcade® (bortezomib)	28	Proteasome inhibitor	Newly diagnosed, Relapsed/ Refractory
Thalomid® (thalidomide)	21	Immunomodulatory	Newly diagnosed, Relapsed/ Refractory
Revlimid® (lenalidomide)	8	Immunomodulatory	Newly diagnosed, Relapsed/ Refractory
TK1258 (formerly CHIR-258)	2	FGFR 3 inhibitor	Relapsed/ Refractory
KOS -953	2	Hsp90 inhibitor	Relapsed/ Refractory
IPI - 504	1	Hsp90 inhibitor	Relapsed/ Refractory

# MMRC

## MMRC Member Institutions

- ✓ City of Hope National Medical Center
- ✓ Dana-Farber Cancer Institute
- ✓ Emory University
- ✓ H. Lee Moffitt Cancer Research Center & Institute
- ✓ Hackensack University Medical Center
- ✓ Mayo Clinic
- ✓ Ohio State University Comprehensive Cancer Center
- ✓ Roswell Park Cancer Institute
- ✓ Saint Vincent Catholic Medical Centers
- ✓ University Health Network (Princess Margaret Hospital)
- ✓ University of Chicago

## Phase I Clinical Trial of TK1258 (formerly CHIR-258) Open for Enrollment to Myeloma Patients

The MMRC's Phase I study of TK1258 (formerly CHIR-258), conducted in partnership with Novartis Pharmaceuticals, is accruing patients. TK1258 (formerly CHIR-258), a novel compound known to inhibit fibroblast growth factor receptor 3 (FGFR3) and other growth factor receptors, may hold promise in treating myeloma patients known to express FGFR3.

This trial is currently enrolling patients at several centers, including Dana-Farber Cancer Institute in Boston, MA, Emory University in Atlanta, GA, H. Lee Moffitt Cancer Center & Research Institute in Tampa, FL, and Mayo Clinic in Scottsdale, AZ. For information about participating in this and other myeloma clinical trials, please visit the

MMRF's Clinical Trials Monitor  
[www.multiplemyeloma.org/clinical\\_trials/4.04.html](http://www.multiplemyeloma.org/clinical_trials/4.04.html)

## Multiple Myeloma Genomics Initiative Update

The Multiple Myeloma Genomics Initiative is now underway! To date, the MMRC has accrued the first 60 untreated myeloma tissue samples and has transferred these tissues to its collaborators -- the Eli and Edythe L. Broad Institute of MIT and Harvard, and the Translational Genomics Research Institute.

This exciting genome-mapping program is comprised of several related research and discovery efforts that aim to determine what genes and molecular pathways play a role in the onset and progression of myeloma, learn how patients will respond to therapies, and identify new druggable targets for the disease. Taken together, these findings will lead to the development of better, more effective therapies for myeloma.

The success of Multiple Myeloma Genomic Initiative hinges on researchers' ability to study, analyze, and characterize a large number of untreated myeloma patient tissue samples in great detail. This kind of research has been made possible only recently with the development of the MMRC Tissue Bank.

If you are interested in contributing a tissue sample to the MMRC Tissue Bank, please contact Alicia Sable-Hunt, RN, MMRC Program Manager, at [sablehunt@themmrc.org](mailto:sablehunt@themmrc.org)

## Stay on Top of MMRC Milestones through MMRC Press Releases

Multiple Myeloma Research Consortium (MMRC) Names LabVantage as Preferred Biobanking Partner.

Multiple Myeloma Research Consortium (MMRC) Names MDS Pharma Services as Preferred Contract Research Organization (CRO).

To access these, and other stories, please visit [www.themmrc.org](http://www.themmrc.org)

# MMRC

## Q & A With Dr. Palladino of Nereus

*Dr. Michael Palladino is a cell biologist who has made significant contributions to the understanding of the roles of cytokines in the development of serious inflammatory diseases and cancer. Dr. Palladino is Senior Vice President, Chief Technology Officer and Scientific Co-Founder of Nereus Pharmaceuticals.*

### Why did Nereus choose to work with the MMRC?

A major reason Nereus chose to work with the MMRC is that the partnership offers access to the MMRC's 11 Member Institutions. As we advance NPI-0052 along the drug development pathway, this model offers an opportunity to collaborate with some of the world's leading myeloma researchers and clinicians. We also chose to work with the MMRC because their approach removes barriers that often slow clinical trials such as developing standardized contracts to streamline and accelerate contract negotiations. As a result, these new approaches allow us to focus solely on the biology of multiple myeloma.

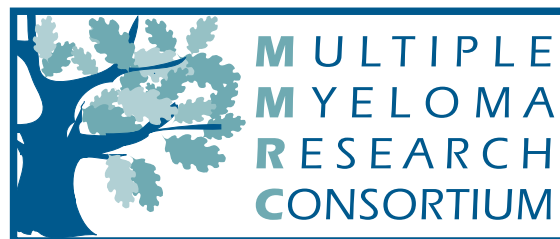
### What do you hope to gain from this partnership?

It is our hope to take our compound NPI-0052 through Phase I trials and into Phase II trials through the MMRC. NPI-0052 is a second generation proteasome inhibitor that shows promise for treating myeloma patients, including those who have not responded to, or whose disease has progressed on other therapies. We also hope to bring a second compound through the MMRC into clinical trials that in early preclinical studies exhibit additive or synergistic effects with proteasome inhibitors. It is our belief that the MMRF's research model offers the potential to speed each step along the clinical trials pathway so that better, more effective treatments for myeloma can be brought to patients that much faster.

What recommendations do you have for other companies who might have a drug for myeloma?

I would recommend they consider utilizing the MMRC. Working with the top centers has been key -- they not only have the patient population, but have the expertise and capabilities to evaluate novel compounds in the lab and compare its activity to existing therapies, or in combination with other drugs. It is crucial that new compounds or combination of compounds stand up to the scrutiny of basic science before even beginning the process of taking these molecules into clinical testing.

Nereus and the MMRC are collaborating on research evaluating a new proteasome inhibitor (NPI-0052) against multiple myeloma. The initial clinical trial opens in the Consortium this Spring.



# You Need To Know



## **INSTITUTIONAL INSIGHTS ON MYELOMA**

Every year the Institutional Insights Series presents patients and medical professionals with the latest developments in the treatment and diagnosis of multiple myeloma. The MMRF launched the 2006 series on February 9th with a program held at the Houston Marriott Medical Center Hotel. Dr. Sergio Giralt of the University of Texas M.D. Anderson Cancer Center chaired the program, which also included panelists Dr. Guido Tricot of the

University of Arkansas for Medical Science, Dr. Keith Stewart of Mayo Clinic Scottsdale, and Drs. Donna Weber and Michael Wang of the M.D. Anderson Cancer Center. We would like to extend our thanks to Dr. Giralt for chairing this event and helping to make it so successful.



Institutional Insights in Houston: Dr. Keith Stewart, Dr. Sergio Giralt, Krista Culhane, Dr. Donna Weber, Dr. Michael Wang, Brian Porter, and Dr. Guido Tricot

The second Institutional Insight Program of the year took place on March 15th at the Westin Buckhead in Atlanta, GA. Dr. Sagar Lonial of Emory Winship Cancer Institute served as event Chair. Other speakers included Drs. David Vesole of St. Vincent's Comprehensive Cancer Center, Nikhil Munshi of Dana-Farber Cancer Institute, Leonard Heffner of Emory Winship Cancer Institute, and Edward Stadtmauer of UPenn Cancer Center. Special thanks to Dr. Lonial for promoting the program so well and ensuring its success!



Institutional Insights in Atlanta: Anne Quinn Young, Dr. Leonard Heffner, Dr. David Vesole, Dr. Nikhil Munshi, Krista Culhane, and Dr. Sagar Lonial

## Upcoming Clinical Controversies Programs:

September 7 - 8, 2006 Cleveland, OH

Patient/Caregiver Program

3:30 PM - 7:30 PM

CME Program

8:00 AM - 12:00 PM

Chair: Mohammad Hussein, MD,  
The Cleveland Clinic

October 12, 2006 New York, NY

Patient/Caregiver Program

11:00 AM - 2:00PM

CME Program

5:00 PM - 8:00 PM

Chair: Michael Schuster, MD, NY  
Presbyterian-Weill Cornell Medical Center

November 1, 2006 Los Angeles, CA

Patient/Caregiver Program

11:00 AM - 2:00PM

CME Program

5:00 PM - 8:00 PM

Chair: Jim Berenson, MD  
Institute for Myeloma & Bone  
Cancer Research

For more information,  
please contact Paulette Giambalvo at  
giambalvop@themmr.org or  
at (203) 972-1250, or visit  
[www.multiplemyeloma.org/medical\\_programs](http://www.multiplemyeloma.org/medical_programs)



Dr. Tricot and an attendee speak during the lunch break.

# You Need To Know

## THE MMRF Office Has Moved

Multiple Myeloma Research Foundation (MMRF)  
383 Main Avenue, 5th Floor  
Norwalk, CT 06851

Our phone, (203) 972-1250 and fax, (203) 972-1259 will stay the same.

### ANNUAL MEDICAL MEETING CALENDAR:

The American Society of Clinical Oncology  
Atlanta, GA: June 2- 5, 2006

MMRF Sponsored Symposium:  
Integration of Novel Therapies  
into the Treatment of Multiple Myeloma;  
an Evolving Paradigm

Sunday, June 4, 2006 • 6:00PM - 8:00PM  
Hilton Atlanta Grand Ballroom West  
Second Floor Ballroom West

The European Hematology Association  
Amsterdam: June 15 - 18, 2006

MMRF Sponsored Symposium:  
Integration of Novel Therapies into Current  
Treatment of Myeloma:  
An Evolving Paradigm  
Friday, June 16th, 2006  
Amsterdam RAI Convention Centre  
Room Y

Stay tuned at [www.multiplemyeloma.org](http://www.multiplemyeloma.org)  
for complete details!

### WebCast: Update from ASCO and EHA

The MMRF will webcast highlights from the American Society of Clinical Oncology (ASCO) annual meeting in Atlanta and the European Hematology Association (EHA) in Amsterdam. Exciting new data on treatments such as Revlimid, Velcade, stem cell transplant, and the emerging role of genomics will be presented. The webcast will be live on the MMRF website, stay tuned at [www.multiplemyeloma.org](http://www.multiplemyeloma.org)

### For Professionals

Great Debates: Case-Based Analysis of Treatment Options in Multiple Myeloma

This cutting-edge CME program uses an evidence-based medicine approach to present a thought-provoking series of five interactive patient cases. Cases 1-4 are currently available; Case 5 will be launched soon.

To access Great Debates  
visit [www.multiplemyeloma.org](http://www.multiplemyeloma.org)

### MMRF RESEARCH GRANT AWARD DEADLINES

Library Screenings	June 30th
Cell Line Development	Sept. 1st
Compound Validation	Sept. 15th
Animal Model Development	Oct. 16th

Each grant is \$100,00 for 1 year

Applications are available online at  
[www.multiplemyeloma.org/research](http://www.multiplemyeloma.org/research)

Contact Stephanie Berkowitz, PhD, Research Manager at  
[berkowitzs@themmrf.org](mailto:berkowitzs@themmrf.org)

The MMRF Thanks  
the following corporations for their support of  
Myeloma Focus

**CHIRON**

**MILLENNIUM**

# Ask The Experts

The MMRF is pleased to feature in this issue of *Myeloma Focus's Ask The Expert*, Dr. Leif P. Bergsagel of the Mayo Clinic, Scottsdale, AZ and Dr. William Bensinger of the Fred Hutchinson Cancer Center, Seattle, WA.



Dr. Leif Bergsagel

## What is cytogenetics?

Cytogenetics is the study of the chromosomes. In myeloma patients, cytogenetics, or cytogenetic testing, is the study of the chromosomes of the myeloma cells by a procedure known as FISH (fluorescence in situ hybridization). FISH can identify deleted chromosomes or mismatching of chromosome parts, known

as “translocations”, that are associated with how a person with myeloma may respond to treatments.

## Why is cytogenetic testing important for myeloma patients?

Many myeloma patients have one or more chromosomal abnormalities. Three chromosomal abnormalities are associated with poor outcome: the deletion of chromosome 13, deletion of chromosome 17p, and the translocation of (t4,14). Patients with either or both of these abnormalities are often referred to as “high-risk” because they do not respond as well to some therapies as patients without these abnormalities. For example, a recent study has found that patients with a deletion of chromosome 13 detected by conventional cytogenetics do not have a worse survival when treated with Velcade® than patients who do not have a deletion of chromosome 13; in contrast, patients with a deletion of chromosome 13 have a poorer survival when treated with dexamethasone than patients who do not have a deletion of chromosome 13. Thus, knowing if you have one or more chromosomal abnormalities may help identify the best treatment plan for you.

## Where can I have cytogenetic testing?

Cytogenetic testing may not be routinely performed for every patient, but many institutions are willing to perform the tests. Ask your doctor to recommend an appropriate testing site.

## What does the future hold for cytogenetic testing in myeloma?

Cytogenetic profiling will help us learn more about the disease onset and progression, and how to best treat patients with specific chromosomal abnormalities. Ultimately, it is our hope we can take this knowledge and develop highly individualized therapies that effectively treat the disease.



Dr. William Bensinger

## What are monoclonal antibodies?

Monoclonal antibodies, also known as MAbs, are man-made versions of the body's own antibodies. Although MAbs are made in a laboratory, they are a type of immunotherapy because they mimic the body's own immune system. During the past several years, we have witnessed the development of several MAbs that

effectively treat various cancers, such as Rituximab for the treatment of non-Hodgkin's lymphoma.

## How are MAbs used to treat cancer?

MAbs target specific antigens (proteins on the cell surface) that play a role in the onset and progression of various cancers. They work by either 1) marking the cancer cell for the immune system to destroy it or, 2) prevent the cancer cells from growing rapidly.

## What are the side effects of MAbs treatment?

Side effects caused by treatment with MAbs are usually mild and include chills, fever, a temporary drop in blood pressure, and occasionally nausea and shortness of breath. These side effects can be reduced by pre-medication with diphenhydramine (a common antihistamine) or acetaminophen (a common pain reliever and fever reducer). Any long-term side effects of MAbs treatment are unknown.

HCD122 (formerly CHIR-12.12), developed by Chiron Corporation (Now Novartis), and SGN40, developed by Seattle Genetics that target CD40. CD40 is an antigen found on the surface of myeloma cells. Both work by binding to CD40 - - this slows the growth and prohibits the survival of myeloma cells.

Denosumab®, developed by Amgen, Inc., is a MAbs that targets RANKL. RANKL is a protein receptor found on myeloma cells. Denosumab works by binding to RANKL -- this slows disease progression by preventing myeloma bone destruction.

# Fundraising

## Families Funding Research

**L**eon Rittenberg, Jr., came into contact with the MMRF in November of 2000 shortly after being diagnosed with multiple myeloma. Though he kept his illness quiet from all but close family members for almost 5 years, Leon has been a long-time supporter of the MMRF, making substantial financial contributions and participating in meetings on Capitol Hill about research funding.

His wife Cindy, an oncological nurse, serves as a volunteer resource for patients, family, and physicians answering questions and providing advice about all aspects of the disease. "It's helpful to me, too, because it forces me stay on my toes and keep up to date," she says. The Rittenbergs have also participated in Advocacy Day and the Washington, DC Race for Research.



Cindy and Leon Rittenberg

*"The MMRF has turned talk into reality."*

Cindy calls the doctors and researchers associated with the MMRF "an incredible group -- brilliant, dedicated and creative" and she says, "The MMRF has turned talk into reality. It's turned it into very concrete, positive results."

Leon adds, "It's a fantastic organization. Through it we have met some of the best medical people in the world. I can't say enough about it."

He supports the MMRF because "I believe in helping oneself and I feel that this is really helping me. I don't consider it as charity; I consider it as helping myself."

**SAVE THE DATE:**  
**Celgene CEO - Sol Barer to be honored at the**  
**10<sup>th</sup> Annual Friends for Life Fall Gala**  
Saturday, October 28, 2006  
Hyatt Regency Hotel Greenwich, CT

This year's MMRF Corporate Leadership Award recipient is Sol Barer, Ph.D., CEO of Celgene Corporation, a New Jersey-based pharmaceutical company that focuses on developing new therapies for the treatment of cancer and inflammatory diseases. Prior to assuming responsibility as CEO on May 1st, Dr. Barer served as President since 1993 and Chief Operating Officer and Director since 1994. He has been a member of the company's leadership team since its establishment in 1986. During Dr. Barer's tenure, Celgene has worked closely with the MMRF to help increase knowledge and awareness of multiple myeloma. Dr. Barer holds a Ph.D. in organic and physical chemistry from Rutgers University and is a member of the New Jersey Commission of Science and Technology, as well as a Director of Nobex, Inc. and Semorex, Inc.



Sol and Meri Barer

For more information on sponsorship and volunteer opportunities, please visit [www.multiplemyeloma.org/events](http://www.multiplemyeloma.org/events) today!

# Fundraising

## MMRF Chicago Spring Awards Dinner

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Chicago-born actor and director Bonnie Hunt, a former oncology nurse and a longtime friend of the MMRF, returned as mistress of ceremonies, emceeding the event with a balance of humor and seriousness to highlight the mission of accelerating a cure for multiple myeloma.

Joining Sayers and Hunt for the event were Corporate Vice Chairs Joseph Hogan of GE Healthcare, Lester Knight of RoundTable Healthcare Partners, and Philip Purcell (not pictured), retired Chairman and CEO of Morgan Stanley.

“Chicago continues to show great generosity and support in helping the MMRF achieve its goal,” said the MMRF President Nancy Sumberaz. “More than 95 percent of the money raised will go directly towards innovative research programs that will expedite the development of new treatments for myeloma.”



Bonnie Hunt and Gayle Sayers with Hewitt Associates Marketing Executive Jim Rushin and Marquette Partners LP Executive John Rushin

Special thanks to Perry Snyderman and Shell Vacations for their generous prize donation to the Contribute to the Cure program.



Bonnie Hunt and Gayle Sayers join (L - R) John DeBaun, Nathan DeBaun, Jason Pasquinelli, Liz DeBaun, Jane DeBaun, Gayle DeBaun and MMRF Board Member and Dinner Chairman Bob DeBaun



(L - R) Craig Albert, Bob Feltzin, Bonnie Hunt, Dinner Chairman Brian Feltzin and Gale Sayers

### Dinner Chairs for the event included:

Pam and Joe Damico  
Jane and Bob DeBaun  
Brian Feltzin of Sheffield Asset Management, LLC  
Ron Labrum of Cardinal Health  
Lee Miller of DLA Piper Rudnick Gray Cary  
Michael O'Halleran of Aon Re Global  
William Osborn of Northern Trust Corporation  
Robert Parkinson, Jr. of Baxter International, Inc.  
Edward Phillips of Edward and Leslye Phillips Family Foundation  
David Purcell of Continental Advisors, LLC  
Christopher Reyes of Reyes Holdings, LLC  
Michael Sacks of Grosvenor Capital Management  
Perry Snyderman of Shell Vacations, LLC

# Fundraising

MULTIPLE MYELOMA  
RESEARCH FOUNDATION



The fifth annual San Francisco MMRF Race for Research 5K Walk/Run took place on April 21, 2006, and raised for myeloma research, an impressive \$200,000. With 1,000 runners, walkers, and volunteers participating, this year's event continued the hugely successful tradition of the previous four years. Since its inception, the San Francisco Race has raised a total of \$1 million.

Anita Roye was the top individual fundraiser, bringing in over \$5,000, while the top team fundraiser, Sanjana's Team, raised more than \$10,000. Jack Aiello received the Outstanding Achievement

Award for his work through the local support group, Advocacy, and his tireless efforts to make the race a success. His efforts raised over \$22,000 for this year's race.



Sanjana's Team  
TOP FUNDRAISING TEAM

Robert Johnson, CEO of Kosan Biosciences joins MMRF/C President, Nancy Sumberaz



Myeloma Patients Who Attended  
Local San Francisco Race For Research

## SAVE THE DATE:

MMRF Race for Research  
coming to a city near you!

New Canaan, CT  
Sunday, June 11, 2006

Seattle, WA  
Sunday, July 16, 2006

Cleveland, OH  
Sunday, July 30, 2006

Chicago, IL  
Sunday, September 10, 2006

Minneapolis, MN  
Sunday, September 24, 2006

Philadelphia, PA  
Saturday, October 7, 2006

Atlanta, GA  
Sunday, October 22, 2006

Washington, DC  
Sunday, November 5, 2006

For more information visit  
[www.mmrfpace.org](http://www.mmrfpace.org) or contact  
Amy White at (203)652-0233 or  
[whitea@themmrf.org](mailto:whitea@themmrf.org)

# Fundraising

## Dance for a Cure - Social Event

The third annual Dance for a Cure event took place on April 7 in Albany, NY, raising \$25,000 for the MMRF. Sisters Sheri Lyons and Jill Walsh, together with nurses and doctors from New York Oncology Hematology, organized the event.

Sheri and Jill's mother, Donna Wingate, was diagnosed in 1998 with advanced Stage III myeloma. Her only hope was two stem cell transplants, which successfully put her into remission. Dance for a Cure was born out of the family's desire to do something to aid the MMRF in its mission of finding a cure for myeloma. This year's event was attended by 500 people, and the evening included a 40-item silent auction and music by popular local band *The Burners UK*.

Donna's doctors and the nursing staff at NYOH have been actively involved with Dance for a Cure from the beginning, as have family and friends. "One of the most exciting differences this year is that more and more patients are getting involved," says Sheri Lyons.

Another difference is that Donna Wingate's 7-year remission ended in August. However, she is responding well to treatments developed over the past few years. "Events like this certainly bring home the importance of research," Sheri says. "When my mother was first diagnosed, the stem cell transplant was her only hope. Seven years ago the treatment she is now responding to didn't exist."

The MMRF has abundant resources available to make organizing an event in your community both easy and fun. For more information and planning suggestions, visit [Start Your Own Fundraiser](#) at [www.grassroots.multiplemyeloma.org](http://www.grassroots.multiplemyeloma.org).

Start Your Own Fundraiser  
It's As Easy As

- 1
- 2
- 3

Visit [www.grassroots.multiplemyeloma.org](http://www.grassroots.multiplemyeloma.org)  
to get started today.

## MMRF Acorn Jewelry Give a Gift of Love



### Introducing the New MMRF Acorn Charm Bracelet

Your mom, your sister, your wife, or your friend. She is nothing short of your everything. Celebrate your love and affection with a gift that shows her how much you care.

Explore the MMRF's exclusive Acorn Jewelry Collection today and you will learn why so many myeloma patients, friends and families wear the acorn with pride.

Our symbol of promise and hope is now yours to give, and hers to wear, in support of the best gift of all - a cure.



### Introducing the New Acorn Charm Bracelet!

Visit

[www.jewelry.multiplemyeloma.org](http://www.jewelry.multiplemyeloma.org)

where you can shop  
online today.

# Fundraising

## Invest in the MMRF - Donate Stock

Donating stock is a simple and advantageous way to support the MMRF's research efforts. When you donate appreciated stock that you have owned for a year or more, you may deduct the full fair-market-value as a charitable donation, while bypassing all capital gains taxes. Generally, neither you nor the MMRF has to pay the federal and state capital gains tax that normally would be due on a stock sale. You can usually deduct from your income the fully appreciated value of the stock, and the MMRF receives more money than if the stock were first sold by the donor and the after-tax proceeds were donated. A donation of stock will actually cost you less than the same donation in cash. You and the MMRF both win.

**Valuation:** Most tax advisors recommend donating stocks that have had the greatest percentage gain since purchase. Those are the stocks you would have to pay the most capital gains on when you eventually sell. The value of your stock gift is calculated by using an average of the high and low prices of the security on the date it enters the MMRF account. We will include this calculated amount in our thank you letter, which you may then use as proof of your donation for tax purposes.

**Example:** Suppose you purchased 100 shares of ABC stock five years ago at \$50 per share or \$5,000. The stock is now worth \$100 per share, or \$10,000. If you sell the stock, you will pay capital gains taxes on the \$5,000 of appreciation. If, however, you chose to donate the stock to the MMRF, you are entitled to a charitable deduction of \$10,000 from your taxes and you pay no capital gains tax.

Okay, what if you don't plan to sell any stock, perhaps because you believe your shares have strong growth potential. You can still support the MMRF through a stock gift and come out ahead in your portfolio.

**Example:** Decide the dollar amount of the donation you plan to make. Purchase new shares of a stock you already own in the dollar amount you wish to contribute and place them in your portfolio. Donate the same number of shares of this stock, but gifting those shares with the greatest appreciation and lowest tax basis. In the end, you still own the same number of shares that you did originally and you made the same donation as if you gave cash. However, the tax basis of the shares you now own is higher, so your tax burden will be less when you eventually sell. Remember, any gifted stock must have been held for a year to qualify for long-term capital gains.

### What To Do Now

To transfer stock directly from your brokerage account to the MMRF, simply do the following:

Notify your broker, in writing, of your intentions. Send a copy of your instructions to the MMRF, attention Brian Porter, so that we may properly confirm your gift to you for tax purposes.

Have your broker transfer the shares of stock to:

DTC #0418

MMRF Stock Gift Account:

#394-00237-10-001

c/o Louise Halloran

383 Main Avenue, 5th Floor

Norwalk, CT 06851

Phone: (800) 638-4479

Fax: (203) 972-1910

Please note: The donor's name does not appear when stock is transferred electronically. Please be sure to send our office a copy of the transfer instructions you gave your broker, or call our office to let us know what stock you are gifting and how many shares to expect. This will ensure that your gift is properly recorded and credited. We will send you a receipt listing the share name, number of shares contributed, the gift date and valuation for your records.

It's just as easy to donate stocks for which you hold the certificates themselves, mutual funds and bonds.

Please contact Brian Porter at  
porterb@themmr.org or (203) 652-0206  
for details on any of these gift options.

As always, we suggest that you consult with your personal financial, tax or legal advisor for specific help with your particular situation.

# Volunteer Appreciation

## Toni Heydlauff

Toni Heydlauff first discovered the MMRF through its website in 1999 when her husband, Don, was diagnosed with multiple myeloma. Impressed with the fact that 95% of the money raised by the MMRF goes to funding research, Toni and Don decided to get involved.

Together with 35 friends, family, and fellow members of the St. Helena Rotary Club, in 2001, they participated in the first annual San Francisco Race for Research 5K Walk/Run. Sadly, Don passed away in 2003, but since that first race, the group, now known as the Yellow Team, has grown to over 50 people, who take part annually in his memory and in support of other myeloma patients.

Multiple myeloma has struck close to home in the Heydlauffs' small Napa Valley community, afflicting not only Don but also

another member of the local Rotary Club, as well as friends and family of other Rotary members. Toni says, "I feel bringing these people into the MMRF helps to spread the word of how patients can help themselves, which empowers them. Their families and friends also then have an avenue to offer help. It also spreads awareness of the disease. And it helps spread hope."

*"It spreads awareness of the disease. And it helps spread hope."*

Toni has worked on numerous other MMRF events in the Bay Area, and her children, Wade and Kate, lend their active support in various ways. Together they hope their efforts will

speed up the search for a cure so that other families do not have to suffer the loss of a loved one.

## MMRF Recognized as "Best in America"

Independent Charities of America (ICA) recently recognized the Multiple Myeloma Research Foundation as one of the best non-profit organizations in America for meeting the highest standards of public accountability and program effectiveness. With the "Best in America" Seal of Excellence, the MMRF is now the only organization in the world that is:

- ★ 4-star rated by Charity Navigator
- ★ A+ rated by American Institute of Philanthropy
- ★ Meets Better Business Bureau's Wise Giving Alliance Standards for Charitable Accountability
- ★ Earned ICA "Best in America" Seal of Excellence, and
- ★ Recognized by the National Cancer Institute (NCI) for meeting NCI's stringent research review guidelines for funding research grants

"The addition of the 'Best in America' Seal of Excellence from ICA truly validates the MMRF's sound stewardship of donor funds and separates us from the millions of non-profit organizations," commented Scott Santarella, Executive Director and Chief Administration Officer of the MMRF, "The MMRF is truly a one-in-a-million organization, and we are proud to be recognized as one of this country's very best."

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The information herein is not intended to replace the services of trained health professionals (or to be a substitute for medical advice). You are advised to consult with your healthcare professional with regard to matters relating to your health, and in particular regarding matters, which may require diagnosis or medical attention.

# Leadership Council



Phillip Purcell

The MMRF Board recently established the MMRF Leadership Council, which consists of a select group of high profile individuals who have helped raise awareness and funds toward our goal of accelerating the search for a cure. This exclusive group includes prominent business executives who are willing to commit to a limited role as an advisor to the organization, providing their expertise, knowledge, and resources to help us achieve our goals.

Phil Purcell is the third member to be elected to this group. Phil's involvement with the MMRF began in 2000 as a dinner chair for the Chicago Awards Dinner. He has graciously accepted the dinner chair for 3 of the 4 Chicago Awards Dinner and in 2005, he agreed to the role of Corporate Chair where he helped to raise nearly \$1 million. Phil and his family, on a personal level, have also been very supportive of the MMRF.

## Meet The Board



Bob DeBaun

The MMRF is pleased to announce that Robert DeBaun, Senior Vice President, Human Resources, at RoundTable Healthcare Partners in Lake Forest, IL, has joined the Board of Directors. Bob has 22 years experience in the healthcare industry and 30 years in human resources.

Bob holds an M.S. in Labor Relations and a B.S. in Business Administration from the University of Kansas. Prior to joining RoundTable, he was Senior Vice President, Human Resources, at Allegiance Healthcare, supporting over 22,000 employees in 8 countries. What attracted Bob to healthcare was the

combination of "worldwide growth potential and the opportunity to have a very positive impact on people's lives."

He first learned about the MMRF in 2001 through Tony Kesman, an MMRF Board member and colleague of Bob's at Allegiance. Bob was immediately impressed with the fact that 95 cents of every dollar raised by the MMRF goes towards research. He cites this efficiency as a key motivation for his personal involvement and "a very compelling reason why many people contribute to the organization."

When Bob himself was diagnosed in 2002 with multiple myeloma, Kesman put him in touch with the MMRF. By doing so, Bob says, "Tony has, in many ways, literally saved my life." Bob has been involved with the MMRF in several ways, including organizing the top fundraising team in the 2005 Chicago Walk/Run.

Bob brings to the MMRF Board his experience in team building, organizational development, and other aspects of human resources, as well as his tremendous knowledge and connections within the healthcare arena. "I am very optimistic about the future," he says. "This organization is one of the most efficient in accelerating research to find cures. Also, there is a lot of crossover with other cancers, which not only benefits myeloma research but also other cancer research."



**MMRF**  
383 Main Avenue, 5th Floor  
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*Accelerating the Search for a Cure*

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## Chicago Awards Highlights



(Front Row L - R) MMRF Board Chairman Dana LaForge, Shirley Ryan, Aon Executive Chairman Patrick Ryan, MMRF President Nancy Sumberaz, Cardinal Health Executive Ron Labrum. (Back Row L - R) Sherrie Labrum, MMRF Co-founder and Board Member Karen Andrews, Bonnie Hunt, Becky Knight, RoundTable Healthcare Partners Founding Partner Lester Knight, Holly Wortell, Gale Sayers and Paul Giusti.



Dinner Chairman Joe Damico with Bonnie Hunt