

Teri Never Gives Up!

Teri Fox became a member of the Hirshberg Foundation family in 2002. She has dedicated the past 17 years to fighting pancreatic cancer and has generously given more than \$470,000 dollars to research personally and through the Paul A. Hughes Family Foundation grant. She continues to support the foundation in honor of her father and people everywhere whose lives have been affected by this disease. Teri's unwavering dedication, hope and generosity continues to inspire us. She has never given up!

LACC Team Spotlight – Team Queen Linda

By Kristin Snowden

I have been a LACC team captain for Team Queen Linda for the past three years after my mom lost a four-month-battle with pancreatic cancer on March 22, 2009. My mother, Linda Corwin, was a loving, beautiful, talented, and vivacious 55-year-old who seemed to be the picture of health when she went to the doctor to investigate an annoying and painful side-ache. After a few months of misdiagnoses, a random ER ultrasound tech found a tumor on her pancreas and she was soon diagnosed with stage four pancreatic cancer. No real treatment options. Three to six months to live. Determined to see her son graduate college and her grandchildren grow up, Linda opted for destructive chemotherapy treatments for three months but succumbed to the disease. Her family and friends are still devastated by her

absence in their lives.

I formed Team Queen Linda after her horrific experience with pancreatic cancer because I realized how desperately the statistics needed to improve for this particular cancer. Pancreatic cancer has the absolute WORST survival rate of all cancers and it is in DESPERATE NEED of more funding and research. It lacks any kind of early detection and is often only found when it is too far advanced to treat. Pancreatic cancer tumors also tend to be difficult to penetrate and are often unaltered by current forms of chemo-therapy. As a consequence, chances of surviving the disease are still at 3-5%—one of the only cancers with survival odds still in the single digits.

Immediately after my mom's death the only "productive" and therapeutic thing I could think of doing was to continue my mom's fight by raising funds to improve the pathetic odds of pancreatic cancer. I clung to this once-a-year fundraiser event like a lifeline. Through emailing my friends and family and posting my team website link regularly on my Facebook site, Team Queen Linda has proudly been in the top ten teams for fundraising and team size every year since its inception. I, along with many other family members and teammates, have grown to love those working for the Hirshberg Foundation. We are deeply appreciative of their efforts to end this frightening disease. I whole-heartedly believe in what this Foundation does, how they spend their money, and their ability to make a difference with the private donations they are given.

One of my ultimate goals with the LACC is to eventually have as many teams present that are created for survivors as there are teams created in one's memory. Right now the numbers are skewed too much on the "in memoriam" side. I want to see hundreds of survivors at that event proudly declaring that they've beat this horrible disease. Team Queen Linda is dedicated and passionate

about turning the odds around.

LACC Team Spotlight – Allen's Army

By Kevin Powell

My stepdad was diagnosed with Stage IV pancreatic cancer in June 2010. There were no clear symptoms other than the fact that he was not feeling well and was experiencing weight loss. The doctors had initially thought it was pancreatitis, but after living with these random symptoms for four to five months, he finally received his diagnosis—pancreatic cancer. And now he is fighting the fight of his life.

I grew up in California, but my parents divorced when I was in the 3rd grade. Fifteen years ago, my mom moved to Florida, where she eventually met my step-dad. They have been together ever since. I have so much joy knowing that my mom is so happy. I can also say that my step-dad and I have developed a father-son relationship over the past eleven years. He enjoys sharing stories with us about being a retired Master Sargent where he served as a Paratrooper in the army. Now I find it funny that he has a fear of flying to LA to visit me! It is difficult knowing my step-dad is enduring his treatment in another state, but we make it a special occasion to talk on a regular basis.

Through my step-dad's diagnosis, our family has grown to understand that every moment and holiday we celebrate and share together is so special! My wedding date was in September 2010,

only a few months after my step-dad's diagnosis. I remember how much it meant to my step-dad that he was able to be at my wedding. Even though he wasn't able to stand as my best man – he had started his exhaustive chemotherapy and radiation treatment at the Mayo Clinic in Florida, which caused him to lose 70-80 pounds – he was still present and that meant so much to all of us. My family was also able to come together to have a big party in a hall to celebrate my step-dad and mom's 60th birthdays...those are the times that create memories and remind me that life is so precious.

My step-dad is a great man—a man who inspires me.

I was introduced to the Hirshberg Foundation through JR286 and Agron, clients of my employer, Union Bank. Thanks to Jon Hirshberg, the son of Ron Hirshberg, I ran my first LA Cancer Challenge (LACC) in 2004 with Union Bank, who was one of the event sponsors. I am proud to say that I have continued the commitment that Union Bank established with the LACC in 2004. Little did I know then that six years later I would be running the LA Cancer Challenge while truly understanding what it meant to raise money for a loved one touched by pancreatic cancer. In 2011 I decided to put a team together in honor of my step-dad. We named our team Allen's Army. Not only was my step-dad a fighter in the army, but he is currently in the toughest battle of his life against this disease. In only three weeks, I put a team together in Los Angeles and my mom and step-dad put a team together in Florida. Those two groups, made up of more than 40 supporters, were set to walk at the same time on the east coast and the west coast. We even had family friends set their clock on their cruise to Spain – they hopped on a treadmill at 9am LA time and ran a 5K. We were running together across the world for one cause – to honor a great man, Allen. This year Allen's Army raised close to \$4000.00 and I placed third in my age division!!!! The event really touches all those that

participate, both near and far. It is an event that has heart! One aspect of the event that is so special is the fact that the shot-gun starters for each run share their own personal stories. What struck me most was the way that every person there has a commonality. Whether it was a poster, balloon, or a t-shirt, we were striving to achieve the same active goal in the battle against pancreatic cancer. As I said earlier, it is hard to have my step-dad fighting his battle across the country. I appreciate that the LA Cancer Challenge offers me the opportunity to participate as an active step in raising money and awareness so that research can be done for an early detection method and for the cure.

I will say it again: my step-dad inspires me. His will to press on while living with pancreatic cancer is amazing. I am proud to call him my step-dad!

UCLA study pinpoints types of bacteria in saliva associated with pancreatic cancer

By Rachel Champeau October 13, 2011

UCLA RESEARCH ALERT

FINDINGS:

A UCLA study has found variations in the types of bacteria found in the saliva of patients with pancreatic cancer and pancreatitis, compared with healthy controls. The findings may offer a new non-invasive biomarker to diagnose and track the

development of these diseases. Pancreatic cancer is extremely deadly – only 5 percent of patients survive five years after diagnosis.

Previous studies have highlighted periodontal disease, which is related to inflammation of the gums, as playing a possible role in the development of systemic diseases such as heart disease. The current study demonstrates a possible link between this type of inflammation and pancreatic cancer and pancreatitis.

Researchers found that 31 types of bacterial species were increased in the saliva of patients with pancreatic cancer, compared with healthy controls, and that 25 types of bacteria were reduced. For example, a type of bacteria known as *Granulicatella adiacens*, which is associated with systemic inflammation, was found to be elevated in pancreatic cancer patients. Also, a bacteria called *Streptococcus mitis*, which may play a protective role against inflammation, was lower in patients with pancreatic cancer.

IMPACT:

The findings add to growing evidence that saliva may be a credible biomarker source to track and diagnose non-oral diseases. The study also offers new research directions for focusing on inflammation as a contributor to pancreatic diseases.

AUTHORS:

Dr. James Farrell, M.D., associate clinical professor of digestive diseases and director of the Pancreatic Diseases Program at UCLA, and Dr. David Wong, D.M.D., D.M.Sc., UCLA's Felix and Mildred Yip Professor of Dentistry, associate dean of research at the UCLA School of Dentistry and director of the UCLA Dental Research Institute, are available for interviews.

FUNDING:

The National Institutes of Health funded the study.

JOURNAL:

The research appears in the [Oct. 12 online edition](#) of the peer-reviewed journal Gut. A copy of the full study is available from UCLA media officers.

Event Spotlight – Kevin Miya Golf Classic

By Gary Silvanic

Since its inception in 2008, the Kevin Miya Golf Classic has raised over \$15,000 for the Hirshberg Foundation! I am honored, as Kevin's cousin and friend, to organize this event in his memory.

Kevin Miya was a Professional Civil Engineer for the City of Pittsburgh who passed away on February 25, 2008 at the age of 37. Kevin, who began working for the City of Pittsburgh in the spring of 2003, joined with others in transforming several areas of the city, including Old Town and the Marina. In doing so, he created a legacy of work that will benefit residents and visitors of Pittsburgh for years to come. According to Kevin's colleagues, his work ethic, combined with his attentiveness and a positive "can do" attitude, contributed to the success of his projects and earned him much respect and admiration.

Kevin's approach to his personal life exhibited the same sense

of care with which he approached his work, allowing him to balance his personal and working lives in a way that kept him involved with friends and family. What perhaps defines Kevin most is that he conducted himself in a way that let others know he was someone they could turn to when they needed to be supported, without being judged. Gina Haynes, a fellow co-worker of Kevin's, also shared that Kevin was quick to listen to public issues and concerns, and that members of the community would show up to community council meetings just to thank him for his efforts on their behalf.

Kevin's family and friends keep his memory alive by having a golf tournament in his name each year. "The event is amazing to participate in and is a pleasure to host each year," says a co-worker of Kevin's. "It has been an honor for us to help spread awareness in Pittsburg."

For more information about the Kevin Miya Golf Classic, please contact: silvanic@pacbell.net

Steve Jobs Dies of Pancreatic Cancer

By David Sarno and Christopher Goffard, Los Angeles Times
October 5, 2011, 5:00 p.m.

Steven P. Jobs, the charismatic technology pioneer who co-

founded Apple Inc. and transformed one industry after another, from computers and smartphones to music and movies, has died. He was 56.

Apple announced the death of Jobs – whose legacy included the Apple II, Macintosh, iMac, iPod, iPhone and iPad.

“We are deeply saddened to announce that Steve Jobs passed away today,” Apple said. “Steve’s brilliance, passion and energy were the source of countless innovations that enrich and improve all of our lives. The world is immeasurably better because of Steve.”

He had resigned as chief executive of Apple in August, after struggling with illness for nearly a decade, including a bout with pancreatic cancer in 2003 and a liver transplant six years later.

Few public companies were as entwined with their leaders as Apple was with Jobs, who co-founded the computer maker in his parents’ Silicon Valley garage in 1976, and decades later – in a comeback as stunning as it seemed improbable – plucked it from near-bankruptcy and turned it into the world’s most valuable technology company.

Jobs spoke of his desire to make “a dent in the universe,” bringing a messianic intensity to his message that technology was a tool to improve human life and unleash creativity.

“His ability to always come around and figure out where that next bet should be has been phenomenal,” Microsoft Corp. co-founder Bill Gates, the high-tech mogul with whom Jobs was most closely compared, said in 2007.

In the annals of modern American entrepreneur-heroes, few careers traced a more mythic sweep. An adopted child in a

working-class California home, Jobs dropped out of college and won the title “father of the computer revolution” by the age of 29. But by 30 he had been forced out of the company he had created, a bitter wound he nursed for years as his fortune shrank and he fought to regain his early eminence.

Once out of the wilderness of exile, however, he brought forth a series of innovations – unveiling them with matchless showmanship – that quickly became ubiquitous. He turned the release of a new gadget into a cultural event, with Apple acolytes lining up like pilgrims at Lourdes.

Jobs was born in San Francisco on Feb. 24, 1955, to Joanne Carole Schieble and Syrian immigrant Abdulfattah Jandali, unmarried University of Wisconsin graduate students who put him up for adoption. He was adopted by Paul Jobs, a high school dropout who sold used cars and worked as a machinist, and his wife, Clara.

Jobs’ willfulness and chutzpah were evident early on. At 11, he decided he didn’t like his rowdy and chaotic middle school in Mountain View, Calif., and refused to go back. His family moved to a nearby town so he could attend another school.

When he was 12 or 13, Jobs would recall, he called the home of William Hewlett, one of the founders of Hewlett-Packard Co., to ask about parts he needed for a device he was building. For Jobs, it led to a humble summer job on a Hewlett-Packard assembly line, which he compared to being “in heaven.”

While attending Homestead High School in Cupertino, Calif., Jobs met Steve Wozniak, who was nearly five years older. A technical wizard who was in and out of college, Wozniak liked to make machines to show off to other tinkerers.

The two collaborated on a series of pranks and built and sold

“blue boxes” – devices that enabled users to hijack phone lines and make free – and illegal – calls.

In 1972, Jobs dropped out of Reed College in Oregon after six months but lingered on campus, sleeping on friends’ dorm-room floors. He sat in on classes that interested him, such as calligraphy, which later inspired him to offer Macintosh users multiple fonts, a feature that would become a fixture of personal computing.

He worked sporadically as an electronics technician at video game maker Atari Inc., traveled to India on a quest for enlightenment and found guidance from a Zen Buddhist master.

Meanwhile, Wozniak had created a computer circuit board he was showing off to a group of Silicon Valley computer hobbyists. Jobs saw the device’s potential for broad appeal and persuaded Wozniak to leave his engineering job so they could design computers themselves.

In April 1976, the two launched Apple Computer out of Jobs’ parents’ garage, reproducing Wozniak’s circuit board as their first product. Circuit boards are essential in any electrical product. Although Steve Jobs had Wozniak’s design to help him launch his successful business, some new technology innovators might not be so lucky. However, instead of using trial and error to attempt to create a digital product, manufacturers may want to keep companies similar to [Altium.com](https://www.altium.com/) in mind for tools to help design effective printed circuit boards to make devices function.

They called it the Apple I and set the price at \$666.66 because Wozniak liked repeating digits. In the following year came the Apple II, which carried a then-novel keyboard and color monitor and became the first popular home computer. When the company went public in 1980, the 25-year-old Jobs made an estimated \$217

million.

Whether pitching a product or wooing a job candidate, Jobs liked to paint what he was selling as part of a revolution, an idea that reverberates in Silicon Valley start-ups today.

“He was by far the most articulate person our industry has ever had,” said Esther Dyson, a longtime technology observer and entrepreneur.

When he approached PepsiCo executive John Sculley to become chief executive of Apple in 1983, Jobs asked him, “Do you want to spend the rest of your life selling sugared water or do you want to change the world?”

At Apple, Jobs spearheaded the creation of a computer he called Lisa (also the name of his daughter born to a former girlfriend). The cocky, headstrong Jobs tangled with Lisa engineers over the direction of the computer, and Apple executives curtailed his role in the project. “It hurt a lot,” Jobs told a Playboy interviewer.

Jobs turned his attention to a small research effort called Macintosh, producing what he described as “the most insanely great computer in the world,” with a graphics-rich interface and a mouse that allowed users to navigate much more easily than they could with keyboard commands.

In 1984, Apple promoted the Macintosh with a television spot that aired during the Super Bowl. The minute-long commercial portrayed a sledgehammer-hurling runner heroically smashing the image of a sinister Big Brother figure, who was preaching to an assembly of gray drones.

“On Jan. 24, Apple Computer will introduce Macintosh,” the narrator announced. “And you’ll see why 1984 won’t be like

‘1984.’”

The Orwellian tyrant, as Jobs portrayed it, was rival IBM Corp., then the dominant computer maker. In a 1985 Playboy interview, he cast IBM as the great enemy of innovation and described the battle as nothing less than light versus dark in the race for the future.

“If, for some reason, we make some giant mistakes and IBM wins, my personal feeling is that we are going to enter sort of a computer Dark Ages for about 20 years,” he said. “Once IBM gains control of a market sector, they almost always stop innovation. They prevent innovation from happening.”

Macintosh inaugurated an era of visual, clickable computing that remains the norm today, and its look, adopted by Microsoft for its Windows software, became a global standard. Still, although Jobs was a celebrity and wealthy beyond imagining, the Macintosh struggled early to capture sales and trailed the increasingly popular IBM PC.

As panic set in about the Macintosh’s problems, tensions flared between Jobs and Sculley, who, with the Apple board’s blessing, further reduced Jobs’ role. Jobs resigned in 1985, a 30-year-old tech king deposed from the palace he had built. As he saw it, he was fired.

“What had been the focus of my entire adult life was gone, and it was devastating,” Jobs later recalled in a Stanford University address. “I didn’t really know what to do for a few months. I felt that I had let the previous generation of entrepreneurs down.

“I was a very public failure.”

He started NeXT Computing, which made computers for higher

education and corporations. Technologists took to the computers – including British computer scientist Tim Berners-Lee, who used them to create the World Wide Web in the early 1990s. But at \$6,000, they were too expensive for consumers and failed to catch on.

In what many saw as a hobby, Jobs began dabbling in moviemaking technology in 1986, buying a small computer graphics division from filmmaker George Lucas' Lucasfilm Ltd. and renaming the company Pixar.

Around that time he met Laurene Powell, a Stanford business student, and they were married in 1991 by a Buddhist monk.

Jobs also found his biological mother, Joanne Simpson, and biological sister, Mona Simpson. He and his sister became close, and she dedicated her 1992 novel "Anywhere But Here" to him and their mother.

By then, he had established a relationship with his daughter Lisa. Jobs initially denied paternity and refused to pay child support. He eventually accepted her as his child, and she is now a New York writer.

NeXT and Pixar struggled financially, and he sank much of his personal fortune – upward of \$70 million – into the two companies, according to Alan Deutschman's "The Second Coming of Steve Jobs" (2000). Setbacks mounted as he slashed staff and scaled back both operations.

A 1993 Wall Street Journal article described "the decline of Mr. Jobs," saying that his vision for NeXT resembled "a pipe dream" and portraying him as a once-great but increasingly irrelevant figure who might survive "as a niche player."

The turnaround began in late 1995 when Pixar released "Toy

Story,” the first feature-length computer-animated film, and it became a smash hit. Pixar went public one week later, making Jobs a billionaire, and has continued to produce box-office hits such as “Up,” “Finding Nemo” and two “Toy Story” sequels. Walt Disney Co. bought Pixar for \$7.5 billion in 2006, making Jobs the entertainment giant’s largest shareholder.

In Jobs’ absence, Apple had been foundering as its share of the computer market shriveled. Seeking new software for the Macintosh, Apple decided on NeXT’s system, and bought the company for \$377 million.

Jobs came back to Apple as a “special advisor” in 1996, but within a year he orchestrated the ouster of most of Apple’s board and had himself installed as chief executive. He reshaped a moribund company into a \$380-billion technology titan, which this year temporarily surpassed Exxon Mobil Corp. as the world’s most valuable company.

The comeback was powered by a string of blockbuster products for which Jobs is largely credited – each of which had far-reaching effects in both culture and industry.

“To have your whole music library with you at all times is a quantum leap in listening to music,” he said in a 2001 presentation. “How do we possibly do this?” A moment later, he pulled the first iPod from his jeans pocket to show off the answer.

With the iPod’s release, Jobs lighted the way for the entertainment industry in the digital age. The iPod became Apple’s most popular product and soon captured about 70% of the market for digital music players.

Two years later, through deals that Jobs brokered with the recording industry, Apple opened its iTunes online store, which

is now the country's No. 1 music retailer.

With iTunes – which expanded to selling movies, TV shows, books and games – Jobs transformed Apple from a computer maker into one of the primary gatekeepers for the explosion of online media.

The iPhone, introduced in 2007, gave the cellphone a touch screen and a Web browser and enabled the growth of a booming industry of small mobile games and applications. It was then that Jobs dropped the word “Computer” from Apple's name to make it simply Apple Inc.

Last year, Apple released its iPad tablet computer, a wireless reading, gaming and Web-surfing slate that has sold nearly 30 million units since its release.

In a testament to Jobs' knack for picking transforming technologies, many industry analysts believe the iPad will hasten the demise of the laptop and desktop computers that Jobs himself once helped bring to prominence.

In his second term at Apple, Jobs' instincts became the company's internal compass. Unlike many chief executives, Jobs shunned focus groups and consumer surveys, personally driving Apple's search for the next great idea.

“A lot of times, people don't know what they want until you show it to them,” Jobs once told BusinessWeek magazine.

He had a cult-like following, and he mesmerized audiences when unveiling Apple's newest products, but no one was shown anything until Jobs said it was time. He kept a tight lid on information flowing out of the Cupertino company.

He was known as an imperious boss with little patience for weakness, one who launched blistering tirades that left

subordinates fuming, or in tears.

“Steve tests you, challenges you, frightens you,” Todd Rulon-Miller, a friend and NeXT executive, said in “The Second Coming of Steve Jobs.” “He uses this as a tactic to get to the truth.”

Mercurial and brilliant, Jobs presented himself as an outsider even at the apex of American business, a convention-bucking visionary who was willing to wade into new industries to do battle with movie studios, record labels and cellphone giants. As a Buddhist and vegetarian following the principles of minimalism, he nearly always appeared in public in a black turtleneck, worn jeans and sneakers.

Apple’s “Think Different” ad campaign, with its parade of iconic pioneers and world-shaping figures from Einstein to Gandhi, relentlessly promoted the concept of triumphant individual genius. The implicit hero was Jobs himself, who embodied that ideal as much as any modern American.

Jobs was not afraid to blast rivals – chief among them software giant Microsoft, whose products he once described as “really third-rate” and aesthetically tasteless. The skewering later became more playful, with TV commercials portraying Microsoft users as frumpy and bookish and hipper Mac fans as stylish and quick-witted.

An intensely private person, Jobs rarely discussed his personal life and had little taste for the trappings of celebrity. As a philanthropist, his public profile paled beside that of Gates and Warren Buffett, and critics wondered why Jobs – who had an estimated net worth of \$8.3 billion – didn’t give more money away, or if he did, why he kept it secret.

For years, Jobs’ health was an issue that wouldn’t go away. Although he was diagnosed with pancreatic cancer in 2003, he did

not reveal his illness for nine months, according to a Fortune magazine report. He finally agreed to surgery in 2004.

After the surgery, Jobs announced that he had recovered. But in 2009, he underwent a liver transplant that was only later brought to light by the Wall Street Journal. As time went on, Jobs looked noticeably thinner in public appearances.

In a Stanford commencement speech in 2005, Jobs spoke at length about mortality and its value as a force against complacency.

"Death is very likely the best invention of life," he said in the speech. "All pride, all fear of embarrassment or failure, these things just fall away in the face of death, leaving only what is truly important."

Jobs' survivors include his wife, their son Reed Paul and their daughters Erin Sienna and Eve, as well as his daughter Lisa Brennan-Jobs.