

LACC Team Spotlight – Martin’s Marchers

By Christel Schoenfelder, Team Captain

Our family became entangled in the fight against pancreatic cancer last June when Regina Martin received “the diagnosis.”

Based on our research, we learned pancreatic cancer is essentially a death sentence. Although Regina had been energetic, vibrant & young at heart, we watched her become fatigued, have trouble breathing, and lose weight. A few short months later, we were wearing purple at her funeral and the reception hall was a sea of purple. But our story does not end there.

A family member ran across the Hirshberg Foundation website.

Our family organized a team (Martin’s Marchers) & participated in our first L.A. Cancer Challenge 5K walk. We created t-shirts, wore carnival masks, submitted photos for the Tribute Video, wore Tribute Bibs, and designed a square for the Memory Quilt. Our team representatives attended the Team Captain Kick-Off Party which was a great opportunity to meet the wonderful, caring staff of the Hirshberg Foundation. Regina Martin was taken too soon- as are many others with pancreatic cancer. Our team thanks the Hirshberg Foundation for everything they do in their fight against pancreatic cancer and for giving us the opportunity to honor the memory of our beloved Regina Martin

LACC Team Spotlight – Chuyera

By Monica Moreno, Team Captain

May 05, 2011 my aunt “Chuyera” was diagnosed with pancreatic cancer. It was from that day on that our whole lives would change for ever. My aunt was one of the most beautiful and most charismatic women I knew. She was always laughing and was always very welcoming, kind, and loving. She never once complained about her illness and stayed strong through it all. On August 30, 2011 we lost my aunt ‘Chuyera’ to pancreatic cancer. It was then when my family and I learned about the LA Cancer Challenge.

October 2011 was the first year my family and I participated in the LACC. It was the most gratifying experience for all of us when we crossed that finish line – knowing that we had done it for our Aunt and so many fighters out there struggling every day with this horrible illness that claims thousands of lives each year. Pancreatic cancer is not a cancer that many people are aware of, it is usually not detected until it is too late. Running for a cure is the best feeling there is, knowing that you are making a difference in someone’s life to raise funds for research and to find early detection methods. We are excited to have run in our 3rd LACC this year and look forward to next year.

LACC Team Spotlight – The

Dedolians

By Alisha Brendis, Team Captain

Dedola Global Logistics began working with Ron and Agi Hirshberg 20 years ago when they owned and operated their company, Agron. We continued our relationship with the Hirshbergs when Agi and Ron's son Jon started their next venture, JR286, and currently provide logistics and compliance services to ENIJR286. As such, we have been involved with The Hirshberg Foundation and their commitment to pancreatic cancer research from the beginning.

Although we've supported the L.A. Cancer Challenge in one way or another for many years, we've decided to step up our efforts this time around. We promoted the event not only with our staff, but with our friends, partners and vendors. Our enthusiasm caught fire and at 13 strong we've fielded our biggest team to date and merrily dubbed them "The Dedolians". The team has even engaged in a friendly fundraising competition which has helped to drive our contribution numbers higher. Go team!

This year has definitely been a family affair for us. Our team consisted of customers, vendors and several family members. Our youngest teammate, Annemarie, was just 18 months old. One member of our team, Lisa, has been touched personally, having lost her father to pancreatic cancer a few years ago. Lisa also joined us for the inaugural Tour de Pier event last May. We are proud to have her as one of our Dedolians and look forward to supporting the Hirshberg Foundation in the future.

Event Spotlight – The Canyon Salon’s 2nd Annual Style-a-thon

This summer the owners of The Canyon Salon in Westlake, CA transformed their stylish boutique salon into a spectacular celebration to honor the memory of Sharon Perry. Sharon lost her battle with pancreatic cancer in 2012 only a couple days before the first Style-A-Thon was held. This year her daughter Shannon, son Randy Newhart, and two nieces Christy Calfati & Nikki Corzine hosted the 2nd Annual Style-A-Thon with a deeply changed and equally passionate perspective.

The community poured in from babies on up to a 90 year old. Supporters made appointments for blow-drys, deep conditioning treatments, manicures, braids, haircuts, and much more. Nearly 400 people came through the doors eagerly anticipating appointments with stylists that would go above and beyond.

Baskets filled with expensive hair care items were displayed for raffle and the festivities included a photo booth, glitter tattoos and face paint for the kids. A DJ played tunes to energize everyone as they enjoyed an elaborate spread of food and beverages including a purple martini named “The Sharontini.” A special treat was in store for one local woman who was selected as “Queen for the Day”. She had been the caregiver for her husband who is currently battling cancer. Event organizer Ingrid Jensen said “The community was really able to get involved, all in the name of someone they knew and loved. She was absolutely touched and delighted to be pampered all day! She had a facial, her makeup done, a manicure, and her hair magnificently styled. It was a pretty powerful event!”

The Canyon Salon has become a place where staff and clientele continue to support the family's efforts to raise awareness of pancreatic cancer. "This event has been so successful two years running now. Not only is it a success in terms of the money raised but also for the growing knowledge our community has of this horrible disease. It is an avenue for loved ones to put thoughts to action", says Shannon. Canyon Salon staff make the event possible by donating their time at no cost and they've continued the tradition of raising funds as TEAM SHARON at the LA Cancer Challenge.

Shannon declared, "The Style-A-Thon will run every year for years to come. A generous friend of my mother's paid \$1000 for his haircut! Any proceeds raised in honor of my mother, Sharon Perry, will always go to the Hirshberg Foundation. The group behind the cause is such a dynamic, beautiful, warm and dedicated group of people. My mother and I shared wonderful moments with the people of the foundation. That is priceless."

You Can H.E.L.P. Spotlight – Going the Extra Mile for Families Impacted by Pancreatic Cancer

Editor's Note: Matt Dimmer is the founder and CEO of The Extra Mile, a nonprofit which collects donations of air miles and gives them to people who wouldn't have otherwise had the means to visit loved ones diagnosed with pancreatic cancer. The

Hirshberg Foundation refers families in need to his organization. Here is his story.

By Matt Dimmer

Pete Dimmer was an amazing man. He was my father. My coach. A tinkerer. A fisherman. A hunter. A kind soul. He was known as the go-to guy for stuff to do around the house and in the community.

Until November of 2011, my dad was a pretty healthy 65 year old. He began having some serious stomach pains, so he went to get it checked out. Initial diagnosis was a gall bladder issue, so he scheduled surgery. But while scoping him, they determined the gall bladder was actually fine; it was his pancreas causing the problems. After this was missed in an initial CT scan, he ended up with an inflamed pancreas later diagnosed as pancreatic cancer – Stage 4.

My wife Jess and I had just relocated to LA from Chicago, where my dad lived. We were settling into new jobs and new lives, making new friends. But without thinking twice, we decided to travel home every chance we could get. Every weekend. Sometimes longer. Because we didn't want to miss a moment. And... because we could. Because every holiday, weekend, day, minute, second... could be our last together.

It wasn't long after a holiday visit before we had 'the talk.' That conversation I never imagined having with my dying father. The one that makes me tear up watching it in movies. The one where he told me there's nothing that could make him better and he only had a couple weeks left to live. I tried desperately to hold back the wave of emotions that came over me. I fought to be the strong one, but eventually gave in and just hugged him sobbing. We got through it, I told him how much I'd miss him, how great it was to have him as a coach, a dad, and all the

other memories I'll cherish forever.

About a month before dad passed away, it struck me. What do people do when they can't be there? Jess and I had been so fortunate, to be able to make all those trips without so much as blinking. It pained me to think of those who couldn't see their loved ones before their passing or be able to talk about life prior to passing... simply because they couldn't afford the cost of travel.

Looking back on it now, though it is all still so painful to recall, I feel so blessed that I was there. I was there right after he was diagnosed. I was there when he got sicker. I was there for his last cognizant moments. I was there for his last moments of life. And I was there when he died.

I was inspired to create a non-profit company. Our mission is to give those who cannot afford to travel the opportunity to visit their loved ones dying of cancer, so they can cherish the last holiday, weekend, day, minute, second... together. I was, and still am, determined to make the Extra Mile a success in his honor and was happy that I could show him some of our progress on one of my last trips home.

In my father's last days and beyond, stories came pouring back to us. How he – as a father, coach, friend, neighbor – always went the extra mile to help anyone in need. So our name, The Extra Mile, is my way of honoring my father and carrying on his legacy.

Now others can have the chance I had: To say goodbye.

*To learn more about The Extra Mile, visit www.thextramile.org.
To donate miles, visit www.mileage.org/thextramile.*

Debbie Never Gives Up!

Debbie's fundraising efforts over the past 6 years have resulted in over \$28,000 gifted towards pancreatic cancer research! She continues to welcome friends, family, and the community to help raise awareness, fundraise for pancreatic cancer research, and enjoy some friendly competition on game day. In honor of her sister Julie and friend Don, Debbie remains committed to winning the fight against pancreatic cancer never giving up!