

Event Spotlight – Foster the Cure's 1st Golf Tournament

How to Tee-Off Your First Event

By Foster the CURE

Our dad, Jim Foster was diagnosed with pancreatic cancer on September 16, 2011 and lost his battle 4 months later at 56 years old. He was a husband, dad, grandpa, friend, and respected colleague. He was a truly genuine person and always put his family first. He deserved a lot more time than he was ultimately given. We knew the prognosis was grim but fought with him for those four months and when he lost his battle, we knew we couldn't stop fighting. "Foster the CURE" was formed to help raise funds for pancreatic cancer research to hopefully allow someone else to thrive with their life in a way that our dad couldn't.

After the success of our local rummage sale in 2012, we began setting our sights even higher so this year held our first golf tournament! We pulled together as a team and were able to make our first tournament, which included a luncheon and raffle, a success. Everyone associated with Foster the CURE believes that one day all of the good that the Hirshberg Foundation is doing will be able to provide a cure for pancreatic cancer. Our dad wasn't given that chance and when you lose hope, you lose your life. We will continue to fight for our dad and raise money for the Hirshberg Foundation so that others won't lose hope.

Here are some tips we learned when planning our event:

Why a Golf Event? We wanted to do something that honored our dad. He loved to golf so the golf tournament idea began.

Accept a Helping Hand... Dad golfed at the Sun Valley Golf Course and they were very helpful in planning the tournament with us. We all divided up the duties of the golf tournament so one person wouldn't get overwhelmed.

Set Goals... On top of creating awareness we wanted to get out there and raise as much money as we could. We were able to obtain sponsors including a local hospital, hotel, businesses, and a local family (the Koch's).

Get the Word Out... We did interviews with all the local news stations and a local radio station that interviewed us ran our PSA up to the day of the event.

Try Something New... We started a facebook page for Foster the CURE and regularly posted updates!

Challenge Yourself... We accomplished things we'd never done before by working with the golf course, planning logistics & rules, registering golfers, requesting raffle prizes, approaching sponsors, and more.

Overcome Obstacles... Before the tournament it began to rain and didn't stop. It wasn't enough to postpone the event and the golfers stuck it out and went through the course like it was sunny and 85 degrees!

Thank Supporters... We thanked sponsors by placing signs at each hole, using social media, and in writing. We offered golfers additional items including a team memorabilia photo at the first hole, lunch, and the winning team received a trophy. We appreciated the golfers sticking it out with us and next year can only be better!

Foster the CURE consists of Jim Foster's family – his wife: Karen Foster, his children: Brandi Duerksen, Monica Colella,

Kristin Casotti, and Jamie Foster, and his children's spouses and his grandchildren.

You Can H.E.L.P. Fund Spotlight – James S. Hillgren Memorial Fund

“A Dedication to our Great Friend & Colleague at CLG”

By Sarah Banks

James S. Hillgren was a devoted husband, a loving father, and an engaging leadership coach at The Continuous Learning Group. In October of 2011, Jim lost his 10-month battle with pancreatic cancer. Throughout his diagnosis he was known for his positive attitude and for remaining honest & objective about his diagnosis even as the disease became more challenging. His CLG business partner of 15 years, Steve Jacobs, described him as “a warrior” as he endured vigorous treatments and, in a letter written to the company he wrote “we will miss Jim more than words could ever describe.”

An executive at CLG, Jim wore many hats as a business partner, a Chief People Officer, and leadership coach. One of Jim's final projects was co-authoring the book *“The Behavior Breakthrough”*. As a special way to honor his memory, co-authors, partners, and mentees dedicated the book in Jim's memory. The company then reached out to the Hirshberg Foundation to set up a memorial fund as a special tribute to him. After the book release in May 2013, CLG will be contributing a portion of the book royalties

towards research and supporting patients and families facing pancreatic cancer.

Jim believed in giving back and it was a code he lived by. One of Jim's favorite quotes was, "There's a time to earn, a time to learn, and a time to serve." The two people closest to him at CLG, Steve Jacobs and long-time Executive Assistant Donna Dotson, spoke fondly of his calm yet proactive nature expressing that Steve has said "Jim created a sense of purpose and camaraderie. When he spoke people always listened, yet he focused more on others than himself. He had a strong presence and a great sense of humor but he encouraged others around him to shine."

The company has always seen their motto "When it's time to make things happen" as a call to action amongst peers and clients alike. Undoubtedly, his knowledge, expertise, and caring guidance helped people unleash their true potential. Jim's real gift was that he had a gentle, quiet approach. People were naturally drawn to him and he had the innate ability to create calmness where there was chaos. Throughout his illustrious career, Jim's thoughtful leadership and his inviting, calm style were ever-present in all that he did as a CLG senior executive.

He was a dedicated member of the Continuous Learning Group family since 1998 and his peers at CLG will remember him as an exceptional and generous man. Jim Hillgren's legacy will continue through the work of individuals and organizations around the world.

Kids Can Cure in Action – Dr. Maitra & Teenager Jack Andraka Collaborate for a Cure

Editor's Note: In 2012, 15 year old Jack Andraka from Maryland became instant news by winning first place at The Intel National Science Fair. He had developed a novel test to detect early stage pancreatic cancer and we began receiving countless calls and emails about this budding scientist in the pancreatic cancer community. Jack's mentor, Dr. Anirban Maitra at Johns Hopkins, was a Hirshberg keynote speaker several years ago at the annual American Pancreatic Association's meeting. Dr. Maitra's lecture on genomics and clinical applications was brilliant and inspirational, so it was no surprise that he became a mentor to this young scientist. We asked Jack and Dr. Maitra to share their story with us and say a few words about their collaboration...

By Jack Andraka, 15 Year Old Researcher

When I was 14 years old a very close friend of our family died from pancreatic cancer. I didn't even know what a pancreas was! I began to do some research and quickly found out what a terrible disease it is and discovered that it's often diagnosed until much too late. There had to be a better way. While I continued learning about current ways of treating cancer I was also working on the effects of nano particles on marine and freshwater organisms. I was fascinated by single walled carbon nanotubes- they're like the superheroes of material science! I smuggled an article about nanotubes into my high school biology class and was reading it while the teacher was telling us about antibodies. Suddenly it hit me- what if I dispersed antibodies

to a protein over expressed by pancreatic cancer with single walled carbon nanotubes and dipped strips of filter paper to create a sensor. When the 'cancer protein' was dropped onto the strip the protein would bind with the antibody and cause a change in the electrical property of the strip. I could measure this change with an ohm meter from Home Depot.

Of course there was a lot more research to do but finally I had my proposal ready. I searched the Internet for professors who did pancreatic cancer research and sent out emails to about 200 people and got 199 rejections. I got one interview and it was with Dr. Maitra! I could finally start working in the lab but at first nothing was working. I had so much to learn. I worked after school and on weekends and my school holidays and finally, after 7 months, came up with a strip that worked! Of course, I thought it could be sold in stores right away but Dr. Maitra patiently explained about all the refinements and trials that still needed to be done. Now I'm talking to several Biotech companies who have the resources for further development and to bring the test to market. If a 15 year old who didn't even know he had a pancreas could create a sensor to detect cancer using Google and Wikipedia, imagine what you can do!

By Dr. Anirban Maitra, MBBS, Johns Hopkins

It was truly a privilege to mentor a student as committed as Jack in my laboratory. Remarkably, when we first met he was too young to drive. His mother would wait downstairs in the parking lot while Jack completed his experiments. His parents, who did such a fabulous job immersing Jack and his brother in an environment permeated with science and curiosity, deserve a great deal of credit. It's very unusual for a 15 year old to write an introductory email that contains 30 pages of protocol, complete with supplies, catalog numbers and pitfalls! So, accepting Jack into the laboratory was a no-brainer. Genius is

99% perspiration and 1% inspiration, and Jack worked very hard during the 7 months he spent in my laboratory prior to the Intel Science Fair. I truly hope Jack is able to inspire the younger generation of this country that science can be cool!”

Event Spotlight – 1st Annual Gourmet Cupcakes & Champagne fundraiser

On April 28th close friends Debbie Ragonig and Kim Colton hosted the 1st Annual Gourmet Cupcakes & Champagne fundraiser at the Federal Bar in North Hollywood. Only two weeks before Mother’s Day, the timing seemed to align perfectly as Debbie planned an event to honor the memory of her mom. After enduring cancer treatment on and off during her adult life Debbie’s mom ultimately faced a pancreatic cancer diagnosis which she fought for 6 months.

Ten years later, Debbie began a journey of becoming increasingly pro-active for her own health as well as for her kids. After much research on pancreatic cancer and ways to help join the fight, Debbie recalls reading articles from medical journals and statistics about the disease. She thought to herself, Cupcakes and Champagne should definitely be a recipe to help fight against pancreatic cancer...and so this event was born.

With over 75 people in attendance the fundraiser raised \$7,000 in three hours. Guests attending received unlimited free cupcake samples, a swag bag, a raffle ticket and a glass of champagne.

Debbie and Kim searched, what seemed like, all of Southern California for the right bakeries and prizes their guests would spend big bucks on. The response to donation requests was amazing! They collected 14 silent auction packages including a Napa Valley trip, VIP seats to "The Ellen Show," deep sea fishing for two, VIP tickets to the Tonite Show with Jay Leno, and much more. And it didn't stop there. Over 30 raffle packages decorated the Federal Bar including gift cards to movies, restaurants, activities, getaways and even a Lucky Strike Bowling party. A full room was dedicated to eight leading Los Angeles bakeries including two winners from Season 2 of Food Network's "Cupcake Wars" , Bake You Happy and Double "D" Cupcakes, who made and donated cupcakes. Joining the line-up of bakeries adding more decadent cupcakes was Create Your Own Cake Bakery, Cup My Cakez, Heavenly Frostings Shoppe, The Blooming Bakery, ButterSweet Minis, and Nothing Bundt Cakes. This class act was topped off with champagne to sip and cheese platters. To say the least, the number of sponsors and donations for this event was off the chart!

Kim and Debbie were very happy with how our event came together and turned out. Kim commented, "We wanted to host our own event to raise money for pancreatic cancer. The event turned out better than we could have hoped. It was a lot of work but well worth it." I don't think there was a dry eye in the house when Debbie gave her speech and told her story. You might be able to find this on Facebook or Instagram, the story was very safeguarded by those at the event. Debbie does have an Instagram account where she's sharing her day-to-day life experiences, let's give her some [free instagram followers](#) to get her account going! ☐

Hirshberg Training Team Participant Spotlight – Teaming up with Mom to Run the LA Marathon

My dad is the kind of person who takes care of his family and friends first. On July 23, 2012 he was diagnosed with metastatic pancreatic adenocarcinoma and started treatment three weeks later.

Hirshberg Training Team Participant Spotlight – Why I Started Running

I came to understand the devastating and tragic effects of pancreatic cancer when my first wife, Eugenie, lost her brave battle with the disease in 2003.