

Event Spotlight – From Kick Pancreatic Cancer to Purple Palooza

By Catherine Moore

On October 3, 2009, my senior year of college, I was able to start a fundraiser in honor of my father called Kick Pancreatic Cancer (K.P.C.). The event was a soccer match held at Waynesburg University. My soccer team played in purple and raised money for the Hirshberg Foundation. The first year we raised over \$12,000. Since then Waynesburg University Soccer Team has made K.P.C. an annual event and continues to raise money and awareness for pancreatic cancer.

I started K.P.C. as a way to deal with the pancreatic cancer diagnosis of my Dad in August, 2009. I have since graduated and needed another way to express my concern and raise awareness, so three close friends (Kenny Cline, Kristin Johnson, and Annie Campbell) and I created Purple Palooza. Purple Palooza was to be a formal night of dinner, dancing, games, and silent auctions. This was going to swing our fundraising in a different direction but was sure to catch the eye of our local community.

My dad, Ken Moore, was a large figure in many different organizations in my local community and in a variety of businesses. Once the news of his condition was heard and felt, the support was behind us. We met with our local hospital, local paper, radio station, and several businesses where we began our advertising and our invitation list. The donations of items for our auction and our game prizes came in double what we were expecting and they came from all sorts of donors.

Without hesitation our event was on its way to being a hit, but then my family situation began to cause our planning and preparation process to be put on hold. My dad had gone in for a normal procedure but complications arose in the healing process causing him to stay hospitalized. This situation was confusing and heart breaking and before we could get him home, he passed away on November 6, 2010, just seven days before Palooza. I had a great group of friends and co-coordinators who took the reins for me and continued to plan for the couple of days I took to be with family.

Questions of whether we should cancel or reschedule came about but my Dad was someone who made things happen no matter what and I couldn't cancel something he and I started and worked very hard at creating. With that mind-set, we rushed like crazy to make up for some of the time lost. The morning of November 13 came and it was time for us to set up our hall for the event. We had so much to do – scaffolding, tulle, balloons, center pieces, coffee mugs, decorations, auction items and more – but with the help of more friends and family, we were able to set up for our start time of 5:00pm.

As the nerves and tension were at their highest, the doors opened, people came in and the check-in table became flooded. The turnout was greater than expected and it was one of my proudest moments. Once everyone was seated and the silent auction and dinner were underway, I looked to my family. I knew that my dad was smiling and that we all had made him proud. We had three games running throughout the evening, as well as a mystery box raffle and a 50/50 raffle. Our photographer for the evening, who donated her time, took outstanding photos so we were able to document our night in a scrapbook and create a slideshow to capture our smiles and outstanding moments.

Prizes were won and memories were made. All in all it was a

great night in charity and fellowship. That evening we raised over \$8,000 and through additional donations reached a grand total of \$20,000. The co-coordinators of the event all shared a personal relationship with my dad, who was our boss at Fort Steuben Scout Reservation, our mentor, close friend, and role model. We were all touched by the turn-out, shocked by the amount raised, and are excited to report that we will be holding another Purple Palooza on November 19, 2011 at the St. Florian Hall in Wintersville, Ohio.

Event Spotlight – FORE a Cure

By Kim Pope

In November of 2010, the 1st Annual **FORE a Cure** 50/50 Raffle was held in memory of Dr. Steven Fore. A 50/50 raffle is simply a raffle where we sell tickets, and half of the money collected goes to the Foundation while the other half is given to the winner (with the request to donate the entire amount back to the Foundation). We sold 500 tickets and raised \$1,250 for the Hirshberg Foundation.

In April of 2009, my stepfather, Dr. Steven Fore was given the devastating diagnosis of Pancreatic Cancer. Steven was a husband, a father, a grandfather, and a physician who gave of himself to so many and never wanted anything in return. His life, both professionally and personally, was devoted to good health. The diagnosis of Pancreatic Cancer was shocking because the risk factors associated with this cancer did not apply to Steven. Within days of his diagnosis, he had the Whipple procedure, followed by chemo and radiation but ultimately lost

his battle on August 16, 2009.

In spite of his seemingly good health, he lived only four months after his diagnosis. Although we are grateful for those months, he suffered terribly during the various treatments. Losing a loved one is difficult, but watching a vibrant, healthy person become ravaged by cancer is indescribable. Our goal is to raise awareness for this silent but deadly disease and continue raising money for research. Steven strived to educate his patients, family, and friends on health issues. We know he would want others educated about Pancreatic Cancer and spared the typical progression of this disease. Our hope is that researchers are provided the funding so that early detection, more successful treatments, and ultimately, prevention, will replace the current grim statistics for individuals diagnosed with Pancreatic Cancer. If you, or someone you love, has been affected by this disease educate, advocate, and donate today!

Event Spotlight – The Dale H. Burton Alligator Walk

By Lauren Eberle

Dale Burton was a cherished uncle to 10 nieces. When we were young, he would take us on “Alligator Walks” around his Winston-Salem, North Carolina neighborhood to teach us about nature and animals, two of his passions.

My Uncle Dale lost his battle with pancreatic cancer in June, 2010. While searching for a way to honor this phenomenal man, I came across the Hirshberg Foundation website and immediately

knew that this Foundation would become a special cause for our family.

On November 6, 2010, the day after Dale's 59th birthday, more than 30 dear friends, family, neighbors, co-workers, and dogs gathered for the inaugural Dale H. Burton Alligator Walk, a 5K loop beginning at his home. Participants proudly wore purple and carried balloons and smiles as we walked (and ran) through the neighborhood where Dale grew up.

Through generous sponsorships, we reached our \$3,000 goal and have already made plans to continue the event annually on Dale's birthday weekend. In this way, we look forward to honoring his loving spirit, while doing our part to keep the hope alive so that other families won't have to suffer such an enormous loss.

For more information about upcoming Alligator Walks, visit <https://pancreatic.org/memorial/alligatorwalk>.

Patient Spotlight – Tyler Noesen

By Tyler Noesen

It was July 5, 2006, I was 25 when I received the news. My life had been very full up to this point. I had recently been promoted at work, was looking forward to marrying the love of my life, Eva, I was playing sports and travelling when time allowed. Then one day I felt like I had tweaked muscle from playing soccer, but the hardness on the left side of my stomach did not resolve. I went to the family doctor. After scans and an

ultrasound with a fine needle aspiration, they found stage IV adenocarcinoma of the pancreas. Because there was a lesion on my liver, I was not a surgical candidate. I began chemotherapy almost immediately. Today I am a four year survivor! While riding through the ups and downs I have had some pretty amazing moments like going back to work, hiking from the south rim to the bottom of the Grand Canyon, spending a night at Phantom Ranch and hiking back out the next day, and finishing up my private pilot's license and passing my check ride.

I participated in my first LA Cancer Challenge after my diagnosis in 2006. Each year friends and family walk by my side as I participate in the 5K. Their positive energy is what carries me through. Last year we had quite a showing... seriously, everywhere you looked, you would see someone in a purple Team Tyler shirt. I started along the 5K route. It sure did feel like a long 3.1 miles. Not only did I finish, but my time was *seven minutes* faster than in 2009. We took the 5K Team title for the 4th year in a row! My friend Shannon came through fabulously with some awesome jerseys and Big Dennis and my dad made adorable kiddie Team Tyler shirts. Actually, I am pretty sure our edge was the few small children that were a part of the team – essential ingredients for any feel good story. I think it is safe to say that we were the most stylish team out there. We raised over \$8,000 which I found particularly impressive considering the current economic climate. This will certainly help in pushing research forward. Past donations that have come from the Hirshberg Foundation have led to UCLA being designated as a comprehensive pancreatic cancer center and have also funded a study performed by my endocrinologist which was published earlier this year. I think the highlight of the day for me was seeing so many old and new friends and getting to talk a bit with so many people. I also had the honor of starting the 10K shot gun. It was a fun day. I treasure every fun day I get.

A lot has happened since the last race – foot drop, AF0s, strength improvement, extensive neuropathy, walker, wheelchair, walker, gradual improvement, a couple minor surgeries, more strength, and finally a cane- and I really didn't know if it was going to happen. My family and friends have helped to get me through my emotional and physical rollercoaster that I have been on. I would like to take a moment to truly thank all of you that have been a part of my life. I have been given an opportunity to fight this disease and spread awareness in the community. Please join me in that fight!

Martin Never Gives Up!

A dear friend of the Hirshberg Foundation family, Martin continues to volunteer at the LA Cancer Challenge every year; run in the LA Marathon and fundraise thousands of dollars on the Hirshberg Training Team; and as of 2017 we're thrilled to welcome him as a member of the staff. His enduring commitment to fight for a cure in memory of Ron Hirshberg, and his determination to never give up continues to inspire others to get involved.

Event Spotlight – Scotty Fest

By Raymond Shively

Since its inception in 2005, the Scottyfest has continued to

grow both in size and popularity. The Ferguson Corporation continues to support the golf tournament with their resources and its personnel. Under the guidance of their district manager Nick Colletti and their Bay Area manager Michelle Kujawski, the family is looking forward to its next Scottyfest to be held in September of 2011. Ferguson continues to take care of the green fees, cart fees, buffet dinner, box lunches and tee prizes, all in keeping with Scott's wishes to have a day on the course with his friends. Scott's family, Ray and Joan, brother Gary, sisters Susan and Jennifer, daughters Cambria and Erin and their spouses also support the tournament by manning different holes serving refreshments for donations and selling raffle tickets or participating in the tournament itself. The Shively family is deeply appreciative for the efforts of the Ferguson Corporation for keeping our Scott in their memory and raising money for pancreatic research so that maybe someone else doesn't have to suffer the way Scott did.