

The Joanna M. Nicolay
Melanoma Foundation
255 Clifton Blvd., Ste. 217
Westminster, MD 21157



...the voice for melanoma prevention, detection, care and cure.

Foundation Expands Research Scholar Award

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The Foundation is pleased to announce that this February we awarded \$40,000 to further melanoma research as part of the Joanna M. Nicolay Research Scholar program. This four-fold increase over last year's awards seeks to grow interest in melanoma research at the grass roots level at cancer centers across the country. This year's awards have been presented to:

The University of California, Irvine, Hsiang Ho

A PhD student in Biological Chemistry, Hsiang is using state of the art functional genomics technology to identify the key regulators of melanoma chemoresistance and melanin production in human cells. The goal is to lead to novel drug targets for melanoma treatment and prevention

Johns Hopkins University Kimmel Comprehensive Cancer Center, Whei F. Moriarity

Whei, a PhD student in cellular and molecular medicine is researching the definition of the molecular pathways that lead to melanoma development and progression. By defining these pathways, the research seeks to develop new diagnostic and/or therapeutic approaches to melanoma.

H.Lee Moffett Cancer Center at the University of South Florida, Janet Barry

Janet is pursuing a PhD in Medical Science. She is researching the design and optimization of therapeutic vaccines for melanoma.

The Wistar Institute at the University of Pennsylvania - Gao Zhang

Gao is pursuing a PhD in Bioengineering. This research covers early tumor development, stem cells and therapy. The goal is to discover the pathways in melanocytes and melanoma cells that may lead to new therapy strategies.

The difficult decision in ranking applicant projects was done by members of the Foundation's Advisory Board.. The Board of Directors Research Sub-Committee made the final selection of recipients.

The Foundation will accept requests for 2010 awards beginning in October 2009.

Chairman's Message

Five years and counting! Yes, in January, we celebrated our 5th anniversary. From a modest beginning around my kitchen table, to a Foundation now recognized as "the voice for melanoma prevention, detection, care and cure." It has been an exciting and rewarding five years. The next five will see the foundation grow to national prominence with committed Boards and the support of our many volunteers and friends.

The year 2008 saw the introduction of new programs and the expansion of existing ones. I will highlight a few successes as well as our plans for 2009.

RESEARCH FUNDING

The Foundation expanded the Research Scholar Award Program to look nationwide at the comprehensive cancer centers. Through the generous donations of our supporters the Foundation was able to increase research funding in 2009 by 400% and award grants to four research institutions. The pool of candidates for this expanded program was exceptional and the Foundation congratulates the four recipients.

ADVOCACY

With the passage of the "Tanning Act of 2008", we turned our attention to melanoma research funding. Working with other organizations across the country, the group was able to secure \$4 million of funding from the Department of Defense budget for melanoma research. In this effort, we solicited assistance from Honorary Board member, Senator Barbara Mikulski, and extend our sincere appreciation for her efforts to help increase melanoma research funding.

EDUCATION

Our Education Program continues to find its way to new faces and places in Maryland. In 2008, we had over 50% participation from Maryland hospitals and health departments. We plan to leverage this success in 2009 and encourage the health system to offer more awareness events with special emphasis in May – Melanoma Awareness Month.

AWARENESS

Sun safety and early detection are key components of the Foundation's awareness programs. This year, we will pilot a "Teen Awareness Program". After the pilot the Foundation will determine how best to expand the program throughout Maryland, regionally, then nationally.

"TRI-TO-WIN"...the fight against melanoma

The Foundation continues to grow the "TRI-TO-WIN" Triathlon series to raise funds to support melanoma research and awareness programs. All three of the 2008 events 'sold out' with participants coming from over twenty states and five countries. We expect continued growth in 2009 as we work with the dedicated triathlete community. When we "TRI" together we will win the fight against melanoma.

In closing, while proud of our successes, we are ever mindful of the difficult tasks and challenges that lie ahead in moving melanoma to the forefront of the cancer diseases. However, I am confident that with our committed Boards and your support, we can make this a reality. THAT IS OUR GOAL! To help us in this fight, we would welcome any and all volunteers to join with us as we pursue this goal. I especially want to invite all those who have been touched by melanoma to get involved.

Appreciably,
Robert E. Nicolay
Chairman

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Foundation News

Board Elections

On January 14, Board members voted on a slate of officers for 2009 as follows:
Bob Nicolay – Chairman
Gary Haynes – Vice Chairman
Jennifer Martin – Treasurer
Denise Safko – Secretary

New Faces at JMNMF

We are pleased to announce the election of two new Board members and one new Honorary Board member.

Esther Hoffberg is a tri-athlete, 3rd degree Black Belt in Tae Kwon Do and mother of five. She was born in New York and was a pediatric intensive care unit nurse until she moved to Maryland. An active volunteer in counseling new mothers, she began her involvement as a result of participating in the "TRI-TO-WIN" South Carroll Sprint Triathlon. She said she was so impressed with the organization of this event, she was motivated to find out more about the people behind it. "The Nicolay family and the Foundation have made such an incredible impact getting the word out about this devastating disease, and how we can all take part in trying to prevent the next generation from suffering these consequences" said Hoffberg. "The determination of JMNMF to make a difference in the fight against melanoma is very inspiring. It helped me decide that this is a group where I wanted to volunteer."

Jane B. Shapiro Jane B. Shapiro is a melanoma stage three survivor and the third generation in her family to face the disease. Melanoma claimed her father and her grandmother. Jane's personal melanoma story began in 2007 when she discovered an ulcerated melanoma on her scalp. A co-worker suggested Jane "talk to Denise", who turned out to be JMNMF's Denise Safko. Thanks to referrals from the Foundation's chairman, Bob Nicolay, Jane found her way to two Baltimore-area oncologists who saw her through two surgeries and a year of interferon treatment. Jane has resumed her hectic schedule and is ready to "give back" to the organization that helped her. She is honored to join the Board and looks forward to advancing the Foundation's goals and objectives.

Del. Anne Healey was introduced to the Foundation through her commitment to move forward legislation aimed at protecting children from the dangers of the sun and tanning beds. Del. Healey's first introduced legislation in 2005 to allow the use of sunscreen for outdoor activities at school. In 2008 she was lead sponsor of legislation requiring parental consent for the use of tanning bed. Del. Healey and her husband have two young adult children. She was first elected to the Maryland State House of Delegates in 1990 and is currently serving as the House Chair of the Joint Committee on Administrative, Executive and Legislative Review (AELR) and serves on the Environmental Matters Committee, where she chairs the sub-committee on local government. She is also a member of the sub-committees on housing and transportation. She previously served for nine years as Vice-Chair of the Ways and Means Committee and was also a member of the Joint Committee on Spending Affordability and the House Rules Committee.

Teen Awareness Program Underway

The Foundation has introduced a Teen Awareness Program to the Maryland Department of Education for implementation in Fall 2009.

The goal of the Foundation's Teen Awareness Program is to develop commitment from high school students and teachers to improve safe skin practices and to alert them of the dangers of tanning and tanning bed use.

The program will review facts about UV rays, skin cancer and melanoma and identify and analyze the role of individual responsibility for sun-safe habits.

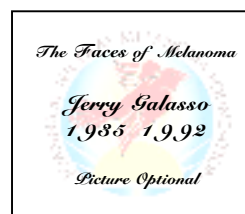
Classroom tools will include:

- A DVD movie: My Melanoma
- Teacher lesson plan
- Pre-questionnaire
- Lesson handouts
- Post-questionnaire
- School posters
- Take home Educational materials
- The Faces of Melanoma project (see insert)

The program will begin with several pilot high schools with a larger rollout planned in 2010.

The Faces of Melanoma

An opportunity to bring to light the number of people who have suffered from melanoma through their own experience or loss, has given birth to the Faces of Melanoma project.



The Faces of Melanoma project commemorative squares will be strung together to make a chain of the many who are fighting or have been lost to this savage disease. The chain will be exhibited in different venues throughout the state.

To participate, send a donation with the name of the person you are honoring, city, state and optional message and picture to:

The Joanna M. Nicolay Melanoma Foundation
255 Clifton Blvd., Ste. 217
Westminster, MD 21157

If you are interested in having the Foundation speak or provide educational materials for an event in your area, please contact us at jmnmf@carr.org.



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care and cure.

Thanks to our 2008 "TRI-TO-WIN" SavageMan Sponsors:



SavageMan Half Winners

Male:

1. Bjorn Andersson - 4:41
2. Christopher Martin - 4:46
3. Todd Wiley at 4:47

Female:

1. Susan Williams - 5:18
2. Tara Norton - 5:23
3. Leah Larson at 5:37

SavageMan International Winners

Male:

1. David Cascio - 2:15:42
2. Todd Stackhouse - 2:15:58
3. Derek Clark at 2:17

Female:

1. Kelly Green - 2:39
2. Sunday Clark - 2:46
3. Morgan Pleasant at 2:49.



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"TRI-TO-WIN...the fight against melanoma" Triathlon Events

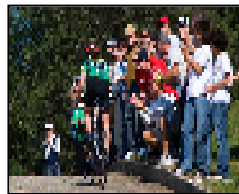
The second annual "TRI-TO-WIN" SavageMan race was a huge success with this year's race including both a shorter International distance race and the now legendary SavageMan Half triathlon.

The race featured professional and amateur athletes from five countries and 23 states and the District of Columbia. Susan Williams, U.S. Olympic bronze medalist triathlete and new SavageMan female course record holder reported to onlookers at the awards ceremony "I'm going to tell all my friends back in Colorado - they've got to come try this race!"

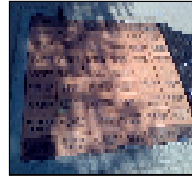


Triathletes at the start of the race in beautiful Deep Creek Lake State Park.

Spectators cheer on athletes as they climb the "Westernport Wall."



World record holder for a 70.3 bike stage, Bjorn Andersson, set a new male course record for the SavageMan Half bike race. The 'Guess Bjorn's bike split' contest raised additional money for the foundation and provided racers with a lot to cheer about!



The 140 truly savage athletes who conquered the "Westernport Wall" will be rewarded with a brick engraved with their names. These bricks will be lining the Wall's crest on the race course.

MARK YOUR CALENDARS for 2009

Frederick Kids Triathlon- **May 23, 2009**

South Carroll Sprint Triathlon - **Father's Day - June 21, 2009**

SavageMan Half and International Triathlons: **Sept. 19-20, 2009**

If you are interested in sponsoring or volunteering in one of this year's events email gsafko@melanomaresource.org.



Greg Safko, Race Director, thanks athletes, volunteers, fundraisers and the Deep Creek Lake community for coming together for another winning victory in the fight against melanoma.

Our "Champion" Fundraisers make the difference - THANK YOU!

Top Individual Fundraisers

- Stan Dabkowski
- Jeff Gish
- Jennifer Sober
- Sandy Chiang
- John Glennon
- Ed Zerkle

Top Fundraising Teams

- TeamZ
- DC Tri Club
- Team Blue
- Reston Area Tri Club
- Capital Area Tri Club
- Team Bonaventure

Visit www.savagemantri.org for more race highlights, pictures and videos.

Getting the Message Out

Tanning Bed Legislation in Maryland was signed into law in 2008. Maryland now joins 27 other states across the country in requiring parental consent before a minor can use a commercial tanning facility. Testifying in this legislation, Chairman, Robert Nicolay, equated tanning bed use with smoking, "there is no safe tan, just as there is no safe cigarette."



The Foundations thanks **Delegate Anne Healey** for her tireless efforts to ensure the health of Maryland's youth by her leadership in getting this legislation enacted.

May Melanoma Month Events

May 2nd - 3rd - Annapolis Maritime Festival - The Foundation will attend this festival to hand out sun screen and materials as part of our ongoing outreach to spread the word about melanoma and sun-safety.

May 4th - Melanoma Monday - The Foundation will once again co-sponsor the Maryland Skin Cancer Prevention Program Melanoma Monday Press Conference and poster contest. This year's event will be held at the Maryland Science Center.

May 9th - "Aware for All" - An educational program on clinical trials and research to be held at Johns Hopkins Turner Auditorium from 9 to 2.. The program is sponsored by the Center for Information & Study on Clinical Research Participation and is hosted by Johns Hopkins University in collaboration with the National Institute of Health, GBMC & St. Joseph's Medical Center. The Foundation will have an exhibit there - come join us.

May 22nd - First Annual National "Don't Fry Day" - In conjunction with the National Council on Skin Cancer Prevention, the Foundation will be working to launch a national sun safety day by promoting "Don't Fry Day". The annual event will be held the Friday before Memorial Day weekend and will serve as a reminder to use sun safe practices as the summer season approaches.

Educational Materials in Demand

Spring is just around the corner and the Foundation is busy providing health departments and hospitals across the state of Maryland education materials and sun screen for their health events.



The Foundation thanks our sunscreen sponsors: Neutrogena, Schering-Plough (Coppertone), Cutix, Inc. (Pre Sun) and Del-Ray Demologicals (Blue Lizard).

Did you know that...

- Melanoma is the most common form of cancer for young adults 25-29 years of age and the second most common cancer for adolescents and young adults 15-29.
- Melanoma is the fifth most common cancer in men and seventh most common cancer in women all ages.
- Each year, more than 50,000 Americans are diagnosed with melanoma and more than 7,500 people die from melanoma.
- Hidden melanomas are relatively uncommon, but important to detect since treatment is most effective in the early stages.
- Hidden melanomas tend to develop underneath the nail, in the tissue lining of the nose, mouth, genitals and esophagus, the scalp, eyelids or the pigmented coating of the eyeball.
- The estimated total direct cost associated with the treatment of melanoma in 2004 was \$291 million.
- In spite of the fact that melanoma is the fastest growing cancer, it receives less than 3% of the National Cancer Institute's research budget.

Sources: *American Academy of Dermatology, AAD Association, National Cancer Institute*

VOLUNTEERS NEEDED

If you would like to do meaningful work within your community, the Joanna M. Nicolay Melanoma Foundation WANTS YOU!

There's much you can do - grant writing, helping with triathlons, and attending health fairs - another effective way to spread the word.

If you can help, email jmnmf@carr.org

Mission Statement

The mission of the Joanna M. Nicolay Melanoma Foundation is to promote prevention, early detection and research to end melanoma.

About the Foundation

The Joanna M. Nicolay Melanoma Foundation, founded in 2004 as an all-volunteer organization, is dedicated to melanoma prevention, detection, care and cure.

The foundation's origin is woven from the touching memories of an exceptional woman, Joanna M. Nicolay, and her challenging journey with this deadly disease.

