

ABOUT THE ABRAMSON CANCER CENTER OF THE UNIVERSITY OF PENNSYLVANIA

The Abramson Cancer Center is one of a select group of cancer centers in the country designated as a *Comprehensive Cancer Center* by the National Cancer Institute (NCI). This reflects our outstanding research, clinical services, education, information services and community outreach.

The Cancer Center is comprised of 300 physicians and scientists, all of whom are dedicated to increasing our knowledge of preventing and curing cancer. Penn's Cancer center offers multidisciplinary centers and treatment options in one visit as well as comprehensive treatment programs for all types of cancer. We have Penn cancer specialists who are experts in every kind of cancer including those that are rare and difficult to treat.

As part of the University of Pennsylvania Health System, we are able to build upon the resources of one of the nation's foremost medical centers and can address all of our patients' medical needs. We are committed to treating each patient as our only patient while pursuing research to improve on the ability to fight cancer. Visit www.pennhealth.com/cancer/penn.

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FOCUS ON MELANOMA
Abramson Cancer Center
16 Penn. Tower
3401 Civic Center Boulevard
Philadelphia, PA 19104



3rd Annual Conference

Focus on MELANOMA

FRIDAY, MAY 12, 2006

Hilton Hotel
4200 City Avenue
Philadelphia, PA
8:30 am to 3 pm

ABOUT PENN'S PIGMENTED LESION/MELANOMA GROUP

Penn's Abramson Cancer Center has one of the nation's leading programs dedicated to the prevention, diagnosis and treatment of malignant melanoma.

The Pigmented Lesion/Melanoma Group was founded in the early 1970s by Wallace H. Clark, Jr., MD, who for decades was recognized as the premier expert in melanoma research and treatment. He was the first to identify the progressive stages from a mole to early melanoma, making it possible for doctors to detect and diagnose melanoma at a stage when it can be cured.

His work led to the development of a group of researchers and clinicians dedicated to understanding and treating all aspects of melanoma. Through this group's work at Penn and the adjacent Wistar Institute, we better understand the causes and factors that place someone at risk for melanoma and of a melanoma spreading to other parts of the body. We also know how to better treat people with an elevated risk of melanoma and who have the disease.

*The Penn Pigmented Lesion/
Melanoma group has
furthered our understanding
of the causes and risk factors
for developing melanoma.*

IMPORTANT FACTS ABOUT PENN'S MELANOMA PROGRAM:

- Program researchers and clinicians are testing whether certain medications may help prevent moles from turning into melanoma.
- Penn researchers are conducting a number of trials of new treatments for melanoma, several based on research findings of the program's laboratory and clinical investigators.
- The Penn/Wistar group is one of the two recipients of a National Cancer Institute "Special Programs of Research Excellence" (SPORE) grant to study novel technologies and approaches to preventing, diagnosing and treating skin cancers.
- Penn's National Cancer Institute approved and funded Research Program in Melanoma was founded in 1978 and is considered by melanoma scientists to be among the foremost in the country.

3rd Annual Conference

Focus on MELANOMA

Conference Faculty

from the Abramson Cancer Center of the University of Pennsylvania:

Suzanne McGettigan, MSN, CRNP
Advanced Practice Nurse

Linda M. Boyle, PT, DPT, CLT-LANA
Cancer Rehabilitation Team Leader

Katrina Clagborn, MS, RD, LDN
Clinical Dietitian Specialist

Rosalie Elenitsas, MD
Associate Professor, Dermatology

Keith Flaberty, MD
Assistant Professor, Medicine, Hematology/Oncology

Neal Niznan, MSW, LSW
Counselor, Cancer Counseling Service

Lynn Schuchter, MD
Professor, Medicine, Hematology/Oncology

Stefanie Washburn, MSW, LSW
Patient Services Coordinator

WELCOME

8:30 Registration and Breakfast

9:00 Welcome
Lynn Schuchter, MD, Conference Chair

GENERAL SESSION

9:15 Advancing the Search for New Therapies to Treat Melanoma
Meenbard Herlyn, DVM, DSc

9:45 Melanoma: A Dermatologist's Perspective
Rosalie Elenitsas, MD

10:15 Break and Visit Exhibits

10:30 Melanoma 101: Understanding the Basics
Lynn Schuchter, MD

11:00 Experts Panel on Melanoma
Lynn Schuchter, MD; Panel Moderator
Meenbard Herlyn, DVM, DSc
Rosalie Elenitsas, MD

3rd Annual Conference for
Patients and Families Whose Lives
have Been Affected by Melanoma

WORKSHOP SESSIONS

11:30 Workshops

Moving Toward Wellness: Help in Coping with Melanoma
Learn strategies to help in coping with the emotional issues you and your family may face. Topics such as anxiety, depression and fear of recurrence will be discussed.
Neal Niznan, MSW, LSW

Help for the Caregiver: Caring for a Loved One with Advanced Melanoma
During this workshop you'll receive information and practical advice to help deal with the issues involved in caring for a loved one. Topics will include symptom management, managing your time and tips for maintaining your strength and energy.
Stephanie Washburn MSW, LSW
Suzanne McGettigan, MSN CRNP

Food for Thought: Practical Advice on Nutrition, Fitness and Managing Symptoms
Learn about staying fit and managing any symptoms you may have as a result of cancer treatment.
Linda M. Boyle, PT, DPT, CLT-LANA
Katrina Clagborn, MS, RD

GENERAL SESSION

12:30 Lunch

1:15 Doctor, Doctor, Lend Me Your Ear
Marisa Weiss, MD

2:00 Hope on the Horizon: Future Directions in Melanoma Treatment
Keith Flaberty, MD

2:30 Closing: Comedy Relief
Karen F. Zeitz

2:45 Raffle

Registration

To register, call 215-614-1818 or 1-800-789-PENN (7366). To register online, visit www.oncolink.org/conference/melanoma.

Registration Deadline:
Monday, May 8, 2006

Self Parking is available at the Hilton and will be validated.

If you require overnight accommodations, call 215-614-1818.

GUEST SPEAKERS

Meenbard Herlyn, DVM, DSc
Advancing the Search for New Therapies to Treat Melanoma

Dr. Meenhard Herlyn is professor and chair of the Molecular and Cellular Oncogenesis Program at The Wistar Institute in Philadelphia, PA. He has been a cancer researcher since his arrival at Wistar in 1976 and has worked in melanoma research since 1977. He is the leader of a Program Project on melanoma and a Specialized Program of Research Excellence (SPoRE) on skin cancer. He is also President of the Society for Melanoma Research, a professional organization involving both basic and translational researchers. His research focuses on the biological significance of growth factors and adhesion molecules in skin morphogenesis; transformation to melanoma and melanoma growth; invasion and metastasis, using a variety of in vivo and in vitro models. Dr. Herlyn is using new genetic knowledge to design tools to improve early diagnosis of melanoma and to contribute to prevention of the disease. He has over 350 publications, 90% of which are in melanoma, with the others on basic biological mechanisms in cancer and wound healing.

The *Focus on Melanoma* Conference is being held in collaboration with the PENN Medicine Development Office. Attendees will receive communication from the PENN Medicine Development Office regarding the melanoma program, the Abramson Cancer Center and other topics. Participation in this conference is optional and patient privacy has been maintained. If you would prefer not to receive development materials, we will make reasonable efforts to honor such a request. Please send a written request with your name and address to Tricia Bruning, Abramson Cancer Center Development Office, 3535 Market Street, Suite 750, Philadelphia, PA 19104.

Marisa Weiss, MD

Doctor, Doctor, Lend Me Your Ear

Throughout her career, Dr. Weiss has demonstrated her long-standing commitment to informing and empowering people with cancer. Dr. Weiss attended the University of Pennsylvania for her undergraduate studies, medical school, residency and laboratory research fellowship. She then became an assistant professor in Penn's Radiation Oncology Department, specializing in breast cancer. She is the founder and president of breastcancer.org, a website dedicated to providing women with information on breast cancer treatment and support. As the founder and past president of Living Beyond Breast Cancer® (LBBC), a national nonprofit education and support organization for women with breast cancer, Dr. Weiss is keenly aware of the issues surrounding cancer survivorship and the importance of the doctor-patient relationship. Her presentation will explore these issues in a humorous and informative way.

Dr. Weiss received the 2003 Professor of Survivorship Award from the Susan G. Komen Foundation. She is the recipient of many other awards, including several from the American Cancer Society. Dr. Weiss serves on the professional advisory board of the Philadelphia Wellness Community and she is a past board member of the National Breast Cancer Coalition.

Karen F. Zeitz

Comic Relief: What's so funny about cancer?

As a two-time cancer survivor, Karen Zeitz enrolled in a stand-up comedy workshop during her chemotherapy treatment and has been laughing ever since. She is a practicing attorney and a judicial law clerk for the Court of Common Pleas of Philadelphia.