

R.O.A.R! Times

Issue III Fall 2011

by: Kelly Helsel, Editor

A Message From the President

R.O.A.R! is still 100% donation funded, and the challenges of rebuilding and expanding our organization in these tough economic times continues. During this year we have attracted more board members bringing more diversity to our board. We have expanded our alliances with other ovarian cancer non-profit organizations. We have made an effort to engage with other local non-profit organizations such as the breast cancer awareness group known as P.I.N.K. Partners through their President, Melanie Hady.

Our Vice President, Marianne Mills, has provided educational talks to several local organizations as we work to finalize our involvement with the Survivors Teaching Students Program established through the Ovarian Cancer National Alliance. This spring, Dr. Timothy McGuinness presented "Ovarian Cancer: What's Cool, What's Hot, What's New and What's Not" at the Diana Bittner Memorial Lecture as part of York Hospital's Grand Rounds Program. In addition, he continued his support of our cause with an early morning appearance on Fox43's Morning News with board member, Kiersten Mathieu. We held a basket bingo fundraiser in June and our 4th Annual R.O.A.R! on the Floor in October.

Updates and information are regularly posted on our website and Facebook page, and our annual billboard campaign recently ended – did you see them? Look how far we have come and imagine how much further we can go!

- Edna



Above: Norma Beyer, Ann Marie McElwee, Esq., Melanie Hady, and Marianne Mills participating in "Passing of the Torch" (details on pg. 2)

Right: Shannon Bittner-Lopez, Marlena Bittner, Gary Bittner, Chris Smith, Amanda Bittner-Smith with Elia Lopez



See Page 2 for additional photos and a recap!



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Important Dates

11.8.11 @ 6:00 p.m.

Board Meeting - Office

11.11.11 & 11.12.11

Bon-Ton Community Day Sale

12.20.11 @ 12:00 p.m.

Lunch 'n Learn for Women's Network of York at the Outdoor Country Club

1.5.11 @ 6:30 p.m.

Presentation for P.I.N.K.

Partners at Elmwood Mansion



(continued from pg. 1)

Our 4th Annual R.O.A.R! on the Floor, held at The Valencia on October 1, 2011, was an event that will be remembered for months (hopefully years) to come!



Highlights from the event included a served dinner provided by The Altland House, live music from the band, "Big City" from Philadelphia, professional photography by "Erin Keough Photography" of Lancaster, a silent auction with wonderful items up for grabs, general dancing, and a heart-warming tribute dance by Gary Bittner and his daughter, Shannon Bittner-Lopez who are the husband and a surviving daughter of Diana (Dee) Bittner who lost her battle with ovarian cancer on April 4, 2004 (pictured above are Gary and Diana Bittner). A new addition to this year's R.O.A.R! on the Floor was a Passing of the Torch ceremony. "Passing of the Torch highlights the hereditary link between breast and ovarian cancer, honors cancer survivors and those at high risk, remembers those whose lives have been lost to cancer, and recognizes families that have been affected by cancer. A ceremonial flame is passed from an ovarian cancer survivor to a breast cancer survivor marking the transition from Ovarian Cancer Awareness Month to Breast Cancer Awareness Month. (www.facingourrisk.org)"

Stay tuned to our website at www.ovarianhope.org and Facebook page at www.facebook.com/ROARinYork for information on upcoming events!



Below: R.O.A.R! President, Edna Moore with husband, Dale Moore



Honor the Taken



Tammy Hockenberry passed away at the age of 47 on Wednesday, Sept. 28, 2011, in Fairfield, Pa., after bravely **battling ovarian cancer** the past four years. Born May 12, 1964, in Johnstown, daughter of Roger and Carol Good; and sister of Kevin Good. Survived by husband, Frederick Hockenberry; stepchildren, Kenneth and Jennifer Hockenberry; as well as her parents Roger and Carol Good. In accordance with Tammy's wishes, a memorial service celebrating her life will be held at a date to be determined. Tammy was an inspiration to us all, an admiration, and well-loved by all those who came to meet her." Our deepest sympathy goes out to Fred Hockenberry and his family. Fred shared, "As well (sic) all know, Tammy was an incredible woman of grace, dignity and compassion. She lived her life bravely fighting this disease and never complained about why it had to be her, though she had plenty of reason to do so. And in the end, she passed the same way she lived; with grace, dignity and compassion."

R.O.A.R! offers sincere condolences to Fred and Tammy's family during this difficult time. R.O.A.R! would also like to thank the generous groups and individuals for their donations made in Tammy's honor. Donations, such as these, are used to further our mission of raising awareness of ovarian cancer.

Basket Bingo Fundraiser



R.O.A.R!, with co-sponsorship from Goodwill Fire Company No. 1 of Jacobus, held a Longaberger Basket Bingo Fundraiser on Saturday, June 25,

2011. Attendees enjoyed a fun-filled evening at the fire hall, complete with delicious food and drink, raffles and door prizes. R.O.A.R! raised about \$1,700. Funds raised from this event benefited R.O.A.R! in its mission of raising awareness of ovarian cancer. Thanks to everyone who was involved in helping us make this event a success!



Since 1999, the Bon-Ton family of stores has partnered with local community organizations just like ours to help raise over \$84 million!

Community Day is a great way for you to give back to your community by purchasing coupon booklets valued at over \$200 for just **\$5 each!**

You get a \$10 coupon, good on purchases of \$10 or more, with minimal restrictions, a 20%* shopping pass (*restrictions apply) that you can use over and over, a 30% off early bird coupon valid Saturday from 6am – 10am, 11 bonus buy coupons and exclusive web offers.

R.O.A.R! keeps 100% of the booklet price! Our goal is to raise more than \$100! We are using the funds we raise to continue educating women about the signs and symptoms of ovarian cancer.. You can go shopping, get discounts on great merchandise and show your support for R.O.A.R!

Please contact Kelly at (717) 668-7723 for more information and to buy booklets.

Billboard Campaign



We did it again! R.O.A.R! left its mark on billboards in York and Adams counties during the month of September, which is Ovarian Cancer Awareness Month. Due to the positive feedback we received last year, we used the same billboard and again, heard similar rave reviews! Remember, ovarian cancer whispers, so we R.O.A.R!



Educational Talks

Marianne Mills, R.O.A.R!’s VP and Treasurer, has been busy spreading the word about ovarian cancer! She provides a wonderful PowerPoint presentation titled, “Ovarian Cancer: What Women Need to Know” to any group in search of a speaker. See page one for a list of upcoming talks.

Are you interested in having R.O.A.R! provide you or your organization with a FREE presentation? If so, contact us today at (717) 668-7723.



Did you see R.O.A.R! on TV?

During the month of September, Fox43’s Kiersten Mathieu graciously agreed to have several R.O.A.R! board members, as well as Dr. Timothy McGuinness, come on the Fox43 Morning Show to spread the word about ovarian cancer awareness! Marianne Mills (top-left) was the guest during week one and she spoke about ovarian cancer’s personal impact on her life. We were very proud to have newly appointed board member, Michelle Leik (top-right), join Kiersten during week two. She spoke about the recent loss of her mother to ovarian cancer and how

important it is to know the symptoms and spread the word about this deadly disease. Week three brought a very special guest - Dr. Timothy McGuinness of York Gynecologic Oncology at Apple Hill (bottom-left). He shared a wealth of knowledge with the public including an announcement that “ovarian cancer’s symptoms are ambiguous.” Kelly Helsel (bottom-right), R.O.A.R!’s secretary, joined Kiersten during week four and provided information about R.O.A.R! on the Floor as well as a recap of the signs and symptoms of ovarian cancer.

14th Annual National Conference



R.O.A.R! board members Marianne Mills (bottom center) and Mary Zeigler (bottom right) with other OCNA Conference attendees - July 2011

For the past thirteen years, the Ovarian Cancer National Alliance (OCNA) Annual Conference has been a destination for researchers, clinicians, survivors and friends to come together as one community dedicated to saving women’s lives. OCNA’s 14th annual conference, “Turning Promise Into Action,” that took place from July 9-12, 2011 offered attendees the chance to learn about the latest ovarian cancer research from the very people conducting that research, connect with the ovarian cancer community in their region and across the country, meet with legislators to urge their support for federal ovarian cancer programs, get support and resources from other ovarian cancer survivors, and remember those we have lost to

this disease, and honor three exceptional and inspirational members of our community.

This year the following board members represented R.O.A.R! at the conference: Edna Moore, President, Marianne Mills, VP and Treasurer, Kelly Helsel, Secretary and Mary Zeigler. The group attended several sessions and had the opportunity to hear Olympic Gold Medalist, Shannon Miller from Edmond, Oklahoma speak about her own personal battle with ovarian cancer. In addition, we signed up to have an exhibitor’s booth this year and handed out information about our organization and had the opportunity to network with other non-profits and conference attendees.

Thank you, Print-O-Stat, for your donation of services! Your support is appreciated!



Responsible Ovarian Awareness Required!
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www.ovarianhope.org
www.facebook.com/ROARinYork

Recognize the signs &



Bloating that is persistent
Eating less and feeling fuller
Abdominal pain
Trouble with your bladder



Board of Governors

President: Edna M. Moore, Esquire
Vice President & Treasurer: Marianne Mills
Secretary: Kelly Helsel, Pa. C.P.

Norma Beyer, D.N.P., R.N.
Amanda Bittner, M.D.
Julia Feld-Caralle, Esquire
Kiersten Mathieu
Ann Marie McElwee, Esquire
Susan Sprague, P.E., CCS
Mary Zeigler, EMT-B

Meet Our Featured Board Member:

Norma Beyer, D.N.P., R.N.



“Hello, I am Norma Beyer and have been a board member of R.O.A.R! for about three years. My interest in the organization relates directly to the mission statement of ‘educating women’ about ovarian cancer. Recent research does indicate that ovarian cancer does have symptoms, but, as is the case in many disease processes, the symptoms can be confused with other health problems. Thus, education on persistence of particular symptoms (such as with the BEAT campaign) and on whom to contact if those symptoms are persistent (in spite of treatments) is critical for women and their families to receive. I know the importance of these messages first hand, as I have been living with ovarian cancer for over 4 ½ years. I feel both my health care and educational backgrounds have been helpful to the organization as we have moved forward with planning new ways to fulfill our mission. If you haven’t done so, please review our volunteer needs (listed in this newsletter) and consider assisting us in the fulfillment of our educational mission!”

We are in need of **VOLUNTEERS** who possess the following:

- Connection with medical professionals who treat gynecologic cancers
- Desire and willingness to help an organization with a great cause
- Event planning experience/willingness to help with events
- Name branding/marketing experience
- Ovarian cancer patient connections



If you are interested in a volunteer opportunity with R.O.A.R!, please contact us by phone, e-mail, or Facebook.

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35 East Philadelphia Street
York, PA 17401

