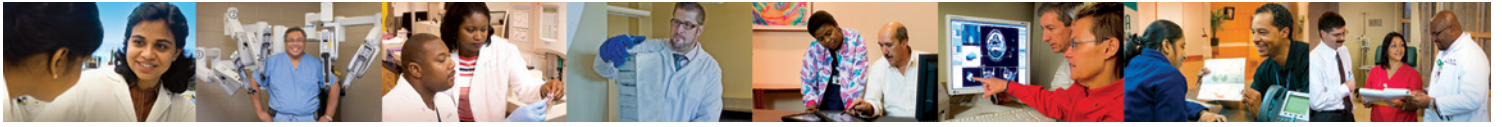


# CONNECTIONS



Feb. 13, 2015

## Looking Back on 10 Years, 1 Goal: Beat Cancer



Moffitt has made dramatic progress toward beating cancer over the last 10 years thanks to your support of programs and events like Miles for Moffitt. Through donations and registration fees, 100 percent of money raised through Miles for Moffitt directly support cancer research at the cancer center. Since 2006, more than \$2 million has been raised to fund 35 Moffitt researchers' programs. Researchers are awarded these grant dollars and are recognized with a Milestone Award at Moffitt's annual [Scientific Symposium](#) each year following the Miles for Moffitt race.

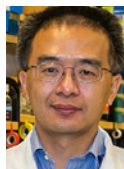
Have you ever wondered how researchers are selected? Funding opportunities for researchers are internally advertised and proposals are collected by a set due date. All proposals go through a two-stage review process. The first stage is internal peer-review overseen by the Grant Review Committee (GRC). Members of the committee are assigned primary and secondary reviews and then organize a review session utilizing scoring set forth by the [National Cancer Institute \(NCI\)](#). Proposals are ranked a number between one and nine, based on the quality of the science and adherence to the guidelines. The best proposals are funded until the available award pool of grant dollars is reached. Last year, we were able to fund seven of the 24 proposals.

Each new breakthrough starts with a first step. To continue the momentum, bring your friends, family members, and co-workers, and join us **May 9**, in person or virtually, for the 10th annual PNC Bank Miles for Moffitt. Last year, more than 500 Moffitt team members participated. Together, we can make the kind of progress that will save lives, inspire hope, and take us to the finish line, which is a cure for cancer.

For more information, visit [MilesForMoffitt.com](#) or email [MilesForMoffitt@Moffitt.org](mailto:MilesForMoffitt@Moffitt.org).



Our researchers have been able to contribute significantly to the prevention and cure of cancer through scientific discoveries with the dollars raised from Miles for Moffitt. Please see below to read about the gratitude our researchers have expressed for your continued dedication to this cause. To see all of our researcher's responses, please visit [Moffitt's Facebook page](#).



"I am deeply grateful for the seed grant provided by the Milestone Award, which has resulted in a research article published in the *Journal of Biological Chemistry* and an RO1 proposal highly commented by a National Institutes of Health review panel. Our team has also been able to investigate melanoma invasion and metastasis."

**Dr. Shengyu Yang**, assistant member, Tumor Biology



"I wanted to find out why so many breast cancer patients at Moffitt were not getting genetic counseling, even though the information might help them and their family members better protect their health. I discovered that many women simply don't understand why genetic counseling and testing might be useful. That finding led to a grant funding that allows us to dig deeper."

**Dr. Susan Vadaparampil**, senior member, Health Outcomes Behavior



"The Miles for Moffitt Milestone Award was instrumental in enabling me to build a line of research directed at helping cancer patients achieve their best outcomes by remaining tobacco free. Specifically, the funding that I received was used to help support a study on smoking relapse among cancer patients. The findings from this work were pivotal in obtaining my first National Cancer Institute RO1 grant. Receiving this award was a true honor and very meaningful to me. I am extremely grateful for the support."

**Dr. Vani Nath Simmons**, associate member, Health Outcomes Behavior



"Funding is essential in establishing my research program focused on HPV. Without this funding we would never have understood the natural history of HPV infection in men, data critical to several different interventions to reduce infection and HPV-related cancers in men."

**Dr. Anna Giuliano**, Center of Excellence director, Cancer Epidemiology



"My computational lab focuses on modeling the mechanics of interactions between tumor cells and their microenvironment during tumor progression and treatment. The Miles for Moffitt Milestone Award allowed us to extend our research to investigations on pharmacomechanics of drug distribution into the tissues, which is of great importance in tumors containing significant amounts of stromal components, such as sarcomas, pancreatic cancers or ductal carcinoma."

**Dr. Kasia Rejniak**, assistant member faculty, Integrative Mathematical Oncology



"Funding from Miles for Moffitt has been vital to supporting my research examining the biological and genetic mechanisms of the long-term side effects of cancer treatment. The funding has led to several important discoveries about why some patients develop debilitating side effects. It has also accelerated my program of research in personalized medicine, tailored treatment to help cancer patients feel better physically and emotionally."

**Dr. Heather Jim**, associate member, Health Outcomes Behavior



"Miles for Moffitt funding was instrumental for the development of our project. It allowed us to make rapid progress on a resource that will have impact on patient care. More importantly, the development of this publicly-accessible visualization resource and database is usually not funded by the traditional sources. This funding allowed us to develop a Web-based tool that would probably not be available for the research community otherwise."

**Dr. Alvaro Monteiro**, senior member, Cancer Epidemiology

# Celebrating Valentine's Day

Each year on **Feb. 14**, candy, flowers and gifts are exchanged between loved ones across the United States and in other places around the world, all in the name of St. Valentine. Historians tell us February has long been celebrated as a month of romance dating back to the fifth century.

Moffitt would like to wish all team members a happy and safe Valentine's Day with loved ones. In celebration, we have included some fun facts about the tradition.



## Did You Know?

- ♥ In 1537, England's King Henry VII officially declared Feb. 14 the holiday of St. Valentine's Day.
- ♥ In Victorian times, it was actually considered bad luck to sign a Valentine's Day card.
- ♥ Based on retail statistics, about 3 percent of pet owners will give Valentine's Day gifts to their pets.
- ♥ About one billion Valentine's Day cards are exchanged each year. This makes it the second largest seasonal card sending time of the year.
- ♥ You could pop over to Finland where Valentine's Day is called Ystävänpäivä, which translates into "Friend's day". It's more about remembering your buddies than your loved ones.
- ♥ Many believe the X (XOXO) symbol became synonymous with the kiss in medieval times. People who couldn't write their names signed in front of a witness with an X. The X was then kissed to show their sincerity.
- ♥ Girls of medieval times ate bizarre foods on St. Valentine's Day to make them dream of their future spouse.
- ♥ In the Middle Ages, young men and women drew names from a bowl to see who would be their Valentine. They would wear this name pinned onto their sleeves for one week for everyone to see. This was the origin of the expression "to wear your heart on your sleeve."
- ♥ Physicians of the 1800s commonly advised their patients to eat chocolate to calm their pining for lost love.
- ♥ Richard Cadbury produced the first box of chocolates for Valentine's Day in the late 1800s.
- ♥ More than 35 million heart-shaped boxes of chocolate will be sold for Valentine's Day.
- ♥ Over \$1 billion worth of chocolate is purchased for Valentine's Day in the U.S.
- ♥ Red roses are considered the flower of love because the color red stands for strong romantic feelings; 189 million stems of roses are sold in the U.S. on Valentine's Day.
- ♥ Every Valentine's Day, the Italian city of Verona, where Shakespeare's lovers Romeo and Juliet lived, receives about 1,000 letters addressed to Juliet.



## Managing Meeting Rooms Takes Team Effort

As the cancer center continues to grow in size, it is no surprise that it can be more difficult to find open meeting rooms. It's important to follow these simple steps to reserve the room you need and to help your fellow team members with their meeting room needs also.

### Reservations

Reserve your room through the Meeting Room Manager application or by submitting a private conference room reservation form. Both are found on the MoffittNet home page. When you reserve the room, be sure to fill in the section named "Room Set Up." Meeting Room Manager requires five days advance notice for room set up. For changes between meetings, allow for at least 30 minutes of set-up time.

### Cancellations

If your meeting is cancelled, cancel your room reservation as soon as possible to allow for other meetings. This courtesy is critical to managing the large number of meeting room requests that are generated each day.

### A/V Support

For A/V support, please request A/V when you reserve the room. Meeting Room Manager requires five days advance notice for A/V assistance. Contact Moffitt's Multimedia Education Resource Center (MERC) directly at **745-1449** if the request is less than five days. MERC typically works an earlier daytime schedule, so they need to be informed in advance to ensure proper support needs.

### Food and Beverage

Meeting Room Manager requires seven days advance notice for internal catering with VP approval and proper confirmation. Sandwiches, salads, snacks and beverages are available. If you require an outside source, approved vendors include:

Dominick's	<b>745-6846</b>
Panera	<b>866-1544</b>
McAlister's	<b>341-1160</b>
Jason's Deli	<b>903-0017</b>
Jimmy John's	<b>975-4100</b>

Additional approved vendors are available in Lawson on MoffittNet.

### Cleanup and Consideration

It is the responsibility of the host to ensure all food, beverage and meeting materials are properly disposed of, leaving the meeting space clean and orderly. If there is a large amount of garbage after a meeting, please call Environmental Services at **745-3022**. Please be especially considerate of this on weekends when there is no trash pickup.

### SRB Trustees Rooms

Reservations for the SRB Trustees Board Room or SRB Trustees Conference Room are made by filling out a private conference room form, which is located on MoffittNet under Quick Links→Electronic Forms→Private Conference Room Request Form. This will ensure your request is entered in Meeting Room Manager. A quick reference card for use of these rooms is available in each room for your convenience.

### External Requests

The [External Event Room Reservation Policy](#) is in effect and has been updated recently, which requires that requests for meeting rooms by outside organizations be directed to the Conference Planning department. Call **745-1741** or email [Gina.Woodward@Moffitt.org](mailto:Gina.Woodward@Moffitt.org) for more information.

External groups must comply with the following:

- The purpose of the meeting must directly relate to the mission of Moffitt.
- The group must have a formal, written contract with Moffitt.
- The group is required to provide Moffitt with evidence of insurance coverage.
- The group is required to pay Moffitt a facility fee and to pay for other event-related costs, such as catering, A/V assistance, security, etc.

External events also are subject to a pre-event fire/safety review of the event layout prior to approval. A physical inspection may be conducted on the day of the event to ensure that the event conforms to fire/safety regulations.

To view the External Event Room Reservation Policy, go online to MoffittNet and click on the Policy Library link.