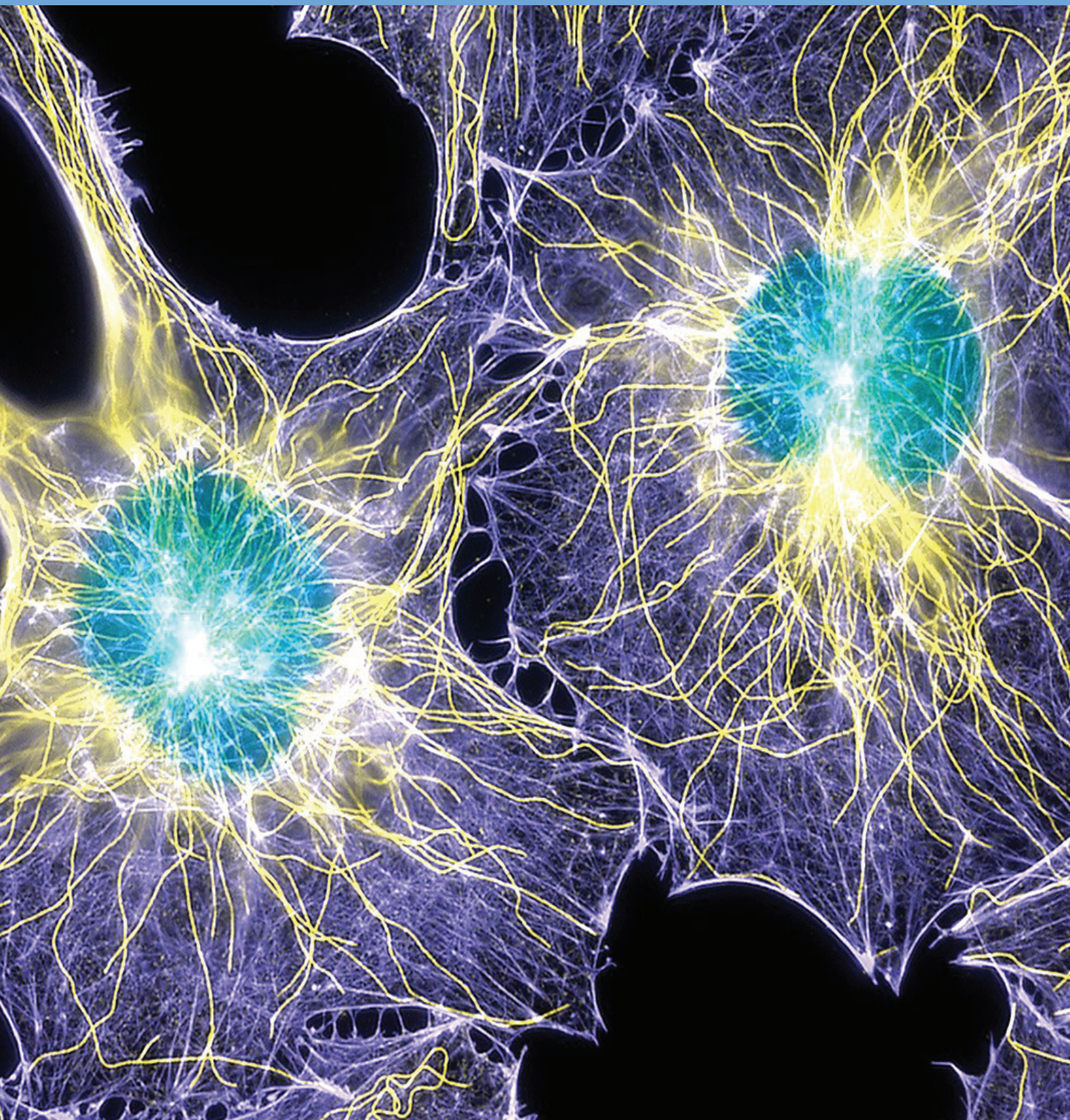




**Peter Michael**  
FOUNDATION

# Year in Review 2012







# Dear Friends;

On behalf of the Michael family, and those of us at the Winery and the Foundation, thank you for supporting the Peter Michael Foundation (PMF).

The mission of PMF is to significantly improve the lives of men affected by prostate cancer through its support of promising, innovative, diagnostic and treatment research; patient education and assistance; and public policy initiatives. Your involvement has made improvements a reality.

## Patient Focused Prostate Cancer Research

PMF has continued underwriting four important prostate cancer research initiatives with demonstrable results, among them:

- The Stanford Cancer Institute has begun testing its combined diagnostic and treatment “theranostic” technique in human tissue with promising results.
- The Memorial Sloan-Kettering work in MR imaging in the evaluation of clinically low-risk prostate cancer was published in *Radiology* and subsequently cited for its significance by the *Journal of Urology*.

All PMF sponsored research is designed to develop more effective, minimally invasive diagnostics and treatments that address cancer at the cellular level. Rather than scooping out tumor masses, the concept is to identify and kill cancer cells, wherever they may be, while leaving healthy tissue alone.

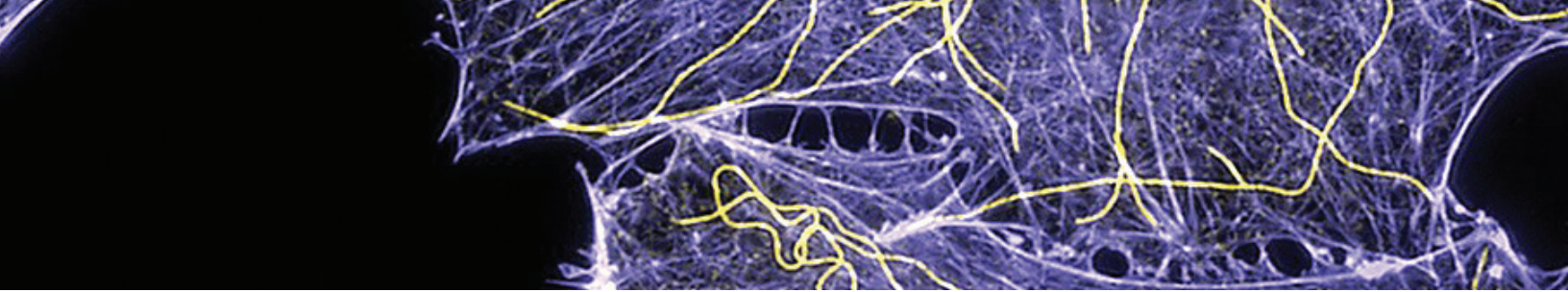
For further detail, please read the enclosed 2012 Research Progress Reports.

## International Collaboration

PMF and the Pelican Cancer Foundation co-hosted a Prostate Colloquium in New York last October. The Colloquium focused on MR targeted biopsies which have the great benefit of producing more accurate diagnoses of clinically significant prostate cancer. The meeting was jointly underwritten by the two foundations and well attended by leaders in the field from Japan, Europe, and North America. Despite being evicted from the meeting room at NYU Langone Medical Center for emergency Sandy storm planning, the Colloquium was completed; a consensus paper was written, and it was published in the journal *European Urology*.

## Patient Education and Assistance

PMF continued to provide assistance to prostate cancer patients and their families. All wanted more information, many requested specialist referrals and some just wanted to share their experience. The Foundation is proud to be able to provide this community service as part of its mission.



## Public Policy

PMF advocates Active Surveillance as a recognized protocol for low-risk prostate cancer. PMF attended the National Institute of Health meetings in Washington, DC on Active Surveillance. Please contact us if you would like a copy of the NIH booklet on “Role of Active Surveillance in the Management of Men with Localized Prostate Cancer.”

## Discovering New Tools

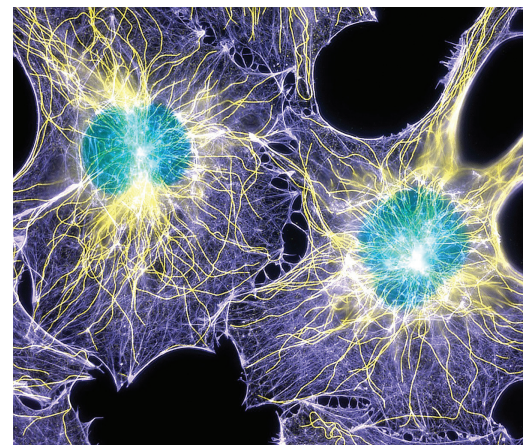
The PSA test, developed over 30 years ago, is a contributor to the over-diagnosis and over-treatment of prostate cancer today. We have been working with the leaders in genomics, urology and oncology at Washington University School of Medicine to develop a seriously needed replacement for the PSA. The Washington University research will create a more accurate and more actionable urine-based test that identifies the presence/absence of prostate cancer and, very importantly, distinguishes between the indolent and the aggressive. This new test would revolutionize prostate cancer diagnostics and treatment. Please contact us if you are motivated to help underwrite this research.

Thank you for your support which has made this important work possible.



*Walter*

Walter B. Menzel  
Executive Director  
Peter Michael Foundation



On the cover: Fluorescence microscopy  
Two interphase cells with immunofluorescence labeling of actin  
filaments (purple), microtubules (yellow), and nuclei (green).

Torsten Wittmann Actin 2003



# Thank You To Our 2012 Investors

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Betty Lou Jeffords  
Violet Lutz  
John Turner

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Chef Janelle Weaver

## Apologies

If there are any errors or omissions, please bring them to our attention and accept our apologies in advance.



## Partners Profile



**Eliza Kraft Olander and Brian McHenry**

"Some people collect shoes. I collect wine," says Eliza Kraft Olander, who, along with her significant other, Brian McHenry, has approximately 25,000 bottles of wine in their cellar. Their world, situated on 55 acres in bucolic North Carolina, is substantial in size and scope, encompassing art, gardening, philanthropy, music, wine and an ever-expanding circle of friends and admirers. They personally give and raise untold amounts for charities in North Carolina as well as on a national level. "Charitable work is my heart and soul," says Kraft Olander.

A profile in *WALTER* magazine pointed out, "Kraft Olander has the resources to give because she earned them." Now with Brian McHenry by her side, they devote themselves to giving back. Kraft Olander took stock of her life 15 years ago asking herself, "when you die, who have you loved, and who has loved you? Do you leave behind something that does good for your community? Or are you moving forward without thinking? I decided I had to accomplish things on purpose, with a purpose. I realized my mission in life was to help others. It had to be that way."

Brian McHenry is President of McHenry Software, Inc., a North Carolina based software company formed in 1994 which specializes in development and training related to computer simulation models for motor vehicle collision reconstruction. Also, since 1980 Brian and his father, Raymond, have worked together as McHenry Consultants, a firm specializing in the investigation and reconstruction of highway accidents which has included the development, refinement and utilization of state-of-the-art computer models related to accident reconstruction, vehicle dynamics, automotive engineering and occupant kinematics. Kraft Olander promises us that even though this sounds very "techy and engineering", McHenry is a very fun-loving guy!

Eliza and Brian have been wonderful supporters of the Peter Michael Foundation's North Carolina events which fund research fellowships at nearby Duke University and the University of North Carolina at Chapel Hill. Last fall they hosted a fundraiser/friendraiser at their home which included many friends of the Triangle Wine Experience which raises money for the Frankie Lemmon School and Developmental Center. Many of the guests at the annual Farrington House wine-paired dinners by Chef Colin Bedford have been introduced to the Foundation through Eliza and Brian.



# 2012 Foundation Events Gallery

## New York 2012

620 Loft & Garden | Rockefeller Center, NY

**Chef Daniel Boulud**  
Hands & Hearts New York



l to r: Helen Rodde, Hunter & Lore Martin.



Bill McMahon, Jennifer Padovani



Robert Lieber & Pepper Evans.



l to r: Paul & Kimberley Tanico, Walter Menzel.



Stars' stunning New York venue – 620 Loft & Garden, Rockefeller Center

## North Carolina 2012

The Fearington House | Fearington Village, NC

**Chef Colin Bedford**  
Fearington, North Carolina



Garden Room, Fearington House



clockwise from top left: PMF reception, table setting, vintage autos on display.



# Guests. Friends. Family.

## Stars 2012

Peter Michael Winery | Calistoga, CA



**Chef Suzanne Goin**  
Stars 2012



Lady & Sir Peter Michael.



l to r: Paul & Emily Michael, Jennifer & Patrick Meade.



PMF Staff l to r: Walter Menzel, Jenny Koehler, Juli Tatum.



Table setting, Côte de Mille overlook.



l to r: David & Melissa McDonald, Ellen Fair, Cynthia Weldon, Porter Merriman.

## Pelican/Peter Michael Foundation Colloquium 2012

New York University Langone Medical Center



North American and International Attendees at Pelican/Peter Michael Prostate Cancer Colloquium, New York University Langone Medical Center, October 2012.



PMF Executive Director Walter Menzel





# Investment Opportunities

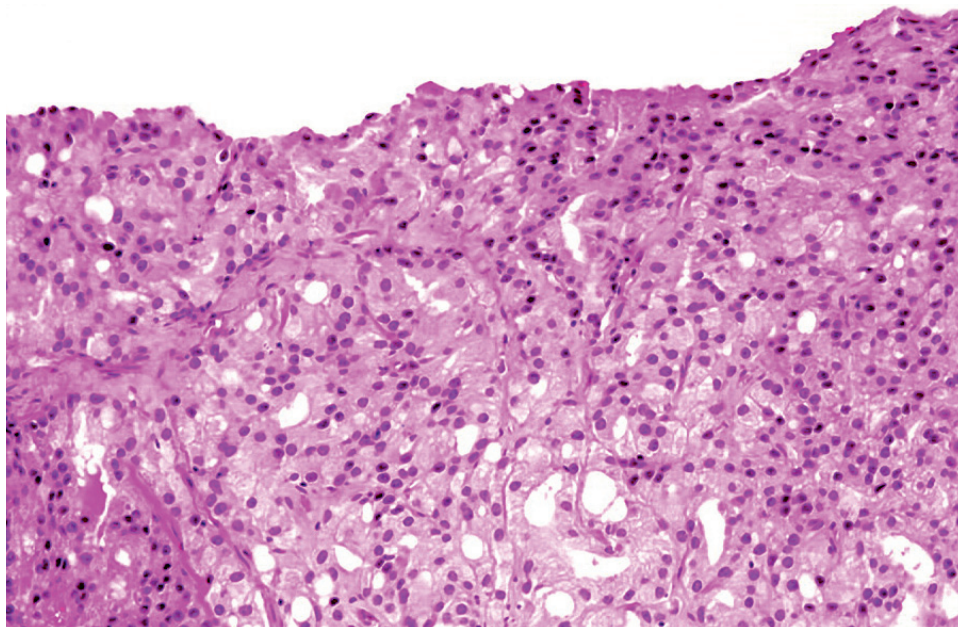
If you would like to make a difference in prostate cancer diagnosis, treatment and patient quality-of-life, please consider investing in one of the three proposals very briefly summarized here. Contact us if you would like to read the full proposals or meet with one of the physician-scientists leading a project.

## A Genomic Strategy to Distinguish Indolent from Aggressive Prostate Cancer

Washington University School of Medicine

**Goal:** Develop a urine-based biomarker test for prostate cancer that is more accurate than the current PSA test while additionally differentiating the aggressiveness of the disease.

**Discussion:** A critical goal in prostate cancer research is to discover the molecular underpinnings of aggressive and non-aggressive disease and use this information to more appropriately manage patients and determine their prognosis. At present, one of the best indicators of the aggressiveness of prostate cancer is Gleason grade, which is based on the level of cellular differentiation. Gleason grade is assigned by examining the cancer cells in prostate tissue. There are five Gleason grades, ranging from Gleason grade 1 (lowest and most indolent) to Gleason grade 5 (highest and most aggressive). Isolating Gleason grade tumors from the same patient, and characterizing them genetically, holds exceptional promise in helping us understand the disease progression and how the tumors are related from a genomic perspective. This study will provide the first whole genome analysis that can distinguish indolent and aggressive prostate cancer within the same patient. This is a significant step for detecting biomarkers of lethal prostate cancer that can serve as the basis for improving diagnosis, prognosis, and patient management. The creation of new biomarkers that correlate with disease aggressiveness would be of great clinical utility; saving low risk patients and society the cost and morbidity of treatment.





# Investment Opportunities



## A New Paradigm for Treating Intermediate-Risk Prostate Cancer

Washington University School of Medicine

**Goal:** Validate the improved efficacy of integrating MRI and radiotherapy in a single delivery system for prostate cancer.

**Discussion:** A critical element of safe and successful treatment for prostate cancer with radiation therapy is the accurate placement of a radiation dose to the prostate cancer with minimal irradiation of normal tissues adjacent to the cancer. Radiation oncologists have improved the targeting of radiation therapy by using daily ultrasound, X-ray, or CT imaging of the prostate before each treatment, but these technologies lack real-time visualization of the prostate. Furthermore, it is challenging to interpret the images in the treatment room because they are not of the highest diagnostic quality. We propose a new paradigm for intermediate risk prostate cancer: MRI-based online-adaptive radiation therapy and delivery. This involves MRI simulation, MRI-based gated delivery, and online adaptive radiation therapy with novel quality assurance methods. It is our expectation that real-time MRI-based treatment delivery will allow better sparing of normal organs and better preserve the prostate cancer patient's quality of life.



# Investment Opportunities

## Decision Analysis for Cost Effective Management of Prostate Cancer

Stanford University School of Medicine in partnership with other institutions

**Goal:** Conduct a rigorous national cost/benefit analysis of currently available prostate cancer treatments with the ultimate goal of using the data to change medical payment and reimbursement policies established by the US government.

**Discussion:** It is widely known that prostate cancer is an over-diagnosed and over-treated disease. There are a variety of treatment options for men based upon the stage and grade of the individual's disease. Men with low grade, low risk disease have many options, including Active Surveillance which is a recognized protocol advocated by the National Institute of Health. However, many men opt for the most invasive procedure, radical prostatectomy, which has the potential for significant quality of life side effects and is one of the most costly treatment options. What is missing to inform public policy and clinical practice is data that compares outcomes and costs of various prostate cancer treatment options.

We propose to perform a formal cost-effective analysis through quantitative methods of decision analysis that fully account for all initial and downstream costs and outcomes. A theoretical analysis will be performed (based on a meta-analysis of the literature) followed by incorporating the use of multicenter clinical trial data as it becomes available. Costs will be based on Medicare reimbursed values as well as average national reimbursement values. Effectiveness will be based on life-expectancy values adjusted for eventual diagnosis and all procedural morbidity and mortalities. All decision trees will also be made available over an internet site for review by health-policy makers, physicians, and patients.

Ultimately, the analysis will help inform decisions by policy makers, particularly the Centers for Medicare and Medicaid Services. CMS is a key influencer in healthcare compensation policies and it is our hope that treatment providers would become more adequately compensated for the less invasive treatment protocols, thereby reducing overall national PCa treatment costs.

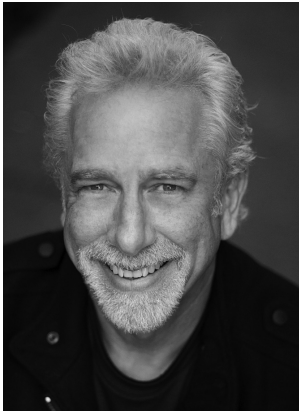
Please contact **Walter Menzel** for more information.  
**[walter@petermichaelfoundation.org](mailto:walter@petermichaelfoundation.org)**



# Community Outreach

## Artist Reception at PMF

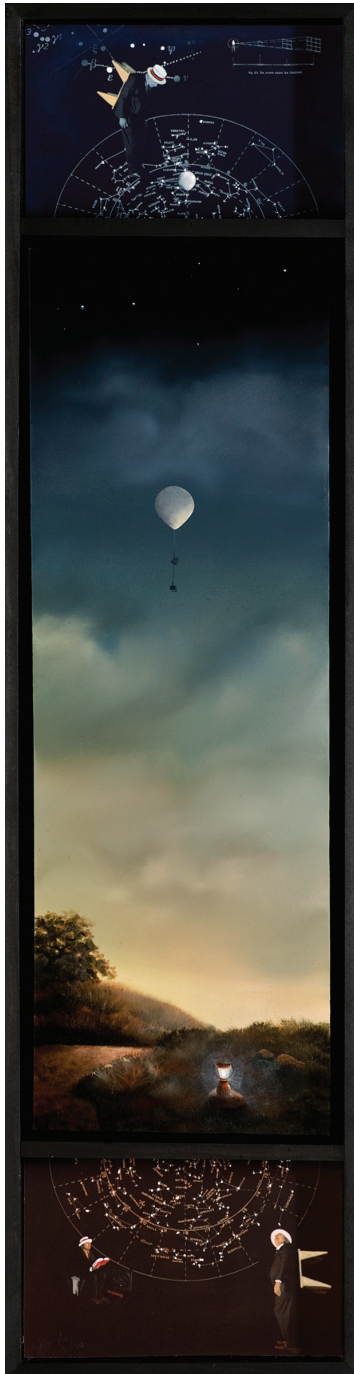
PMF has a history of involvement with the arts in partnership with our funding of prostate cancer research. We are delighted to be able to support local artists by displaying their work in our office. A portion of sales during their artist reception goes to the Peter Michael Foundation.



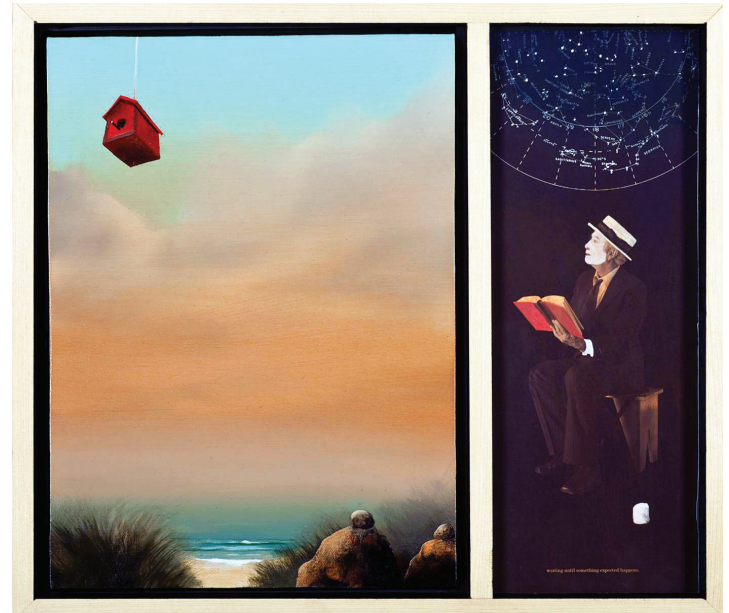
Artist Tom Gehrig

Bay Area artist Tom Gehrig's highly detailed mixed media compositions are whimsical in a surreal sort of way. His work is grounded in science, incorporating fragments of constellations, astronomy, and geometry into beautifully painted scenarios.

Tom Gehrig Fine Art  
25 Timothy Ave.  
San Anselmo, CA 94960  
415-706-5959  
[www.tomgehrig.com](http://www.tomgehrig.com)



Reconnoitering Confusion Hill 14" x 60" Mixed media



Waiting Until Something Expected Happens - Size: 21" x 18" Mixed media



Reconnoitering Site 1 44" x 44" Mixed media

# 2013 Events Calendar

**April 25**

## **Stars & Stripes** Silicon Valley

Chefs **Curtis Di Fede & Tyler Rodde**, *Oenotri*, Napa  
**Military Vehicle Technology Foundation** | Portola Valley, CA

**May 16**

## **Stars** New York

Chef **Nobu Matsuhisa**, *Nobu*, Manhattan  
**Studio 450** | Manhattan

**July 27**

## **Stars** 2013

Chef **Douglas Keane**, *Cyrus*, Healdsburg  
**Peter Michael Winery** | Knights Valley, CA

**October 3**

## **Southern Stars**

Chef **Colin Bedford**, *Ferrington House Restaurant*  
**Ferrington House** | Pittsboro, NC

Please email or call if you want to learn more or need assistance.

**Walter Menzel**, Executive Director – [walter@petermichaelfoundation.org](mailto:walter@petermichaelfoundation.org)

**Jenny Koehler**, Event Manager – [jenny@petermichaelfoundation.org](mailto:jenny@petermichaelfoundation.org)

**Juli Tantum**, Administrative – [juli@petermichaelfoundation.org](mailto:juli@petermichaelfoundation.org)

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