

PETER MICHAEL FOUNDATION

## YEAR IN REVIEW 2010

Dear Friends and Supporters;  
The poet and physician Oliver Wendell Holmes once said,

“THE GREAT THING IN THIS WORLD IS NOT SO MUCH WHERE WE STAND,  
AS IN WHAT DIRECTION WE ARE MOVING.”

The Peter Michael Foundation is moving forward and doing more than meets the eye. This is only possible through the support and involvement of friends like you. As valued investors in our mission, we are accountable to you.

Following are the major accomplishments in summary form for those who only want the headlines. Please read the detail provided in subsequent pages.

- Continued funding of four Peter Michael Postdoctoral Fellows conducting significant prostate cancer research
  - Memorial Sloan-Kettering Cancer Center*
  - Stanford Cancer Center*
  - Helen Diller Family Comprehensive Cancer Center at UCSF*
  - Duke Comprehensive Cancer Center & University of North Carolina School of Medicine*
- Implementation of successful bi-annual Prostate Colloquium co-chaired by Drs. Hedvig Hricak and Peter Scardino of MSKCC who brought together leading radiologists and urologists from around the world
- Formulation of a significant analytical research proposal that, when completed, will shape US public policy to revise treatment protocols for prostate cancer
- Completion of four Hands & Hearts fundraising events with Peter Michael wines and celebrity chefs on the east and west coasts
- Making new Foundation friends through two Peter Michael wine tasting events

What I see and hear in the course of my work gives me great hope for the future. I am deeply grateful for the generosity of our supporters and volunteers, the Michael family, our Boards of Directors and Advisors, and the staffs of the Peter Michael Winery and the Peter Michael Foundation who make this all possible.

Thank you one and all for your support!

Very sincerely,



Walter B. Menzel  
Executive Director

## 2010 YEAR IN REVIEW

The Foundation continues to support innovative translational prostate cancer research around the country. In a separate publication, you will find the status reports on:

Memorial Sloan-Kettering  
MRI imaging research

Stanford Cancer Center photoacoustic  
imaging and treatment research

UCSF Helen Diller Family Comprehensive  
Cancer Center immunotherapy research

Duke Comprehensive Cancer Center and University  
of North Carolina School of Medicine collaborative  
effort in RNA interference strategy research

By design, translational research is intended to translate the results achieved from the research bench to bedside research. This is frequently referred to as bench to bedside research. All of the Foundation's funded research projects are translational and would likely not have been funded by any other source at this early stage. Two of the principal investigators have been able to leverage the four year funding we provided to secure larger grants from other foundations. Dr. Sam Gambhir, Head of Nuclear Medicine and principal investigator of the Stanford research project, calls his work "theranostics"; combining diagnostics with therapy to treat cancer at the cellular level. His research is being generously funded by one family in Los Angeles and has direct applicability to several soft tissue cancers.

In addition to its research, the Foundation is actively seeking ways to inform the public debate and influence public policy on treatment management of prostate cancer. It has been widely reported in the press that

prostate cancer is over-treated in the US. This is due, in part, to the lack of information that men have regarding treatment options available to them today. It is also due to the way the Federal government determines physician compensation standards for various treatment protocols.

The Foundation adheres to a disciplined process of sourcing, vetting, funding and tracking significant, promising research opportunities meeting specific strategic criteria. As a result of our "Best-in-Class" model, we are fortunate to work closely with an exceptionally talented group of physicians, scientists and researchers at leading institutions. Collaboration is the fifth component of our model, both at the micro level in combining Duke and UNC, and at the macro level in assembling the leading international prostate researchers for the Peter Michael Pelican Prostate Colloquium last year.

The Peter Michael Foundation and the Pelican Cancer Foundation, Sir Peter's UK charity, co-sponsored the bi-annual Prostate Cancer Colloquium in mid-2010 in New York. Organized and co-chaired by Dr. Hedvig Hricak, Chief of Radiology, and Dr. Peter Scardino, Chief of Surgery, at Memorial Sloan-Kettering Cancer Center, it was an international discussion that brought together, as one medical journalist said, the "rock stars" of prostate cancer.

The Colloquium was unique in many respects. Most meetings of this type are attended by medical practitioners and researchers in the same field. But our gathering was truly interdisciplinary in scope and attracted an international assemblage of researchers from radiology, urology, oncology and hematology. They were given two subjects - Active Surveillance

*continued on page 6*

## SUPPORTER PROFILE

The Peter Michael Foundation cannot do what it does without the help of a group of talented, passionate and dedicated supporters. This is the first of a series profiling one such valued supporter. Here is the story behind **Barbara White** of Chapel Hill, North Carolina in her own words.

"My involvement was more accidental than calculated; born of conversations and ideas exchanged with the Foundation folks, particularly Walter, at the dinner table – he and I both being from the creative thinking and conceptual world of advertising. Before I knew it, an idea became an

event. We were organizing the Hands & Hearts North Carolina inaugural fundraising dinner at Fearington House and galvanizing support in this area for the Foundation's research goals.

Having Duke and Carolina at my doorstep, knowing a few people involved with these institutions, along with the invaluable support and encouragement of people like

Kip Eaton and Ron Coulson (PMF supporters) and the Foundation staff, all kept me accountable to make the event happen.



Barbara White, Chapel Hill, NC

To answer the inevitable, as a woman, you have 0% chance of being diagnosed with prostate cancer, so why give PMF your time and energy? It's simple. First the relationship just 'happened', but also, I have two sons, two brothers, and a father. And selfishly, PMF is a great organization that makes me feel like a part of their team/family and being directly involved. I realize the small things that I do really matter and make a difference on a potentially global scale, through funding of research which is not restricted by government funded guidelines. We are able to follow science where it leads to discoveries like water following the contours of the land – not science that is restricted by imposed boundaries and impediments. I see the results of programs we fund in real time through direct contact with the doctors and researchers doing the work. The reward of knowing in some small way, some of the things I have the opportunity and privilege of doing through the Foundation, may make something potentially big happen to improve the quality of life for so many, is the ultimate reward."

Barbara runs her own marketing services business, Proforma 20.20 id, and can be reached at: [barbara.white@proforma.com](mailto:barbara.white@proforma.com)



## 2010 SUPPORTERS

### 2010 SUPPORTERS

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### IN KIND SUPPORTERS

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Chef Colin Bedford  
Fearrington House  
Chip Smith & Tina Vaughn  
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Mark Harmon / Calistoga Ranch  
Theresa Chiettini  
Fearrington House  
Ann Colgin / Colgin Cellars  
Dr. Lawrence Fong  
Chef Ken Frank / La Toque  
Dr. Sanjiv Sam Gambhir  
Dr. Daniel George

Paul Hobbs Winery  
Dr. Hedvig Hricak  
Dennis Ivan  
Patrick Meade  
Bonhams & Butterfields  
Peter Michael Winery  
Pride Mountain Winery  
Chef Michel Richard / Citronelle  
Chef Eric Ripert / Le Bernardin  
Scott & Helen Rodde  
Dr. Eric Small  
The Vineyard at Stockcross  
Scott Wolcott  
Wolcott's Restaurant  
Linda McGill / Jewelsmith

### IN MEMORY OF LEON MULTACK

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Memorial Hospital  
Donald & Patricia Higgins  
Thomas & Jonie Hosack  
John & Marti Kopczyk

### IN HONOR OF CHRIS EHRLICH

John & Jennifer McNealey

We wish to take this opportunity to extend our sincere gratitude to **RANDY CLIFTON** for his generous gift to the Peter Michael Foundation in 2009. We failed to list his name in the 2009 year-end report and wish to thank him for his ongoing support, dedication and understanding.

### JOIN US



### STARS 2011

with

**Chef Christopher Kostow**

July 30, 2011

### HANDS & HEARTS SILICON VALLEY

October 3, 2011



# YEAR IN REVIEW

*continued from page 2*

and Focal Therapies - and asked to come to a collective point-of-view on the role of both in current prostate cancer management. The dialog between the disciplines and across the continents has been intense as they move each other forward to the final written consensus paper that will be issued shortly.

Another direct result of the Colloquium has the potential to have a profound effect on the treatment of prostate cancer in the very near term. There has been much written about the overtreatment of prostate cancer among US men and its associated economic and human costs. The Colloquium attendees recommended clinical trials to evaluate active surveillance, various focal therapies and radical prostatectomy. However, in reality, that would take twenty years and require tens of millions of dollars.

An alternative was proposed that would employ the use of quantitative decision modeling and meta-analysis of existing data to evaluate the relative costs and benefits of active surveillance, radiation therapies, and prostatectomy. The results of the meta-analysis can then be used to help shape protocols and physician payment practices as governed by the Centers for Medicare & Medicaid Services. This important project will cost \$500,000 and take two years to complete. But it offers the very real opportunity to make less costly, less invasive, more organ sparing prostate cancer treatments widely available to US men. If you are interested in supporting this initiative, or simply want to hear more, please email Walter at:

**walter@petermichaelfoundation.org.**

*Chef Colin Bedford*

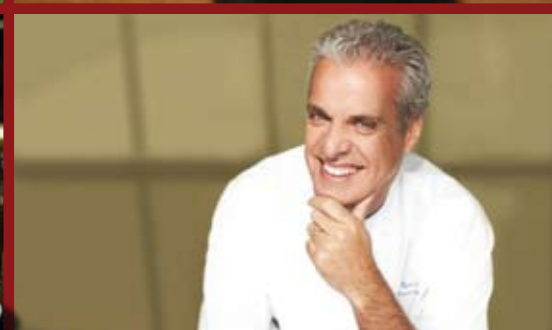


# 2010 FOUNDATION EVENTS



*Stars 2010*

*Chef Michel Richard*



*Chef Eric Ripert*

*Chef Ken Frank*

PETER MICHAEL FOUNDATION

## BOARD OF ADVISORS

The Foundation expresses its gratitude to the Board of Advisors for their invaluable counsel and support.

Mr. Robert C. Bellas, Jr., Venture Capitalist

Dr. Carey A. Cullinane, Oncology Surgeon

Mr. Dean E. Dennis, Attorney

Dr. Carl Goldfischer, Venture Capitalist

Mr. Chris Ehrlich, Venture Capitalist

Mr. Mark MacLennan, Banker

If you know of someone who you believe would be interested in learning more about the Peter Michael Foundation, our events and our work, please email us.

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