



# cancer CAREpoint

Counseling • Assistance • Resources • Education

Hope and help for individuals and families in Silicon Valley whose lives are touched by cancer

Fall 2013

## Expanded Resource Center enhances CARE – Counseling, Assistance, Resources, Education



The beautiful expanded Cancer CAREpoint Resource Center is now open and warmly welcoming anyone in Silicon Valley whose life is touched by cancer.

The space is almost three times larger than Cancer CAREpoint's original suite, and it has many features that enhance the organization's counseling, assistance, resources and education programs.

Visitors enter a lovely reception area, where they receive a friendly greeting from one of Cancer CAREpoint's trained and dedicated volunteers. Located close at hand is the resource library of books and DVDs, and a directory of local resources available for cancer patients, their families and caregivers. [continued on page 2](#)

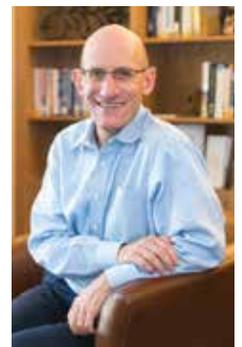
## New Executive Director comes onboard

**Rob Tufel**, MSW, MPH, is the new Executive Director of Cancer CAREpoint. He started his new position in mid August after the Board conducted a comprehensive search for an experienced nonprofit leader with significant background in serving cancer patients.

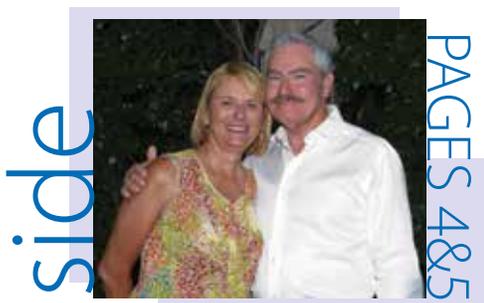
"Rob fulfilled everything we were looking for in an ED," said Board President **Gay Crawford**. "He has the knowledge, skills, experience, commitment and compassion we need to take Cancer CAREpoint to the next level of effectiveness in serving our community."

For more than 20 years, Rob has worked in the health field including serving as Executive Director of the Ben & Catherine Ivy Foundation and the National Brain Tumor Foundation. He also directed the Patient Services Department at the National Brain Tumor Foundation, the Adult Services Department at Jewish Family and Children's Services of the East Bay, and founded the HOPE Project, a unique case management program for HIV affected families with children.

Rob graduated with dual master's degrees in Social Work and Public Health from the University of California, Berkeley, and was the recipient of the Haas-Koshland Memorial Award. He is currently President of the UC Berkeley School of Public Health Alumni Association Board.



**New Executive Director**  
[Learn more about Rob Tufel on page 3](#)



inside

PAGES 4&5

**Carol Bartz** and **Bill Marr** welcomed community leaders to their home in July to support Cancer CAREpoint. See pages 4-5 for photos and details of this very memorable event.

Please join us to celebrate  
"A New Season for CARE"

Open house and ribbon-cutting of the expanded Cancer CAREpoint Resource Center

**Monday, Oct. 7**  
**4:30-7 p.m.**

[Brief program at 5:30 p.m.]

2505 Samaritan Drive,  
Suite 402, San Jose

RSVP by Sept. 30

Sharon@CancerCAREpoint.org or  
408.402.6611

### Also Inside

**Pg 2 - Therapeutic touch, support groups**

**Pg 3 - Client shares her story**

**Pg 6 - Community support**

**Pg 7 - Volunteering, healthy recipe, Oncology Conference**

## Resource Center opening

continued from page 1

Private office space is available for the personalized, one-on-one counseling that is at the center of Cancer CAREpoint's support services. There is also a Patient Services Office large enough to accommodate family members or caregivers who may accompany the patient.

Facing the entry patio is a large multipurpose room with a demonstration kitchen that can be used for nutrition classes, yoga, educational programs and larger group meetings. A smaller, more private conference room is around the corner – perfect for intimate support group meetings and small group activities such as journaling or art therapy.

A therapy room at the end of the corridor can accommodate therapeutic massage, guided imagery or other complementary therapies that need a quiet, contemplative space.



**Jan Willoughby**, Board Secretary, signs the lease for new space for the Resource Center, along with Board President **Gay Crawford** and **Tammy Marozick** of the Samaritan Medical Center.



All staff offices and a volunteer workroom are also located in the Resource Center, centralizing administration for efficiency and convenient access.

"As soon as we began to offer services in 2012 we realized we were going to need additional space to meet the needs of the community," said Board President **Gay Crawford**. "Thanks to the generosity of our donors, we were able to make this investment and expand our scope of services."

Special thanks to **Dan and Mary-Lynn Bainbridge** of **Chateau Construction**, for their \$25,000 contribution to create the expansion of the Cancer CAREpoint Resource Center. Other contributors are **Lisa Kohler**, C.I.D., LEED AP, **Samaritan Medical Center**, **Toeniskoetter Construction, Inc.**, **NetApp** and several local **Rotary** service clubs.



## Studies show therapeutic touch reduces pain, fatigue



**Laurie Warfel**

Therapeutic touch sessions help cancer patients feel deeply relaxed and peaceful.

Multiple research studies conducted by medical professionals around the world have found that therapeutic touch can reduce the pain and fatigue often experienced by cancer patients while undergoing chemotherapy.

In one trial conducted at the University of Minneapolis, it was found that therapeutic touch lowered pain levels, blood pressure, respiratory rate and heart rate as well as

decreasing anxiety and fatigue.

Cancer CAREpoint offers both massage therapy and healing touch to local cancer patients. To schedule an appointment, call 408.402.6611.

## Support groups flourishing at Cancer CAREpoint

In response to clients, Cancer CAREpoint continues to broaden the scope of our support resources, and now offers groups specific to ovarian cancer, breast cancer, caregivers, those with recurrent or metastatic cancers, and post-treatment survivors. Social worker Amy Goldsbury, MSW, who leads most of the groups, reports that participants say the groups are energetic and inspiring.

Cancer CAREpoint is partnering with other organizations to serve the cancer community, including the Leukemia and Lymphoma Society, Look Good...Feel Better through the American Cancer Society, and the advocacy group the Pancreatic Cancer Action Network.

**If you are interested in joining a men's support group or a pancreatic support group, please contact Pam Lehner at [Pam@CancerCAREpoint.org](mailto:Pam@CancerCAREpoint.org) or call 408.402.6284.**

# “I tell everyone I meet about Cancer CAREpoint”



Cancer CAREpoint Executive Director Rob Tufel, center, recently spoke with Mitra Ataie's Delta Airlines co-workers about cancer patients' need for psychosocial services. Delta sponsors many activities worldwide to support cancer organizations.

**Mitra Ataie** didn't know about Cancer CAREpoint when she was first diagnosed with Stage 3 breast cancer in 2011. Nor did she know about it during 18 months of surgery, chemotherapy and radiation when she felt “devastated.”

When her doctor referred her to Cancer CAREpoint after her treatment ended, she considers it “a blessing to have in my life. I absolutely love it and tell everyone I meet about Cancer

“Coming to Cancer CAREpoint gives me a safe place to laugh, to cry, and to say the things I need to say”

CAREpoint. Everyone knows someone with cancer. It's there – so go and use it.”

The customer services representative for Delta Airlines at San Jose Mineta

International Airport had great support from her three grown children, other family and friends during her treatment. “I was overwhelmed by how much people came to help and to see the love,” she said.

It was post treatment when Mitra felt in need of more support. She came to a survivorship class at Cancer CAREpoint and has been an enthusiastic proponent of the organization ever since.

## Emotional shift comes with cancer

“Cancer is really, really scary and chemo and radiation were hard,” she said, adding that she could handle the pain, but it was the emotional shift that comes with cancer that threw her off balance. “You have no choice, you have to do it, you have to fight it. Coming to Cancer CAREpoint gives me a safe place to laugh, to cry, and to say the things I need to say without burdening my family and friends.”

She has high praise for all the staff, volunteers and providers at Cancer CAREpoint but singles out the nutrition team for its helpful information and social worker Amy Goldsbury and her “angel smile” for helping her figure out how to move forward with her life.

“Thank you, Cancer CAREpoint, for giving me such a comfortable place to go for information and to talk,” she said.

# Q&A with Rob Tufel

## Q: What drew you to Cancer CAREpoint?

I was particularly interested in Cancer CAREpoint because it offers the individualized, personal support that is so important when someone is diagnosed with cancer. We can make a measurable impact on cancer patients by providing the best resources and support for that individual.

Cancer CAREpoint is a young, organization with a compelling mission. We are located in the heart of technology innovation, which means we have the opportunity to develop leading-edge programs that truly meet the needs of cancer patients and serve as models to other community-based organizations.

## Q: How has cancer been part of your life?

I don't think I've ever met anyone who has not been touched by cancer – as a patient, family member, friend, or work colleague. Cancer is the great equalizer; it affects everyone whatever your background. No one is prepared for a cancer diagnosis.

Cancer is more than just a medical condition. It has psychological impacts and places extraordinary stress on patients and their families. And the way that stress manifests itself can have a significant impact on the health and quality of life of both patients and caregivers. It is gratifying to work for an organization like Cancer CAREpoint that is helping them cope with this psychological impact.

## Q: What don't most people realize about cancer patients?

When I first started working in this field, the stigma of a cancer diagnosis was immense. People might assume that because cancer is so widely reported now in the media and so many celebrities have come out publicly about their cancer, that the stigma is gone. That is not always the case. There are still many situations where it is extremely difficult for someone to disclose a cancer diagnosis, such as a work setting. Patients are anxious that they will be viewed differently, maybe even as less capable of doing their job.

Many people also don't realize the incredible financial impact of a cancer diagnosis, especially devastating for the uninsured or under insured. It is estimated that out-of-pocket medical expenses average \$35,000 per cancer patient.

## Q: What has impressed you most during your first few weeks on the job?

The Cancer CAREpoint board and staff have a dynamic, “get the job done” attitude that I love! I was instantly struck by the fact that there is a real team approach at this organization as well as incredible passion for our cause. It is my goal to work with that energy and passion to create an even more effective, vibrant organization that offers high quality, needed services that have a measurable impact.

## Q: Why is it important for the community to support Cancer CAREpoint?

It's important because Cancer CAREpoint is the community! The work we do helps to create the kind of place where we want to live. A community that shows compassion for all people confronting cancer –including those with and without resources – is a reflection of a community that cares.

**If you would like to talk more with Rob about Cancer CAREpoint, please contact him at [Rob@CancerCAREpoint.org](mailto:Rob@CancerCAREpoint.org) or 408.402.6282.**

“...there is a real team approach at this organization as well as incredible passion for our cause”

# A day when memories were made and lives of cancer patients changed



Former Autodesk and Yahoo! CEO Carol Bartz encouraged guests to financially support Cancer CAREpoint.

It was an amazing display of compassion to help people in our community whose lives are touched by cancer! The garden party on July 14 at the Atherton estate of Carl Bartz and Bill Marr raised almost \$500,000 for Cancer CAREpoint and underscored that our mission is important.



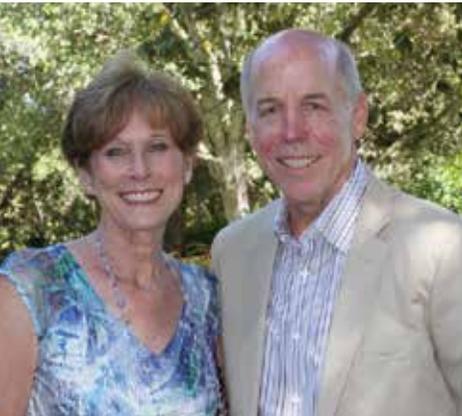
Rick Justice, Debi Justice, Tom Berthold, Janice Berthold



Hugh Leo and G. Mercedes de Luca



The Board of Cancer CAREpoint in front of the donor board that by the end of the afternoon was covered with pledges. Back row: Victor Adint, Todd V. Jones, Eric Eberle, Dr. Kamakshi Zeidler, Steve Koskie, Alex Stuart. Front row: Noelle Henderson, Gay Crawford, Allison Jones Thomson, Karyn Cilker, Judy Chirco.



Noelle and Dave Henderson



Lorry Lokey



John Simmons, Bert George, Dr. George Fisher of Stanford University, and Rose Simmons, Chief Operating Office, American Cancer Society, California Division



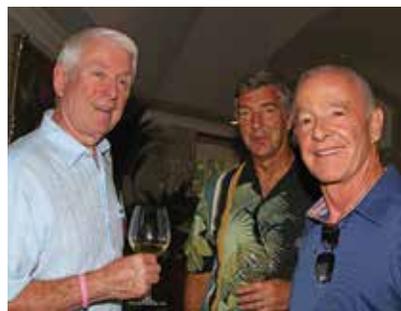
Jan Scott, Bob Scott, Jack Frazer, Liz Cilker, Bill Cilker, Jr.



Giselle Farris, Ray Farris, Judy Butler, Jim Butler



Dawn Schaeffer, Elaine Chambers, Jack Cuthbert, Cisco CEO John Chambers



Randy Willoughby, Robert Christopher, Stan Atwood



Jon Ball, Dan Bainbridge, Paula Ball, Mary-Lynn Bainbridge

# Thank you to the generous individuals and businesses who made the Garden Party such an incredible success

Paul and Jon Ball  
 Carol Bartz and Bill Marr  
 Carolyn Bollinger and Dennis Jarrett  
 The Chambers Family Foundation  
 Chateau Construction/Mary-Lynn and Dan Bainbridge  
 Leila and William H. Cilker, Sr.  
 Lorrie and Jack Cuthbert

Sandi and Jack Frazer  
 Cyndie and Bert George  
 Noelle and Dave Henderson  
 Jerry Houston  
 Debi and Rick Justice  
 Lorry Lokey  
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 Susan Shyu and John Pinkel  
 Stanford Hospitals & Clinics

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 Carol and Robert Wallace  
 Kim and Mike Wasserman  
 Brendon and Kamakshi Zeidler, M.D.

### In Kind Donors

Joseph George Distributors  
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 Dr. Kamakshi Zeidler and Dr. R. Laurence Berkowitz  
  
 Judy Flores and Barb Hutchinson, John Crawford, Monalisa Catering, Von Kamel Catering, Jan and Randy Willoughby, Ecopia Farms/Campbell, Forbes Mill-Los Gatos, Epicurean Exchange Chef Charles Vollmar, California's Great America, Adom Moutafian, John Crawford, Allison and Euan Thomson, Lili Brandt, KRTY/KLIV, the Olive Bar-Campbell, Clareen Dunivin and the Sewing Party of Los Gatos, Cilker Orchards, Ken and Patti Roberts, Anne and Chuck Cummins; also to George Fisher, MD, Paul Gardner, RDM Trio and Laura Marshall Photography – Fun, Fabulous, Family and Pet Portraits.



More than 200 guests explored the estate's acres of gardens and enjoyed a beautiful afternoon of warm hospitality



Ken and Ellen McLaughlin



Libie Cilker, Eric Eberle, Jim Cilker of Pine Cone Lumber



Linda and Ken Raasch



Board member Kamakshi Zeidler, M.D. posted pledge ribbons as donors stepped forward to support the expansion of Cancer CAREpoint's Resource Center

# Community support for Cancer CAREpoint continues to grow

*Thank you for believing in our mission*

## NetApp team builds playhouses to benefit Cancer CAREpoint



The entire NetApp group and the two playhouses built in one day.

An enthusiastic and hard-working group of NetApp employees built and painted charming playhouses for auction at the "Giddy Up at Nestldown" event to benefit Cancer CAREpoint. The event is being organized by the Live Love Laugh Project that was started four years ago by a local group of women who lost a friend, **Andrea Fisher**, to oral cancer.

"NetApp employees are some of the most philanthropic and generous individuals I have ever worked with," said **Todd V. Jones**, Senior Director, Global Sales Productivity at NetApp and a Cancer CAREpoint board member. "As a company we encourage all of our employees to give back both financially and through various volunteer opportunities. This project was especially exciting as it allowed us to give back to our local community."



From left: **Laurie Weiss**, organizer of the Giddy Up at Nestldown event; **Rob Tufel**, executive director of Cancer CAREpoint; **Mercedes Adams**, Guiding Coalition, Global Field Operations for NetApp; and **Sandi Frazer**, community events liaison for Cancer CAREpoint.

"It's great to see a partnership like this between a corporation and a community group, and to know that everyone involved sees the value of the services we provide at Cancer CAREpoint, said **Sandi Frazer**, community events liaison. According to "Giddy Up" organizer **Laurie Weiss**, the group hopes to raise \$50,000 to support the multipurpose room that can be used for cooking and nutrition classes, stress management and education classes.



NetApp employees paint colorful designs on playhouse walls.



One NetApp team and a finished playhouse.

## Beautiful display



A volunteer committee headed by **Susie Brain** is representing Cancer CAREpoint at health fairs and community events, and the group needed some way to highlight the Cancer CAREpoint logo. To the rescue came **Loretta Keller** from Image Expressions who created a beautiful tablecloth using embroidery and fabric ribbons and letters. Thank you, Loretta, for sharing your talent and providing us with this distinctive display piece.

## ParTee Classic



One year and one day after losing her mom to cancer, **Kelly Regnier Dippel** proudly presents a check for \$4,500 to **Sandi Frazer** of Cancer CAREpoint, the proceeds from the Par-Tee Classic golf tournament.

## Dedicated sewing



If there was a Guinness Record for the most snuggle blankets created for cancer patients, **Carolyn Buehner** would surely be near the top. To date, she has sewn 215 blankets for use by cancer patients while they are undergoing chemotherapy. The comfy fleece spreads keep patients warm and wrap them in the loving care of the community.

## Wipeout Cancer Sports Day involves hundreds

**Caroline "Liner" Lee** has much to be proud of – athletic achievements ... winner of the TV reality show Wipeout ... Stage IV colon cancer survivor. She has combined all of these life experiences into Wipeout Cancer, an event that uses sports to raise money for cancer organizations.

This year's Sports Day generated a donation of \$11,500 to Cancer CAREpoint to help fund the services that Caroline found so helpful during her own cancer journey. More than 500



Organizers of the Wipeout Cancer 2013 Sports Day for Charity included, from left, **Gil Chan, Rob Lew, Lisa Lew, Mabelle Artz, Caroline Liner Lee, Kelly Lo, and Andrew Choy**.

local residents participated in Sports Day on July 27, playing grass volleyball, bicycling and completing obstacle courses for ages 4-12.

During her six plus rounds of chemotherapy, Caroline turned to Cancer CAREpoint nutritionists for advice specific to her active lifestyle, cancer, and "limited kitchen abilities." She met with them one-on-one and attended cooking classes.

"Cancer is a scary word and a frightening diagnosis. It brings about sadness, anxiety, and fear. It challenges and consumes you, your family, your friends, your colleagues, and everyone around you. Yet it is also a gift. It brings the gift of knowledge, friendships, and strength. It helps you prioritize your life and focus on what's important to you," Caroline wrote on the Wipeout Cancer website.

# Volunteer considers it a privilege to serve

Every Tuesday, **Carleen Carver** makes the one-hour drive from Livermore to the Cancer CAREpoint Resource Center to volunteer as the front office receptionist. Instead of complaining



Cancer CAREpoint volunteer  
Carleen Carver

about traffic, Carleen likes to talk about “what a wonderful privilege it is to be part of this organization and to help people on their cancer journeys.”

The retired HP human resources manager has a lifelong commitment to volunteering, including four

missions for her church to Africa and Poland. But her experience at Cancer CAREpoint has touched her heart in a special way.

“We sometimes have people just walk in who don’t know exactly what they are looking for, but know they need help. Somehow they’ve heard about Cancer CAREpoint and they come hoping to find help for themselves or their loved ones,” she said. “It’s a time to meet them where they are and to guide them to the resources we have available.”

Carleen said she enjoys working with staff and feeling the positive vibe in the Resource Center, such as the “amazing amount of laughter” that drifts out from the breast cancer support group that meets when she is on duty.

“Who would think that a cancer group would have laughter, but these women have made real friendships and focus on the positive,” she said.

“I’ve always told my family and friends that you get much more back as a volunteer than you ever possibly put into it,” Carleen said. “That could not be more true as a volunteer for Cancer CAREpoint.”

**Interesting in volunteering at Cancer CAREpoint? Contact Sheryl Brown at Sheryl@CancerCAREpoint.org or call 408-402-6611. For more information about volunteer opportunities make sure to visit our website at CancerCAREpoint.org.**

## If cancer is in your life, Cancer CAREpoint is here to help

Counseling	Assistance	Resources	Education
<p><b>“My cancer diagnosis brought on an Emotional Emergency for me and my family. We cannot do this alone.”</b></p> <ul style="list-style-type: none"> <li>Counseling sessions with social worker</li> <li>Journaling</li> <li>Art therapy</li> <li>One-on-one nutrition consults</li> <li>Availability for phone call and email questions and concerns</li> </ul>	<p><b>“I have so many questions and needs. My time with my doctor is limited. Who can help me?”</b></p> <ul style="list-style-type: none"> <li>Support groups for different types of cancer</li> <li>Stress reduction through guided imagery</li> <li>Healing touch</li> <li>Therapeutic massage</li> <li>Caregivers support</li> <li>Dealing with recurrence</li> </ul>	<p><b>“I know there must be places and people to help me, but I don’t have the energy or time to find them.”</b></p> <ul style="list-style-type: none"> <li>Connections to local nonprofit organizations and government agencies</li> <li>Information on providers</li> <li>Networking</li> <li>Database of trusted resources</li> </ul>	<p><b>“Cancer has a whole different vocabulary to be learned. I feel overwhelmed by so much information.”</b></p> <ul style="list-style-type: none"> <li>Nutrition workshops</li> <li>Lymphedema programs</li> <li>Yoga for wellness</li> <li>Doc Talks</li> <li>Spirituality and health</li> <li>Survivorship tools</li> </ul>
<p>Visit <a href="http://CancerCAREpoint.org">CancerCAREpoint.org</a> for a schedule of program days and times.</p>			

## Oncology Conference addresses survivor issues

Cancer CAREpoint social worker **Amy Goldsbury** attended the 2013 **Association of Oncology Social Workers (AOSW)** Conference along with more than 500 social workers from throughout the U.S. She attended 14 sessions focused on a variety of topics including distress screening, cancer and body image, mentorship, and cognitive dysfunction after cancer treatment.

Of particular interest were the sessions on survivorship, which is a big issue for our clients. Often at the end of treatment, patients are surprised to find how many difficult issues become apparent. Families and friends think the patient is “done with cancer,” but the survivor still has to adjust to a “new normal.”

“This is a complex issue,” said Amy, “but one that can be lessened by giving clients information and some practical tools for how to make the adjustment. Talking with others who are going through a similar situation and having your feelings validated helps to begin the healing process.”

**Contact Amy@CancerCAREpoint.org or 408.402.6611 for information on the survivorship group.**

## Immune Boosting Beans

Nutritionist **Nancy Birang** BS, MT, NC says that white beans are a great source of fiber that keeps the digestive system and the immune system strong and balanced. Cancer patients need to build their immune system since they are more susceptible to infection.



- 2 c cooked white beans, rinsed and drained
- 1 c cucumber, diced (can peel and seed)
- ½ bulb fennel, super-thinly sliced
- 2 fresh tomatoes, diced (including juices)

- 3 stalks celery, diced
- 1 bunch Italian flat-leaf parsley, rough chopped
- ½ bunch dill
- a few celery leaves (use the inside white tender leaves)
- ½ lemon squeezed over the top
- a few glugs of extra virgin olive oil
- a few glugs of good sherry wine vinegar or your favorite
- salt & pepper, to taste

Combine all ingredients in a bowl. Taste and season. Serves 2-4.



An independent 501 (c) (3) nonprofit organization. Tax ID#27-3029691

**Cancer CAREpoint  
Resource Center  
2505 Samaritan Dr., Suite 402  
San Jose, CA 95124**

**Main Office  
408.402.6611**

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- Kamakshi Zeidler, M.D.
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- Pam Lehner, Patient Services Director
- Amy Goldsbury, MSW, Social Worker
- Sheryl Brown, Program Coordinator
- Sharon Luebbe, Administrative Assistant

**Mission**

**Cancer CAREpoint is dedicated to transforming support for cancer patients, families and caregivers in Silicon Valley through personalized one-on-one counseling, assistance, resources and education.**



Photo Credits: Carl Cilker, Laura Marshall  
Printing provided by Arcadia Graphix

[CancerCAREpoint.org](http://CancerCAREpoint.org)



**Marchessa presided over the Cancer CAREpoint Garden Party.**

To see who else enjoyed the gracious hospitality of Carol Bartz and Bill Marr, see pages 4-5.

## President's Column



Gay Crawford  
President, Board of Directors

**By Gay Crawford**

This fall is the fourth anniversary of the early conversations about the needs of cancer patients in our community that led to the formation of Cancer

CAREpoint. I don't think that any of us who first talked about a vision for raising the bar on cancer care in Silicon Valley ever expected that we would form a new nonprofit organization that would capture the hearts of so many people in our region.

Author Michael Korda once said that "one way to keep momentum going is to have constantly greater goals." That is so true for Cancer CAREpoint. Initially, our objective was to identify community leaders and early investors who were willing to share their experience, talents, skills and resources to move our vision from concept to reality.

Then we set our sights on hiring highly-qualified staff and beginning the delivery of services. As soon as we opened our doors, cancer patients and their families and caregivers found us and eagerly accepted the help and hope we offered them during one of the most stressful, upheaval periods of their lives.

But the success of Cancer CAREpoint is not just a story about a program, the number of people it serves, or the generosity of its donors. It is a reflection of the best side of human nature – the kindness and compassion of individuals who can empathize with what cancer patients and those around them experience during diagnosis, treatment and survivorship.

No one ever wants to hear a doctor say "You've got cancer." And anyone who has heard those fateful words knows that life will never be the same. Knowing that you, as a cancer patient, are surrounded and supported by the

community through the darkest, most confusing and anxiety-filled days is an incredible gift.

As you read through this issue of our newsletter, you will see example after example of how

individuals, families, clubs, businesses, foundations, and others are stepping forward to be part of Cancer CAREpoint. Their understanding and commitment is impressive.

I hope to see you on October 7th when we celebrate "A New Season for CARE." It will be a wonderful opportunity to thank you for all that you have done to help make Cancer CAREpoint what it is today. The last four years went by in a flash and I can't wait to see what the next four years will bring.

*Gay*