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"Ovar" come the silence for Ovarian Cancer Awareness

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Weekly Log

September 17, 2012-September 23, 2012

Tasks and Responsibilities Completed:

Set up a meeting with my supervisor, Dr. James Lewis, for the event, and discussed what I wanted to get out of the time working on the Event Practicum.

Meetings and Activities Observed:

What is it going to take to plan an event to raise awareness for Ovarian Cancer?

Comments:

Dr. Lewis is a great person, and I am glad he is the one who is going to help me along with this event/internship.

Weekly Log

September 24, 2012-September 30, 2012

Tasks and Responsibilities Completed:

Meet with Dr. Lewis to outline what the ultimate goal(s) I want to get out of the event, how do I achieve this goal, and do research about Ovarian Cancer.

My Goals:

- Have an event to raise awareness for Ovarian Cancer because my mom passed of the awful disease
- Educate not only women, but men, on the symptoms of Ovarian Cancer because the disease is hard to catch
- Work with the West Michigan Cancer Center (WMCC) and the American Cancer Society
- Plan a “fun run,” and just focus on awareness instead of a race

How to achieve my goals:

- Do research on the causes of Ovarian Cancer, and partner with the WMCC to acquire more research and resources.

Research Found:

Symptoms of ovarian cancer are not specific to the disease, and they often mimic those of many other more-common conditions, including digestive and bladder problems.

When ovarian cancer symptoms are present, they tend to be persistent and worsen with time. Signs and symptoms of ovarian cancer may include:

- Abdominal pressure, fullness, swelling or bloating
- Pelvic discomfort or pain
- Persistent indigestion, gas or nausea
- Changes in bowel habits, such as constipation
- Changes in bladder habits, including a frequent need to urinate
- Loss of appetite or quickly feeling full
- Increased abdominal girth or clothes fitting tighter around your waist
- A persistent lack of energy
- Low back pain

(<http://www.mayoclinic.com/health/ovarian-cancer/DS00293/DSECTION=symptoms>)

Diagnosis

If you have a symptom that suggests ovarian cancer, your doctor must find out whether it is due to cancer or to some other cause. Your doctor may ask about your personal and family medical history.

You may have one or more of the following tests. Your doctor can explain more about each test:

- **Physical exam:** Your doctor checks general signs of health. Your doctor may press on your abdomen to check for tumors or an abnormal buildup of fluid (ascites). A sample of fluid can be taken to look for ovarian cancer cells.
- **Pelvic exam:** Your doctor feels the ovaries and nearby organs for lumps or other changes in their shape or size. A Pap test is part of a normal pelvic exam, but it is not used to collect ovarian cells. The Pap test detects cervical cancer. The Pap test is not used to diagnose ovarian cancer.
- **Blood tests:** Your doctor may order blood tests. The lab may check the level of several substances, including CA-125. CA-125 is a substance found on the surface of ovarian cancer cells and on some normal tissues. A high CA-125 level could be a sign of cancer or other conditions. The CA-125 test is not used alone to diagnose ovarian cancer. This test is approved by the Food and Drug Administration for monitoring a woman's response to ovarian cancer treatment and for detecting its return after treatment.
- **Ultrasound:** The ultrasound device uses sound waves that people cannot hear. The device aims sound waves at organs inside the pelvis. The waves bounce off the organs. A computer creates a picture from the echoes. The picture may show an ovarian tumor. For a better view of the ovaries, the device may be inserted into the vagina (transvaginal ultrasound).
- **Biopsy:** A biopsy is the removal of tissue or fluid to look for cancer cells. Based on the results of the blood tests and ultrasound, your doctor may suggest surgery (a laparotomy) to remove tissue and fluid from the pelvis and abdomen. Surgery is usually needed to diagnose ovarian cancer. To learn more about surgery, see the "Treatment" section.

Although most women have a laparotomy for diagnosis, some women have a procedure known as laparoscopy. The doctor inserts a thin, lighted tube (a laparoscope) through a small incision in the abdomen. Laparoscopy may be used to remove a small, benign cyst or an early ovarian cancer. It may also be used to learn whether cancer has spread.

A pathologist uses a microscope to look for cancer cells in the tissue or fluid. If ovarian cancer cells are found, the pathologist describes the grade of the cells. Grades 1, 2, and 3 describe how abnormal the cancer cells look. Grade 1 cancer cells are not as likely as to grow and spread as grade 3 cells.

(http://www.medicinenet.com/ovarian_cancer/page2.htm)

Meetings and Activities Observed:

Have to put a lot of research into Ovarian Cancer to get education and awareness out there.

Comments:

Dr. Lewis is very positive about getting awareness out there, and is very passionate about helping me with Ovarian Cancer Awareness, because I am so passionate about it.

Weekly Log

October 8, 2012-October 14, 2012

Tasks and Responsibilities Completed:

- Called the American Cancer Society to set up a meeting about the event
- Called the WMCC, Contact being Grace, at 269.373.7466 to set up a meeting about the event

Meetings and Activities Observed:

It is better to set up meetings too far in advance than too late.

Comments:

None this week.

Weekly Log

October 29, 2012-November 4, 2012

Tasks and Responsibilities Completed:

- Met with Deb Droppers (Event Coordinator for City of Kalamazoo) do discuss what I wanted to talk about with Dr. Anna Hoekstra (OBGYN Doctor) on Wednesday, October 31, 2012.
- Hit on the following topics with the meeting with Dr. Anna Hoekstra:
 - Is West Michigan Cancer Center (WMCC) willing to host event there?
 - Announcement is WMCC newsletter to get families involved?
 - Who to contact at the American Cancer Society, and how to get the involved?\
 - Do WHO, WHAT, WHEN, WHERE, WHY
 - Who are the stakeholders?
 - What organizations in addition to the WMCC to reach out to?
 - Timed race items-Gazelle Sports
- Meeting with Dr. Hoekstra:
 - There is not a support group for Ovarian Cancer survivors, due to there are not many, so this event would be a perfect start
 - Contact Samantha Rowland, WMCC Social Services
 - Ask for participants who go to WMCC for care
 - Focus on awareness for people with the symptoms
 - Speaker at event being Dr. Hoekstra or Julie
 - Ad on Channel 3 in the Local Events section
 - Contact Lynne Emons, Marketing Director 269.384.8624
 - Possible billboard outside of WMCC

Meetings and Activities Observed:

Planning an event is going to take a lot of work, but having the right contacts is the perfect way to start.

Comments:

It was really cool to be able to meet with my mom's doctor who helped her through Ovarian Cancer and have her support me with an awareness event!

Weekly Log

November 5, 2012-November 11, 2012

Tasks and Responsibilities Completed:

After meeting with Dr. Hoekstra, she contacted the WMCC CEO, James Mirro, and the Marketing Manager, Lynne Emons to set up a meeting to talk about the event and what my goals are!

Meetings and Activities Observed:

It takes a long time to get a hold of upper management in a company like the WMCC.

Comments:

The event is slowly coming together! Baby steps are key!

Weekly Log

November 12, 2012-November 18, 2012

Tasks and Responsibilities Completed:

- Met with Dr. Lewis to discuss how the meeting with Dr. Hoekstra went ,what items we talked about, and what are the next steps to take.
- Discussed planning the event on the Kalamazoo River Valley Trail, and contact Kyle Lewis to discuss the event (set up a meeting with in the next couple weeks).

Next steps to take:

- Email Kyle Lewis with the Kalamazoo River Valley Trail about having event on the trail.
- Follow up with emails from WMCC CEO, James Mirro, and Marketing Manager, Lynne Emons.
- When the date is set for the meeting with WMCC, have a WHO?, WHAT?, WHEN?, WHERE?, WHY?, and SWOT analysis completed to show and explain to them

Meetings and Activities Observed:

Always be prepared for meetings! It is better to be over prepared than under prepared.

Comments:

None this week.

Weekly Log

November 26, 2012-December 2, 2012

Tasks and Responsibilities Completed:

Monday, November 26, 2012→ Meeting with Dr. Lewis and Kyle Lewis from the Kalamazoo River Valley Trail

Information for the Meeting:

Event: A 5k run/walk to help gain awareness for ovarian cancer. Since not that many people know how serious ovarian cancer is, I want to inform as many people as I can, since I have been affected personally! I think this event will be a good marketing tool to help get facts about ovarian cancer out there to those who may be affected or to those family members who may be affected.

Mission: To raise awareness and promote education about ovarian cancer to not only women, but men, on the symptoms of ovarian cancer

Goals:

- Gain awareness for ovarian cancer in the community because hardly anyone knows about it
- Have a “catchy” slogan/catch phrase for ovarian cancer, just like breast cancer has
- Have a booth at Bronco Bash so students can be informed about ovarian cancer and event
- Have WMCC (Dr. Hoekstra and Dr. ____) give a brief speech (5 min) about ovarian cancer and its severity before the run/walk starts
- Have an AWESOME turnout at the event
- Maintain this event for years to come

Agenda:

1. Date and Time: September 2013-Sunday Morning (September 22 or 29) at 11:00 am
2. Place of event: Start at WMCC and continue on the Kalamazoo River Valley Trail
3. Volunteers: Dr. Lewis’s Class, AOII (my sorority), my family
4. Fundraising/Sponsorships:
 - All the money that is raised goes to ovarian cancer, NO DOUBT!

- Fundraising by selling shirts, bracelets, etc.
 - Sponsorships to Local businesses-State Farm (Kellie Fry), Imperial Beverage (Ashley Cekola), Chinn Chinn (Me), Main St. Pub (Me)
5. Support: I will have support from my family, AOII, and then those who have been effected by ovarian cancer (in WMCC newsletter), those who like to run
 6. Entry Fee: Includes a shirt and information on ovarian cancer
 7. Liability issues

Notes from meeting with Dr. Lewis and Kyle Lewis from the Kalamazoo River Valley Trail:

- Start the “fun run” at the WMCC or Markin Glen Park and then loop around to end at the WMCC
- Road closing (which will cost a lot of \$\$), police (need cones, volunteers will set up)→ Contact Deb Droppers
- We have the people, just need the professional guidance
- Have volunteers at crosswalks
- Start the event midafternoon so parking will not be a problem
- Come up with slogans for the event
- Dr. Lewis’s class will take care of the publicity
- WMCC for funding
- Class, recreation club, and myself will work with the marketing director from WMCC
- Article in the KRVT newsletter goes to citizens within 5-7 miles of the trail
- Liability
 - Provide EMS services
 - Athletic trainer?
 - Ambulance?
- Have an entry fee of \$10
- Contact Deb for:
 - Her special events classes attend the event→class requirement
- Funding from the LHC scholarship
- Kyle Lewis→ contact the Kalamazoo Gazette
- How to incorporate the American Cancer Society
- How to tell the city about the event?

Tuesday, November 27, 2012 → Meeting with the WMCC: CEO, James Mirro, Marketing Manager, Lynne Emons, Director of Development, Jessica Hermann-Wilmarth, Director of Social Services, Samantha Rowland, Volunteer Coordinator, Sue Isaacson, OBGYN Doctor, Anna Hoekstra

Information for the Meeting:

Who?

I am working side by side with Dr. James Lewis, with the department of HPHE at Western Michigan University (he is my mentor for this project). Also, working side by side with Kyle Lewis from the Kalamazoo Recreation Department and the Kalamazoo

River Valley Trail. I am looking to work with WMCC, possibly American Cancer Society, to help plan and coordinate this event.

The target market that I am looking to target is women of all ages and then even families. This event is a family run/walk where moms and dads can bring their kids in strollers and just have a good time and be educated at the same time!

Working side by side with WMCC, I would hope to reach out to those who have been affected by ovarian cancer in the past and have then come out to the event and participate because it is dear to their heart.

What?

This proposed event is for my Lee Honors College Senior Thesis.

A senior thesis is an opportunity to demonstrate to myself and others the knowledge and skills I have developed during my undergraduate studies and honors experience. The general purpose of the thesis is to create a capstone work that reflects the expertise I have developed in my major/minor field of study or interest (since my minor is event management, I thought this would be perfect!). Historically, the thesis has been considered a traditional research project. It is still the case that a majority of students follow this format and produce a research oriented paper that ranges from 20-40 pages. I am not a traditional student who is going to sit down and write a 40 page research paper. I feel like planning and executing an event that helps raise awareness for ovarian cancer, with approximately a 10 page research paper, will have more effect on the community than just a 40 page paper.

I am planning a fun 5k run/walk to help gain awareness for ovarian cancer. Since not that many people know how serious ovarian cancer is, I want to inform as many people as I can, since I have been affected personally! I think this event will be a good marketing tool to help get facts about ovarian cancer out there to those who may be affected or to those family members who may be affected.

When?

Sunday, September 22, 2013 or Sunday September 29, 2013, since September is National Ovarian Cancer Awareness Month.

Where?

Kalamazoo River Valley Trail and work side by side with the WMCC (if allowed).

Why/Purpose?

I have been affected by Ovarian Cancer myself with losing my mom to this disease. She started to have pain and become uncomfortable 7 months prior to being diagnosed. Ovarian cancer is very hard to diagnose because there really aren't that many tests that can determine ovarian cancer compared to breast cancer. I really want women and families to know what the signs and symptoms of ovarian cancer are, so doctors can catch the disease early instead of it being too late. Overall, I just want to inform the

community on what precautions to take and get the color TEAL out there instead of just pink!

SWOT Analysis

Strengths:

- Working side with well-known organizations such as WMCC, ACS, and Kalamazoo Recreation Department, Kalamazoo River Valley Trail
- There are not really any events that focus on ovarian cancer, so to start one could possibly lead into an annual event
- Being from Kalamazoo, I know of people who would come out and support because they know my family and know my mother

Weaknesses:

- First time doing event, so there may not be a good turnout, and some aspects of the event may not turn out as planned
- People not knowing about ovarian cancer or someone affected by it and do not want to participate
- September is so close to October which is National Breast Cancer Month

Opportunities:

- This event could be a HUGE hit and lead into something that people love and want to be a part of annually
- Meeting new people within different professional organizations

Threats:

- Breast cancer is so well known among the nation, and people may think ovarian cancer is not that big of deal
- Different organizations not willing to work with this event

Stakeholders:

WMCC

Kalamazoo Recreation Department, Kalamazoo River Valley Trail
Western Michigan University (students, faculty, staff)
American Cancer Society

Notes from meeting with WMCC:

- Just from the WMCC to KRVV is about 1.7 miles

- Instead of starting at the WMCC, start at the Food Coop so it would be more equivalent to a 5k
- Need to contact the survivors
- Start event, and meetings locally
- Reach out to RSO's on WMU campus: College's Against Cancer and Pretty in Pink
- Volunteers from the WMCC and AOII
- Who would work with you? Example: Co-Chairs
- Base the entry fee on the budget
- Contact the Kalamazoo Running Club, which is largest in the United States.
 - Have the event be timed because there will be a better turn out
- Do fundraisers on WMU campus (flagpoles) to raise money for initial costs
- Message to the general public:
 - Symptoms
 - Preventative measures
- Issues CEO Dr. Mirro has:
 - The disease is 75% fatal
 - This is going to be an uphill battle because how deadly the disease is
 - American Cancer Society will volunteer to get the work out via a program and rely communication
 - Ovarian Cancer is shadowed by Breast Cancer→PINK
 - Commitment from identity into tomorrow
 - Have to start planning asap
 - Issue being in the month of September, getting commitment from people because October is huge with Breast Cancer Awareness month
- Next step to take: WMCC will have an internal discussion to see how much help and support they can provide, and will get back with me.

Meetings and Activities Observed:

- Did not realize how much liability planning and execution goes into planning my own event.
- The WMCC did not seem fully behind me with the event because it takes 3-5 years to actually get an event established, and since Ovarian Cancer is such a deadly disease, it is hard to find survivors.

Comments:

- The meeting with Dr. Lewis and Kyle Lewis well prepared me for the meeting with the WMCC.
- I am thinking about taking a different route because the meeting with the WMCC did not go as planned and they did not seem to be fully behind the event and the purpose

Weekly Log

December 3, 2012-December 9, 2012

Tasks and Responsibilities Completed:

Meeting with Dr. Lewis:

- The problem WMCC CEO, James Mirro, had is the symptoms of Ovarian Cancer are deadly.
 - We have to look at the fact we have breast and prostate cancer in the month of October which already have huge campaigns
 - How many people are we looking at to attend the event?
 - A lot of people die with Ovarian Cancer, so there is not a huge “customer base” for survivors, like there is with breast cancer
- There has to be some way to raise awareness for Ovarian Cancer!
- Is there a way to combine Ovarian Cancer Awareness with another event or awareness, maybe Breast Cancer?
- Maybe combine the with the Fall Color Cruise which takes place in the fall
 - Part of the event would go towards Ovarian Cancer
 - Have a portion of the event be teal
 - Bike Cruise and Ovarian Cancer awareness kind of like the Jingle Bell Run how it is for the Arthritis Foundation
 - Family event so raise awareness to not only the women, but the families
 - Stress Ovarian Cancer and how it can affect your mother
- Do background research on Ovarian Cancer and what we can do
- NOW: the Fall Color Cruise is an established event and have Ovarian Cancer be a part of that
- Forget about starting a new event, do Ovarian Cancer Awareness with an already established event
 - Add additional resources to what is already there with the Fall Color Cruise

Meetings and Activities Observed:

Taking a different spin on the idea of my own event to raise awareness with an already established event!

Comments:

Prior to this meeting with Dr. Lewis, I was very down because I thought my dream of planning an event to raise awareness for Ovarian Cancer was shot down after the meeting with the WMCC. He reassured me we can make this happen with partnering with an already established event will work perfect!

Weekly Log

January 7, 2013-January 13, 2013

Tasks and Responsibilities Completed:

Catching up on emails with the WMCC, Dr. Lewis, and Kyle Lewis from the Kalamazoo River Valley Trail

Meetings and Activities Observed:

None this week.

Comments:

None this week.

Weekly Log

January 14, 2013-January 20, 2013

Meeting with Dr. Lewis:

- Is there anything else we can do as far as an event?
 - Education day
 - Keep with an event but have a different spin. For example: date party, auction dinner, etc.
 - Polar Plunge
 - Habit for Humanity sleeping outside
 - October bike cruise/walk for Ovarian Cancer
- Let's Start:
 - Piggy backing on another event
 - Prepare to say it is going to be a separate event
- How are we going to expose Ovarian Cancer?
 - Bring publicity to Ovarian Cancer
 - What can we do at the Fall Color Cruise to educate people about Ovarian Cancer? → Ovarian Cancer stand, everyone get a teal bracelet, teal folder, and teal shirt.

Meetings and Activities Observed:

Event is progressing on. Outcome looks a lot better than what I thought!!

Comments:

Next meeting with Dr. Lewis: Tuesday, January 22, 2013

Weekly Log

January 21, 2013-January 27, 2013

Tasks and Responsibilities Completed:

PICK AN EVENT AND GO WITH IT!!!

Meeting with Dr. Lewis:

- The event we decided is the Fall Color Cruise on the Kalamazoo River Valley Trail and Kyle Lewis who works for the Kalamazoo River Valley Trail said it was a go!
- Items for the Fall Color Cruise:
 - Have an informational table for Ovarian Cancer right by registration
 - Tents for registration and Ovarian Cancer items
 - Fun games, face painting, raffle prizes
 - Bike flags for the children
 - Possibly have WMCC there to help promote with their banner on the table, and pamphlets about Ovarian Cancer
 - Make the bike cruise a teal bike cruise with a cool/unique slogan
 - Teal shirts and on the back have the slogan
 - Race numbers in teal
 - Bike flags in teal
 - Everyone who registers gets a teal bracelet
 - Offer people to walk/stride for the cure of Ovarian Cancer. For those people, offer something special like a car magnet
 - Associate the event with healthy living
 - Have the Fall Color Cruise at Bronco Bash to market not only the cruise but Ovarian Cancer Awareness
- Other Ideas:
 - Event just like the WMU Greek Life Sandy Hook event: raise money for Ovarian Cancer and sell tshirts, flowers, etc
 - Ask Dr. Hoekstra what most people with Ovarian Cancer like?
 - Education event at Bronson Park?

Meetings and Activities Observed:

We are going to stick with partnering with the Fall Color Cruise and just add Ovarian Cancer Awareness to an already established event! ☺

Comments:

Slowly but surely my dream of planning an event for Ovarian Cancer is coming together!!

Weekly Log

February 25, 2013-March 3, 2013

Tasks and Responsibilities Completed:

Meeting with Dr. Lewis:

- Research the Fall Color Cruise, which the past 4 years has taken place in October
- Keep the WMCC up to date with what we have decided
- How do I want Ovarian Cancer to mesh with the Fall Color Cruise>
- In mid-April, visit Dr. Lewis's class (MWF 1pm-2pm)
- Come up with a schedule to meet over the summer either in Dr. Lewis's office or University Roadhouse
- How can we get the entire community apart of the event?
 - Wellness with WMU
 - Bronco Bash
- Logistics for the planning of the event:
 - Meetings end of April
 - Meetings over Summer
 - Meeting before school starts in September

Over Spring Break (being the next week): FOCUS ON RESEARCH OF OVARIAN CANCER!

Meetings and Activities Observed:

Dr. Lewis's class is a big part of planning the event. Utilizing the class is going to help a lot with the general planning and the logistics of the event.

Comments:

Focus on Ovarian Cancer research the next couple weeks.

Weekly Log

March 4, 2013-March 10, 2013 (Spring Break)

Tasks and Responsibilities Completed:

- Conduct research on Ovarian Cancer.
- What do I want to inform the public on about Ovarian Cancer?
 - Signs and symptoms
 - How deadly the disease is
 - What preventative measures to take

Some research found:

- As stated by Teal's the Deal Foundation in 2013, 1 in 55 women will develop Ovarian Cancer in their lifetime.
- Signs and symptoms based on medical information from the National Ovarian Cancer Coalition include bloating of the abdominal region, pelvic/abdominal pain, and trouble eating or feeling full quickly, and the feeling the need to urinate urgently or often.
- The Ovarian Cancer National Alliance stated this year that Ovarian Cancer is the 5th cause of cancer related deaths in women, and is the 1st cause of gynecologic cancer deaths.
- In comparing Ovarian Cancer and Breast Cancer, the American Cancer Society stated that in 2013, 22,000 new cases of Ovarian Cancer will be diagnosed, and 14,000 women will pass; this being about a 63% death rate. According to Breastcancer.org in 2013 232,000 new cases of invasive Breast Cancer will be diagnosed, and 39,000 women are expected to pass; this being about a 17% death rate. Granted, numerous women pass from Breast Cancer, but Ovarian Cancer has a much higher death rate.

Meetings and Activities Observed:

None this week.

Comments:

Since Ovarian Cancer is so deadly, that is one of the reasons I want to get education out there and hopefully people being informed will decrease the risk.

Weekly Log

March 25, 2013-March 31, 2013

Tasks and Responsibilities Completed:

Meeting with Dr. Lewis:

- Discussed research I found and how we wanted to execute it into the event
- The event is going to be strictly educational, because if we have to deal with money and donating, that just becomes a huge mess in the long run
- DO TO: keep WMCC in the loop with everything→ let them know what steps we are taking to make progress in the event

Meetings and Activities Observed:

None this week.

Comments:

None this week.

Weekly Log

April 1, 2013-April 7, 2013

Tasks and Responsibilities Completed:

Focus on the how to wrap our arms around the various ways to promote and market Ovarian Cancer awareness and research. Understanding the fact that Ovarian Cancer is incredibly difficult because there are almost no survivors; therefore, makes it hard to raise awareness of the Ovarian Cancer. I have been researching and investigating into any method possible to raise the awareness that is needed for this hideous disease.

Meetings and Activities Observed:

Marketing is going to be crucial.

Comments:

None this week

Weekly Log

May 20, 2013-May 26, 2013

Tasks and Responsibilities Completed:

Meeting with Dr. Lewis:

- Keep focusing on research of Ovarian Cancer and what I want to see come out of the event
- Do we want to promote the event at Bronco Bash?
- Are we going to incorporate the Colleges Against Cancer RSO?
- Contact WMCC and American Cancer Society
- TO DO LIST:
 - Email WMCC Dr. Mirro and Dr. Hoekstra on the following:
 - Funding for the items registered participants can take home
 - Find a scholarly item to (for example) serve as a reminder to be scheduled for a doctor's appointment → magnetic calendar with checkup dates?
 - Brochures about Ovarian Cancer for everyone's packet

Meetings and Activities Observed:

None this week.

Comments:

Email Dr. Lewis after Memorial Day about meeting with Kyle Lewis with the Kalamazoo River Valley Trail

Weekly Log

June 3, 2013-June 9, 2013

Tasks and Responsibilities Completed:

Prepare for the meeting with WMCC on Thursday June 6, 2013. Information prepared for the meeting:

Fall Color Cruise and Ovarian Cancer Awareness Sunday, October 13, 2013

Goal: Promote health, wellness, and awareness at an established event to encourage wellness with bike riding and gaining awareness for Ovarian Cancer.

Deliverables/Items for Participants

- 500 water bottles with ovarian cancer information inside (have WMCC and KRVV logo)
- 200 ovarian cancer ribbon magnets (for a car, 1 per family)
- 200 ovarian cancer/WGCC and KRVV bike flags (1 per child)
- 250 ovarian cancer rubber bracelets (for Bronco Bash: Friday, September 14, 2013)

Items for Lynne (Marketing):

- Promotional items to promote the event and the KRVV and health, wellness and awareness such as WMCC Newsletter, flyer, billboard?, etc.
- Is there child friendly information about cancer in general we can provide the children with? (example: Sesame Street talks about cancer)
- Get the correct WMCC Bronson/Borgess logo for promotional items so the KRVV can use
- Will WMCC provide own tent for the event?
 - Tent would go by the registration table
 - Have WMCC banner and other promotional items to promote WMCC
- How to get the American Cancer Society involved?
- **Full Service Promotional (local company): Contact John Beffell**
- Custom Bike Flags (best available options with custom screen printing):
 - http://www.gettysburgflag.com/Bicycle_Flags.php
 - <http://www.custommadeflags.com/BikeFlags.html>

At the Event (to make it more “scholarly”):

- Stations at water checkpoints with information/facts about ovarian cancer
 - information about OBGYNs in Kalamazoo so women have an idea where they can get their regular check ups
 - information for caregivers
 - what YOU can do to gain awareness

Sayings:

- Teal is Real
- Hope Starts Here
- My cancer is rarer than your cancer
- Ovarian Cancer: Silent but Deadly
- Cancer doesn't just come in pink
- Teal is the new pink
- Ovarian Cancer: it whispers, so listen

Meeting with WMCC (CEO, James Mirro and Marketing Manager, Lynne Emons):

- This is the 5th annual Fall Color Cruise (250 participants last year and it was raining and cold). Expected to be 500 participants this year
- At the event there will be food, face painting, pumpkin painting, relay races (sack racing, etc.)
- The main focus of the event is going to be HEALTH, FITNESS, AND AWARENESS
- The WMCC is allowing a \$2,000 budget for deliverables!!! Have to come up with a list of items and a price quote for what each item is going to cost **within the next 2 weeks**
- What items for deliverables:
 - Water bottles with information about Ovarian Cancer inside
 - Bracelets so the color teal can be exposed
- Email Dr. Mirro the official items when finalized

Meetings and Activities Observed:

The WMCC is behind this event 110%! It did not start off that way, but with hard work, dedication, and being persistent, it is all coming together!

Comments:

I am very grateful the WMCC is giving us \$2,000 for tangible items for the event!!! I could not be more excited that my dream is becoming a reality!

Weekly Log

June 17, 2013-June 23, 2013

Tasks and Responsibilities Completed:

Meeting with Dr. Lewis and Kyle Lewis (Kalamazoo River Valley Trail):

- Discuss the budget that WMCC allowed us to have→\$2,000
- Tangible items/deliverables
 - 500 water bottles with information about Ovarian Cancer with WMCC and KRVV logo on them
 - 200 8 inch Ovarian Cancer car magnet (Ovarian Cancer tent by registration)
 - 200 bike flags (look in order bike flags with own custom design→ WMCC, KRVV, and Ovarian Cancer) EMAIL DR. LEWIS ABOUT BIKE FLAGES BY JUNE 21, 2013.
 - Rubber Ovarian Cancer bracelets for Bronco Bash and event.
- Check into promotional items with WMCC→ Newsletter, billboard, flyers, etc.
- What child friendly information about Ovarian Cancer/cancer in general can we have? Email Lynne regarding this topic as well as receiving the correct WMCC logo for marketing purposes.
- Bronco Bash: Friday, September, 13, 2013 and Kyle Lewis is reserving a booth!

Meetings and Activities Observed:

Meeting with Dr. Lewis and Kyle Lewis, they made a point on how to get child friendly information involved. Need to focus on this with WMCC and Lynne.

Comments:

Have a lot of work to do before the event in October! Have to get flyers made, and make sure all the logos are the correct logos for marketing, and get price quotes from different companies about promotional items (companies include: Full Service Promotional, Awareness Depot, Lynne's contact for promotional items).

Weekly Log

June 24, 2013-June 30, 2013

Tasks and Responsibilities Completed:

This week I focused on getting different price quotes from different companies. They prices quotes are as follows:

Items found on the Internet (Including Awareness Depot)

Bike Flag Price Quote

<http://www.custommadeflags.com/bikeflags.html>

Email: sales@agasmfg.com

1.866.269.3524

Sales Associate: Matt x 6536



Custom Flag Information:

- Triangular Vinyl Flag
- Digital Printing (so no limit to amount of colors)
- Flag can be any Color
- Place order over phone, then email artwork
- 200 bike flags at @ \$9.80 per unit = **\$1,960 total**
 - \$6.00 per Flag
 - \$2.20 per pole
 - \$1.60 per BracketTotal: \$9.80

Ovarian Cancer 8" Awareness Magnet

<http://www.awarenessdepot.com/ovariancancermagnet.html>
sales@AwarenessDepot.com



Quantity	Price
1 - 1	\$3.95
2 - 9	\$3.25
10+	\$2.95

- 200 Ovarian Cancer Magnets @ \$2.95 per unit = **\$590 total**

Ovarian Cancer Silicone Bracelet

<http://www.awarenessdepot.com/ovariancancerbr.html>
sales@AwarenessDepot.com



Quantity	Price
1 - 9	\$2.95
10 - 49	\$2.50
50 - 99	\$2.00
100 - 499	\$1.35
500+	\$0.99

- Up to 499 Ovarian Cancer Bracelets @ \$1.35 per unit = **\$337.50 total**

Tent Rental

Grand Rental Station Michigan

<http://grandrentalstationmi.com/catalog/34570/tentscanopies>

- Anchor 20' x 20' Canopy Pole Tent at **\$95** with additional **\$35** for setup = **\$130 total**

- Pole tents provide a traditional look and feel to any event. Canopy pole tents are great as party tents, carnival tents or any outdoor event.

Optional 10% damage waiver not included in pricing.

- 20' x 20' Interior Space. Additional five feet is needed for adequate staking.
- Rope Slides make adjustments simple.
- Installs quickly with 2 people.
- Seats 32 people with 60" round tables
- Seats 48 people with 8' tables

Items from Full Service Promotional

Ovarian Cancer rubber bracelets:



Product Name: Embossed/Debossed Wristbands

Summary Silicone wristbands available in a number of options.

Description Available in a wide variety of options, silicone spirit bands are perfect for fundraising, charity, sports, advocacy's, promotions, business, etc.

Color Maroon, Yellow, Hot Pink, Dark Blue, Blue, Light Blue, Aqua Blue, Teal, Dark Green, Green, Neon Green, Brown, Violet, Pink, Gray, White, Black, Red, Orange, Gold

Product Options: Prices shown are for solid, one color bands. Includes front side imprint. Swirl or two tone pattern add \$.10 per band. Additional charge for imprint on backside of wristband.

Debossed – message is imprinted into the wristband

Embossed – message is raised on the wristband

Imprinted – message is printed on the wristband

Quantity	Debossed	Embossed	Printed
300	\$0.56	\$0.58	\$0.68
500	\$0.38	\$0.44	\$0.49
1000	\$0.27	\$0.29	\$0.32

Pricing is for solid, one color wristband. Other options are available and include two tone or swirl patterns, logos, and imprinting on backside or inside of wristband. Additional charges apply for these options.

Ovarian Cancer car magnets:



Product Name: Large Car Size Ribbon Magnet

Summary Car ribbon magnet, 3 3/4" x 8".

Description When looking to promote any number of charitable or military causes, these ribbon magnets offer plenty of imprint space. Once customized with your organization's name, logo and message, hand out the finished products at charity events and awareness fundraisers. A great way to show support for your community and the individuals living with it.

Size: 3 3/4" x 8"

Product Options: Printed with 4 color process and can be custom designed to support just about any organization or deliver your message.

Imprint Method Silkscreen, Four Color Process

Imprint Option(s) Bleed: Art intended to print to the edge must extend 3/32" outside cut line. Art not intended to print to the edge must remain 3/32" inside cut line.

Qty	500	1000	2500	5000	10000					
Price	\$0.54	\$0.37	\$0.24	\$0.16	\$0.12					
Price Includes 4 color process imprint or 1 color imprint on white surface.										

Water Bottles:

Receiving price quote from Lynne's contact at Promotion Concepts, inc.: Clear teal water bottles for 500 will be roughly \$800.



Bike Flags:



Full Service Promotional
John Bettef
JBettef1@FullServicePromotional.com
269.370.1385



Product Name Bike Safety Flag

Summary Heavy duty bike safety flag.

Description Make sure that both your brand and cyclist is visible and safe with our Bike Safety Flag. Measuring 10" x 12", this visibility accessory is made from heavy-duty fluorescent plasti-cloth and comes with a plated steel mounting bracket with reinforced ridges, as well as a 6' x 1/4" fiberglass pole - the height will add extra visibility. This complete unit is made ready to mount on to the rear axle of most bikes. Customize with a message or logo.

Size 10" x 12"

Imprint Method Printed, Imprint Charges: Set Up Charge - \$65.00

Qty	50	100	250	500	1000					
Price	\$6.60	\$5.50	\$4.99	\$4.70	\$4.30					
Price Includes one color, one side imprint.										



Product Name Safety Flag

Summary Safety Flag

Description This Safety Flag is 5 feet. Rod included, fixed at rear hub axle and can be folded in half. Safety first!

Size 5 ft

Product Options Less than minimum orders are available on some items. Please call for more information., Rush orders may be accepted at an additional cost.

Imprint Method Printed, Decal - \$50.00, Imprint Charges: Set Up Charge - \$50.00

Meetings and Activities Observed:

The items with Full Service Promotional are going to be much, much cheaper than the price quote I got from the internet and Awareness Depot. Just have to finalize numbers with Dr. Lewis, Kyle Lewis and WMCC then can order the items!

Comments:

The event is getting closer and is becoming a reality! I cannot wait!

Weekly Log

July 8, 2013-July 14, 2013

Tasks and Responsibilities Completed:

Had a conference call with Lynne Emons, Marketing Manager for WMCC; items discussed are as follows:

- Work with Bronson and Borgess for OBGYNs in Kalamazoo so they can help get information out about Ovarian Cancer because they deal with it on a daily basis.
- Ovarian Cancer non-profits, one being National Ovarian Cancer Coalition. Lynne contacted them and they are going to send information about Ovarian Cancer. Items being bookmarks and business card size table tents. Going to send both in English and Spanish versions.
- Contact American Cancer Society to see what they can provide, if anything
- **By next week, July 15, 2013, get prices and send to Lynne**
- Contact Ed Ramage from River Run Press (269.806.0177)
 - Come up with a mock up flyer to send to him and **email him the mock up flyer TONIGHT!**

Meetings and Activities Observed:

There are a lot of components that go into planning a successful event. I knew there was a lot, but I did not realize how many other companies are involved other than just the WMCC.

Comments:

This week was stressful because I had to come up with a flyer mock up, and focus a lot on the tangible items to get Lynne the price quote by next week Monday.

Weekly Log

July 15, 2013-July 21, 2013

Tasks and Responsibilities Completed:

Emailed Lynne the price quotes and updated information about the logistics of the event, so we can get the items ordered!!

Meetings and Activities Observed:

None this week.

Comments:

None this week.

Weekly Log

July 22, 2013-July 28, 2013

Tasks and Responsibilities Completed:

Had another conference call with Lynne Emons, Marketing Manager for WMCC; items discussed are as follows:

- The budget for the tangible items for the event→\$2,000
- Need to talk with Kyle Lewis from Kalamazoo River Valley Trail on why there is not much promotion of Ovarian Cancer awareness? **Email Kyle today and ask him how are we going to reach a new market for those affected by Ovarian cancer if there is nothing in the marketing material about it?**
- There is an interested doctor who wants to participate: Gerald Dayharsh, MD. **On hold until I email Kyle and discuss how there needs to be more awareness for Ovarian Cancer, or at least tie Ovarian Cancer into the marketing.**
- Contact Ed Ramage from River Run Press about Flyer→have more focus on Ovarian Cancer Awareness

Meetings and Activities Observed:

Need to contact Kyle from Kalamazoo River Valley Trail to make sure we are on the same page as far as Ovarian Cancer Awareness goes.

Comments:

Just work out the miscommunication about Ovarian Cancer Awareness.

Weekly Log

July 29, 2013-August 4, 2013

Tasks and Responsibilities Completed:

Met with Dr. Lewis and discussed the following items:

- Since the National Ovarian Cancer Coalition has donated bookmarks and business card size table tents, email contact from them to see if we can use their logo, and if so if they can send a camera ready logo to use on the Fall Color Cruise tshirts. Also, ask if they can put the event on their event calendar.
 - After emailing them, they did not let us use the logo, but they did put the event on their calendar!

MIOCA Calendar of Events

Today ◀ ▶ October 2013 ▾

Print Week Month Agenda ▾

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	Oct 1 10:30am STS - Wayne State Medic	2	3	4	5
6	7			10	11	12
				17	18 3pm Rock a cure concert	19
				24	25	26
				31	Nov 1	2


5th Annual Fall Color Cruise

When Sun, October 13, 12pm – 4pm

Where Kalamazoo River Valley Trail-Markin Glen County Park-5300 N. Westnedge Ave. Kalamazoo, Michigan ([map](#))

Description Cruise along the Kalamazoo River Valley Trail, enjoying the spectacular fall colors and family-friendly activities along the way. There will be two out-and-back routes, 4.5 and 8.5 miles both heading north on the Kalamazoo River Valley Trail from Markin Glen Park toward D. Avenue. The surface is paved and helmets are required (a limited number of give-away helmets will be available on a first-come first-serve basis). This year the event is working with the West Michigan Cancer Center to help raise awareness for Ovarian Cancer. Come out for an educational and family fun day!

[more details»](#) [copy to my calendar»](#)



- Email Kyle Lewis about the logo has to change on his marketing material. It says nothing about Ovarian Cancer. If someone was to look at it, you cannot tell it is Ovarian Cancer. Let him know I talked with Dr. Lewis extensively and there is a huge market if we include Ovarian Cancer because it will attract more people to increase attendance at the event.
- Email Lynne to let her know about prices of tangible items as well as more logistical details that Dr. Lewis and I discussed.

- Recently, on the news the original James Bond, Pierce Brosnan, lost his daughter, who was 41, to Ovarian Cancer. His wife also passed of Ovarian Cancer.
 - This is mentioned on the Today Show.
 - Get on Pierce Brosnan's website to see if I can reach out to him. Not asking for anything, but maybe an autographed picture to raffle off to another person who has been affect by Ovarian Cancer.

Pierce Brosnan article from www.huffingtonpost.com:



Pierce Brosnan's daughter, Charlotte, died of ovarian cancer on June 28. Here, he and Charlotte arrive at The Orange British Academy Film Awards (BAFTAs) in 2006 in London. (MJ Kim/BAFTA via Getty Images)

Pierce Brosnan's daughter, Charlotte, died on Friday, June 28 after a three-year battle with ovarian cancer. She was just 41 years old.

"Charlotte fought her cancer with grace and humanity, courage and dignity," Brosnan announced in a statement obtained by People magazine Monday. "Our hearts are heavy with the loss of our beautiful dear girl. We pray for her and that the cure for this wretched disease will be close at hand soon. We thank everyone for their heartfelt condolences."

The actor had been filming an upcoming thriller flick, "November Man," in Eastern Europe, but flew to the U.K. to be by his daughter's side, according to the Telegraph. She passed away surrounded by loved ones, including her husband and two children, ages 14 and 8.

Charlotte's mother, Cassandra Harris, was Brosnan's first wife. The "007" star adopted Charlotte and her brother, Christopher, after their biological father died, according to the Telegraph. Harris died of ovarian cancer in 1991. Her mother also died of the disease.

In an interview with the Daily Mail in March, Brosnan talked about losing Harris to cancer when discussing his film "Love Is All You Need." The film is about a widower who falls in love with a woman battling the disease and the Ireland native was able to draw parallels between the story and his own life.

"I went through it all, very publicly. Such things draw a mark across your heart and it's always a part of your life. To watch someone you love have their life eaten away – bit by bit, by this insidious and horrid disease – becomes an indelible part of your psyche," he said. "It certainly did for me and, of course, when I received this script, the challenge of playing this part was not lost on me."

Other stars offered their condolences to the "James Bond" actor.



Meetings and Activities Observed:

It is humbling to know that there are other people affected by Ovarian Cancer than just myself. Before my mom passed, I did not know of anyone who experienced a hardship with Ovarian Cancer. Now, know that someone as famous as Pierce Brosnan was affected by the disease as well, it is just very comforting.

Comments:

Learned something new this week about Pierce Brosnan and his family being affected my Ovarian Cancer.

Weekly Log

August 5, 2013-August 11, 2013

Tasks and Responsibilities Completed:

Conducted more research on Ovarian Cancer, and how to present information at the event.

Meetings and Activities Observed:

None this week.

Comments:

None this week.

Weekly Log

August 19, 2013-August 25, 2013

Tasks and Responsibilities Completed:

Had a meeting with Dr. Lewis and discussed the following:

- Final price quotes for tangible items. Compared the prices I got off the internet to Full Service Promotional and Promotion Concepts, inc and the prices are as follows:
 - Debossed Bracelets: 500 x \$.38 each = \$190
 - Color would be teal
 - Have the bracelet say "Ovarian Cancer Awareness"
 - Car Magnets: 500 x \$.54 each = \$270
 - Color would be teal
 - Have the magnet say "Ovarian Cancer Awareness, Fall Color Cruise, and KRVT"
 - Bike Flags: 100 x \$5.50 each = \$550
 - Have the flag have WMCC logo, KRVT logo, and Ovarian Cancer Awareness ribbon
 - Water bottles: 500 x \$1.60 each = \$800
 - Flyers from Ed Ramage at River Run Press: Roughly \$475
 - TOTAL: \$2,285. Over budget, need to eliminate something (most likely will be the amount of bike flags. Decrease the quantity from 100 to 50, which is where we will get the most cost savings).
- Do not have to worry about renting a tent because Dr. Lewis has two 10x10 tents, and Kyle with Kalamazoo River Valley Trail also has one.

Meetings and Activities Observed:

There is much more that goes into getting items for an event that I realized! I am glad I am able to experience all the logistical details of planning an event!

Comments:

None this week.

Weekly Log

August 26, 2013-September 1, 2013

Tasks and Responsibilities Completed:

Meeting with Lynne, Marketing Manager, from WMCC:

- Discussed prices for the promotional items that Dr. Lewis and I talked about last week. Adjusted prices are listed below:
 - Debossed Bracelets: 500 x \$.38 each = \$190
 - Color would be teal
 - Have the bracelet say "Ovarian Cancer Awareness"
 - Car Magnets: 500 x \$.54 each = \$270
 - Color would be teal
 - Have the magnet say "Ovarian Cancer Awareness, Fall Color Cruise, and KRV"™
 - Bike Flags: 50 x \$6.60 each = \$330
 - Have the flag have WMCC logo, KRV logo, and Ovarian Cancer Awareness ribbon
 - Water bottles: 500 x \$1.58 each = \$790
 - Flyers from Ed Ramage at River Run Press: Roughly \$475
- TOTAL: \$2, 055. Only over budget by \$55. We can decrease something by \$55, which is not a problem!
- Make sure all logos, colors, and sayings are consistent among everything!!

Meetings and Activities Observed:

Have to stay to the budget. Will not always get what is planned, but that is ok!

Comments:

Everything is coming together!!!! Cannot wait for the event!!

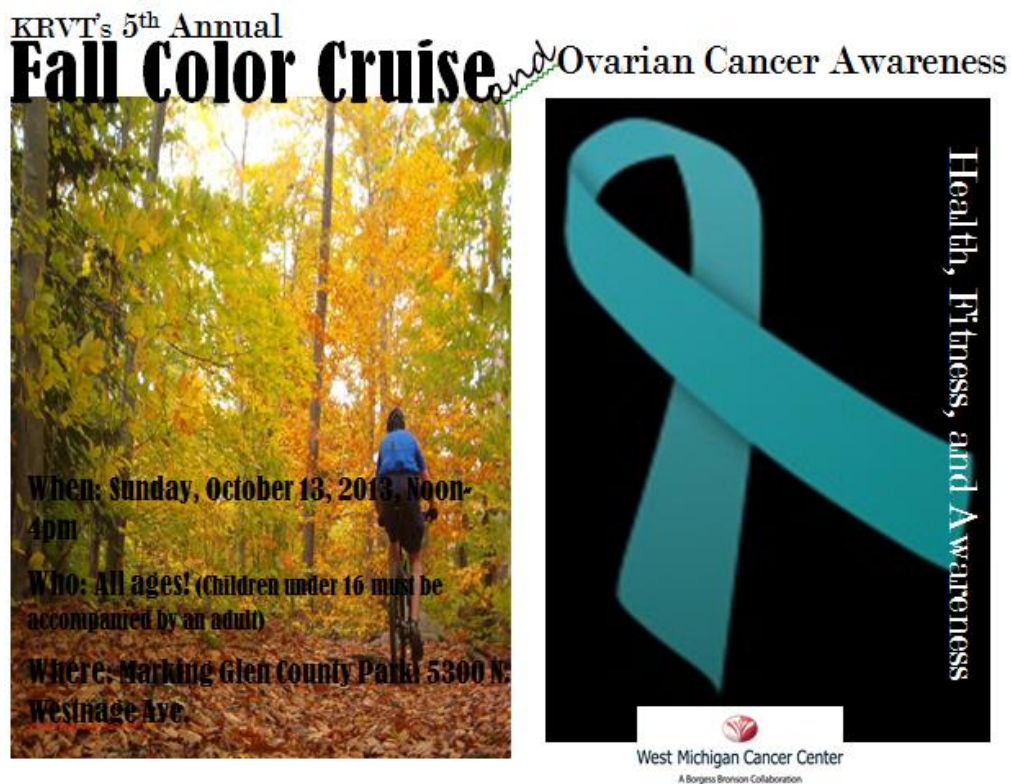
Weekly Log

September 2, 2013-September 8, 2013

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Wednesday, September 4, 2013.

Touched base with Ed Ramage, from River Run Press, about the design for flyers. The following was the mock up that I came up with:



After emailing back and forth with Ed Ramage, from River Run Press, the final flyer that I approved for marketing purposes is as follows:



Kalamazoo
River Valley
Trail



West Michigan Cancer Center
A Borgess Bronson Collaboration



I decided on going with this look due to the Fall Color Cruise Logo is the same marketing the Kalamazoo River Valley Trail, and keeping the marketing consistent across the board is crucial. Wanted to get the flyer solidified this week in order to start marketing and getting the word out there for the event because the event is a little over a month away!

Also, touched base with John Beffel, from Full Service Promotional, about the tangible items for the event. Items include, rubber bracelets, ribbon car magnets, and bike flags. I sent John the logos for the WMCC, Kalamazoo River Valley Trail, Kalamazoo County Government/County Parks/Expo Center, and the Ovarian Cancer Ribbon so he can have the official logos to start the design for the items. Logos are as follows:



West Michigan Cancer Center
A Borgess Bronson Collaboration

**Kalamazoo
River Valley
Trail**



Meetings and Activities Observed:

Making sure the marketing is consistent among every item is IMPORTANT!! It is important because if someone sees the same colors and same logo, they are going to remember the event, versus if they see many different items that do not coordinate.

Comments:

The event is coming along!!! SO EXCITED!

Weekly Log

September 9, 2013-September 15, 2013

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Monday, September 9, 2013.

Emailed back and forth with Lynne Emons, Marketing Manager for the WMCC, regarding the teal transparent water bottles. She gave me the contact at Promotion Concepts, Inc. being Amy Susan (Amy.Susan@pcipromo.com).

Was in contact with Amy Susan, from Promotion Concepts, Inc. regarding the artwork and set up costs for the teal transparent water bottles. Solidified the artwork and the item. They started work on the water bottles and should ship to my house within the next 2 weeks. Artwork for water bottles is as follows:




West Michigan Cancer Center

A Borgess Bronson Collaboration

***Kalamazoo
River Valley
Trail***

Invoice for the water bottles:

		5835 Venture Park Road Kalamazoo, MI 49009 Phone 269.372.9000 Fax 269.372.9991 promotionconcepts.com					
		Req ship	PO #	Job #			
		09/24/13	126056	126056			
A C K T O	237374 AMANDA KLAGE 1374 EWING WAY KALAMAZOO, MI 49009		S H I P T O AMANDA KLAGE 1374 EWING WAY KALAMAZOO, MI 49009				
			Via UPS GROUND FOB FACTORY				
Unit	Custpo #	Orddate	Terms	Type	Salesperson		
0		09/13/13	Net 15 Chk Only	1300	2P 16	AMY SUSAN	
Ordered	Shipped	Item #	Description		Per	Unitprice	Ext price
500		TB28	TRANSPARENT TEAL WATER BOTTLE, TEAL		EA	1.290	645.00
1		SET UP	SET UP CHARGE FOR WRAP IMPRINT		EA	50.000	50.00
							695.00
Color and imprinting instructions WRAP IMPRINT: WEST MICHIGAN CANCER CENTER ON ONE SIDE AND KALAMAZOO VALLEY RIVER VALLEY TRAIL ON THE OTHER SIDE. PLEASE IMPRINT AT MAXIMUM IMPRINT AREA OF 3-12" T X 8" W CAP COLOR: WHITE IMPRINT COLOR: WHITE ART WILL BE SENT VIA EMAIL* PLEASE EMAIL VIRTUAL PROOF TO AMY.SUSAN@PCIPROMO.COM PRIOR TO PRODUCTION*							

ACKNOWLEDGEMENT

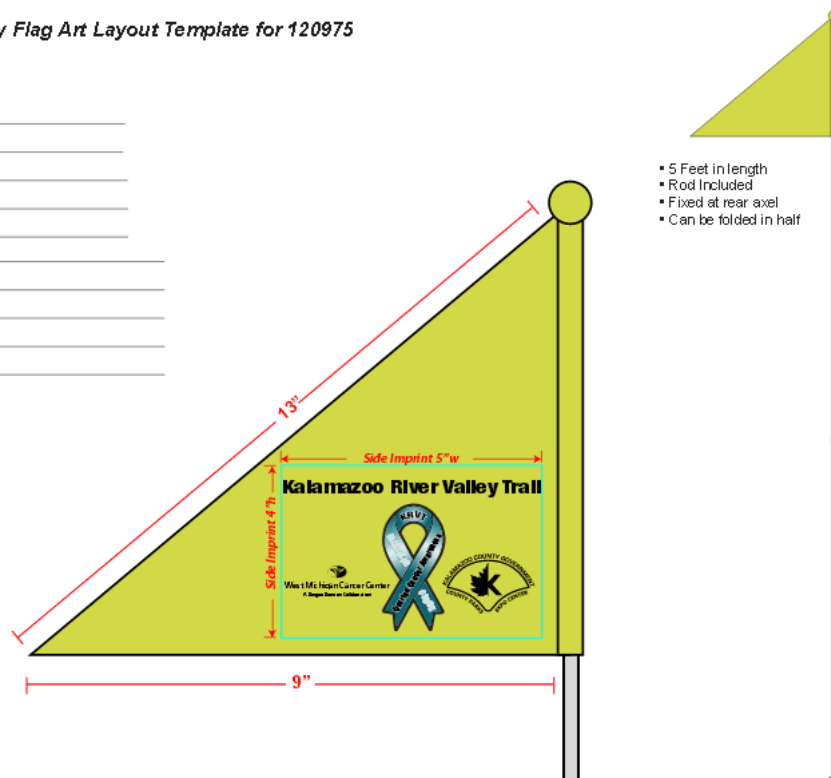
IF THERE ARE ANY QUESTIONS REGARDING
THIS ORDER PLEASE REFER TO THE JOB #

Meet with John Beffel, from Full Service Promotional on Wednesday, September 11, 2013 regarding the rubber bracelets, car magnets, and bike flags. He brought the art work and the design concepts and we reviewed those. Everything looks great! He is going to get back with the art department and finalized the details and email me so I can approve everything! Artwork is as follows:



Safety Flag Art Layout Template for 120975

Distributor: _____
 Contact: _____
 Tele: _____
 Fax: _____
 Email: _____
 Bottle Color: _____
 Cap Color: _____
 Ink Colors: _____
 Art Name: _____
 Work Order #: _____

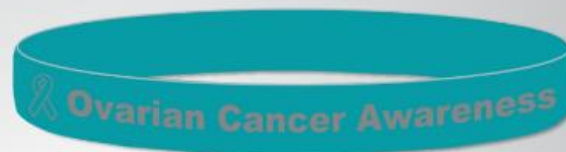


SILICONE WRISTBAND PROOF

SPECIFICATIONS

Bracelet Type: Debossed Wristbands
 Bracelet Colors: Solid Teal
 Front Message: Ovarian Cancer Awareness
 Front Message Font: Arial Black
 Front Start Logo: ribbon2
 Size: Large

PANTONE
 PMS 320 C



Note: It is your responsibility to confirm the accuracy of the artwork proof above. We use exact Pantone color matching, and all colors in artwork proof above may differ due to your monitor screen.
 For debossed and embossed wristbands, the message color will be the same color as the wristband. Silver stressed for illustration purpose only.

Artist Use Only: do not delete the following information!
Art intended to print to the edge must extend 3/32" outside the brown die line.
Art NOT intended to print to the edge must remain 3/32" inside the brown die line

This item includes STOCK graphics.



Got in contact with Robert Lee, from the National Ovarian Cancer Coalition (NOCC), regarding the items the NOCC is going to donate for the event. He shipped the items on Thursday, September 12, 2013 to the WMCC. They will arrive sometime next week!

Attended Bronco Bash on Friday, September 13, 2013. Gave information about the Kalamazoo River Valley Trail along with the Fall Color Cruise event, and other events the trail puts on.

Meetings and Activities Observed:

Getting tangible items for the event taken care of takes a lot of back and forth between the promotional companies.

Student Comments:

THE EVENT IS LESS THAN A MONTH AWAY!!!!

Mentor Comments:

Re: Update

September 13, 2013 11:02 AM

▼ From:  "James B Lewis" <james.lewis@wmich.edu>

To: "Amanda M Klage" <amanda.m.klage@wmich.edu>

Amanda:

You are doing an awesome job. All we need now is to pray for good weather!

Dr. Lewis

Weekly Log

September 16, 2013-September 22, 2013

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Monday, September 16, 2013.

Caught up on emails with Lynne Emons, Marketing Manager for WMCC, and John Beffel, Full Service Promotional.

Meetings and Activities Observed:

None this week.

Comments:

None this week.

Weekly Log

September 23, 2013-September 29, 2013

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Monday, September 23, 2013, gave a presentation about Ovarian Cancer. Slides are as follows:



Ovarian Cancer to Me

- Maureen Klage, passed at age 48
- Diagnosed stage 4, where cancer is found in 1 or both ovaries and has moved to parts of the body outside of the abdomen and within the liver, lungs, or other organs
- Starting having signs and symptoms in February, did not get diagnosed until September
- Proper diet is key!



Did you know?

MTV's reality star, Diem Brown, was diagnosed with ovarian cancer at 23, she had one ovary, several lymph nodes, and part of her fallopian tube removed, BUT that didn't stop her from traveling to Australia to participate in the Real World/Road Rule Challenge one month later.



Did you know?



Pierce Brosnan's daughter, Charlotte, 41, died after a 3 year battle with ovarian cancer.

Did you know?

Ray Romano supports ovarian cancer initiatives in honor of his cousin, Linda, an ovarian cancer survivor and Director of Survivors Teaching Students: Saving Women's Lives®, an Ovarian Cancer National Alliance program.



http://www.youtube.com/watch?feature=player_embedded&v=PJDWKxJu1mM

Ovarian Cancer in Michigan

Rank: 28

Highest Rank: 1

Lowest Rank: 50

<http://www.ovariancancer.org/report-card/michigan/>



OVARIAN CANCER FACTS

Teal's the Deal Foundation™



☆ 1 out of 55 Women will develop Ovarian Cancer in their lifetime.

☆ PAP Tests do NOT detect for Ovarian Cancer.

SYMPTOMS

Abdominal swelling or bloating
Pelvic discomfort or pain
Persistent indigestion, gas or nausea
Changes in bowel habits.
Changes in bladder habits.
Loss of appetite or quickly feeling full.
A persistent lack of energy.
Low back pain.

More Facts



- 10th most common cancer in women
- 5th cause of cancer related death in women
- 1st cause of gynecologic cancer deaths
- 93% of women diagnosed in early stages survive five years. Fewer than 15% of cases are diagnosed early
- 34% of women survive 10 years after diagnosis

Information found via Ovarian Cancer National Alliance

Ovaries vs. Breasts

- The ACS estimates in 2013 22,240 new cases of Ovarian Cancer will be diagnosed, and 14,030 women will die of Ovarian Cancer in the US (63.08% death rate)
- Breastcancer.org estimates in 2013 232,340 new cases of invasive breast cancer will be diagnosed, and 39,620 women are expected to die of Breast Cancer in the US (17.05% death rate)

Birth Control Pills tied to lower Ovarian Cancer risk



Women who use birth control pills are less likely to develop ovarian cancer later in life.

Researchers pooled data from 24 studies and found birth control pill users had a 27% lower risk of being diagnosed with ovarian cancer.

<http://www.foxnews.com/health/2013/06/07/birth-control-pills-tied-to-lower-ovarian-cancer-risk/>

Dr. Lewis's class came up with slogans for the event about Ovarian Cancer. The slogans are as follows:

Top 3:

1. "Ovar" come the silence
2. Cancer doesn't always come in pink
3. 1 in 72, don't let it be you

The rest:

- Real men wear teal
- Teal is the real deal
- Fight like a girl
- Protect your privates
- Ovaries before brovaries
- Let's make a teal
- Teal or no deal
- Chicks fight for their eggs

Dr. Lewis emailed WMCC CEO, James Mirro regarding the slogans. Email is as follows:

Dr. Mirro:

Just want to check with you and Lynne. The class has been working on slogans for Ovarian Cancer by researching it and finding slogans from web pages, etc.

The idea is to approach a company like Fast Signs and ask for they would print us a banner to display at the bike cruise. If all else fails, we would somehow get the funding for a banner (should not be very expensive. Not talking about one that can be utilized more than once).

However, these are the slogans that the class likes with the idea that #1 would be the one that we would use. We have the idea of somehow distinguishing the word "Ovar" come with colors and the entire banner would be teal.

I just wanted to check with you to make sure that first, the Cancer Center would approve, and second, we are not going to violate any type of copyright or Trademark. We would be using the banner for educational purposes only, not for profit, so I think that trumps trademark, but I just wanted to check.

Jim

Dr. James Mirro response to the slogans:

Amanda,

I am sorry for the delay in responding to Dr. Lewis's email from last week. The delay is entirely my fault. I discussed this with Lynne on Friday, but forgot to respond before I left town.

We approve slogan #1. I am unaware of any copyright for #1, and will check a website today to be sure, but you can proceed with #1 and I will take responsibility for any issues that occur.

Please do not use #2 since some women on the ride will be breast cancer survivors.

Thank you, Dr. Lewis and the entire class for your efforts to raise awareness for ovarian cancer !!

Joe Mirro MD

Meetings and Activities Observed:

The Powerpoint presentation I gave to Dr. Lewis's class really made an impact on the students. They did not know a lot of the things about Ovarian Cancer that I touched on. It is great Dr. Mirro approved of the slogans!

Comments:

I am glad I was able to inform the class on Ovarian Cancer.

Weekly Log

September 30, 2013-October 6, 2013

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Monday, September 30, 2013.

One of my sorority sisters, Ashley Cekola, whose family owns Imperial Beverage, said the company would donate water and pop for the event! Spoke with her about how much of each we need.

They donated 35 cases of water and 35 cases of pop for the event!!! Arranged for Kyle Lewis, Kalamazoo River Valley Trail, to pick them up on Wednesday, October 2, 2013.

Arranged with Lynne Emons, Marketing Manager at WMCC, about volunteers who would be attending the event! There are 3 ladies who will be at the event with information about the WMCC and the cancer disease in general.

I went to different sororities on campus to discuss how awful the disease of Ovarian Cancer is. Being women, I wanted them to be aware so it would not happen to them, or a family member that is close to them. Marketed the event to them as well!

Meetings and Activities Observed:

The more people you know in the community the better! (donations of water and pop)

Comments:

THE EVENT IS A WEEK AWAY!!!!!!!!!!!!

Weekly Log

October 7, 2013-October 13, 2013 (EVENT DAY!)

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Monday, October 7, 2013. The water bottles were delivered to my house on Monday, October 7, 2013. On Tuesday I went to the Kalamazoo River Valley Trail to drop them off so they would be all set for Sunday!

On Wednesday, October 9, 2013, I met with John Beffel, from Full Service Promotional to pick up the tangible items from the event! THE ITEMS LOOK AMAZING!!!! I am so excited to get awareness out there and have people wearing TEAL items!

Sunday, October 13, 2013: EVENT DAY!

- Arrived at the Kalamazoo River Valley Trail at 9am to get everything set up for the event which started at 12pm and went until 4pm. We had to get the gazebo set up with the children's activities: pumpkin painting, face painting, cotton candy, and along with the raffle prizes and the food donations.
- Once that was set up, we had to get the tent set up for the West Michigan Cancer Center, and then the Ovarian Cancer awareness items. Dr. Lewis has two 10x10 tents that we set up. The football players and other students from the class helped fill the 500 water bottles with information donated from the National Ovarian Cancer Coalition, as well as help staple information to the rubber bracelets. With all of their help, the set up went very smoothly!
- The WMCC arrived and they set up their information! It was great having those volunteers, they were a blast!
- My mom's doctor, Dr. Anna Hoekstra came to the event! She said she has never seen an event to raise awareness for Ovarian Cancer, and this turned out better than what she thought! I am so happy for that!
- After everything was all set up, it was time for the participants to start arriving! A lot of people showed up, it was a beautiful day out! There were 480 registered participants that attended the event; it was a great turn out! Last year the day was rainy and cold and only had about 250 participants, so this year we almost doubled!
- Some of my sorority sisters came to the event to hand out Ovarian Cancer items. They had a blast!

Some pictures of the event are as follows:



My mom's doctor
Dr. Anna Hoekstra



WMCC
Volunteers



My
Sorority
Sisters
Helping
Out!





The class, HPHE 3710-Practical Recreation Programing/Leadership that planned the event with me!

Meetings and Activities Observed:
Hard work and dedication pays off!!!

Comments:
I could not be happier with the result of the event. It is something that I dreamed of doing, and now it is reality!!

Email I sent to WMCC CEO, James Mirro, and Marketing Manager, Lynne Emons:

Dr. Mirro and Lynne,

I have attached pictures from the event yesterday. It went so well, we could not have asked for a better day or a better turn out! There was 480-520 people that showed up, and 300 of them were per-registered! The volunteers from the WMCC were great, and they had a blast! I am glad that worked out as well as it did!

I cannot thank both of you enough for how much the WMCC did for this event. There were numerous people who came up to me, and others working the event, saying how they were so excited to see awareness for Ovarian Cancer because they have never seen it before and they have been personally affected

by it, whether it was their sister or grandmother. Like I stated before, when my mom passed I only dreamed of planning an event that would raise awareness for Ovarian Cancer, and it actually happened with the help from both of you and the WMCC. I cannot thank you enough!!

I have left over items from the event and would love to stop by and drop some off, as many as you would like. So just let me know how many you would like!

Thank you again,

Amanda Klage

Email Dr. Lewis sent to WMCC CEO, James Mirro, and Marketing Manager, Lynne Emons:

Dr. Mirro and Lynne,

I also wanted to thank both of you. Amanda's pictures do not do the event justice. We had the largest crowd ever (combination of a beautiful day and really good planning by the students). "Officially" 480 people registered for wristbands, but there were way more people than that (we ran out of parking and had to park on the grass, first time ever for an event at Markin Glen!). The Aunt of one of our students is a wedding photographer who came to spend the day taking pictures. I was told that they have over 1,000 pictures of the event and will go through them and are going to send them to us by next week. I will forward several to you.

Amanda did a fantastic job, as did the students. Our goal was to educate people about Ovarian Cancer and my sense and the sense of the committee for the event was that we achieved that goal. A lot of people who had never thought about Ovarian Cancer were educated. Many people told us that it was good to see an awareness event about a Cancer that has been hidden for too long. Dr. Hoekstra (?spelling) was there and told me that the important thing was that we were educating the youngsters and believe me, we had a lot of them there. Amanda's idea for Bike Flags was awesome. The 125 bike flags with Ovarian Cancer and the WMCC Logo them were distributed and the best thing was that Zoo City Cycle personnel were there to put the flags on kids bikes! Another shot at educating the young about this insidious form of cancer.

I also wanted to echo Amanda's thoughts about the volunteers from WMCC. What a great group of woman. They were really positive and so smart and what a blast to work with! They did an outstanding job representing the WMCC.

Finally, Dr. Mirro I remember our conversation about Ovarian Cancer and how

difficult it is to have an event about it when so many people die from that cancer. In my opinion, not only were we successful in shedding some light on Ovarian Cancer, but we were also able to educate and start to tune people in to "Teal" and make them aware of it. I feel that we have taken the first step, we will continue to educate and push awareness and eventually (yes it will take some time) I will be happy when NFL Players are wearing Teal shoes and towels for a game!

Jim

Reply from Lynne Emons, Marketing Manager:

Hi Amanda,

I'm so glad the event was such a huge success! You did a wonderful job and I'm sure your mom would be so proud of you! I spoke to Arline yesterday who volunteered at the bike cruise and she also said the turnout was fantastic. Arline was so impressed with you, Amanda! I told her, 'Yes, she is a wonderful, energetic young lady!'.

You can drop off whatever you like. I can always use items at future health fairs. Congratulations on a job well done!

Lynne

Hi Amanda,

I just had an idea. Would you be willing to write up a little story about your experience? What led you to do it, how you put it together and the eventual result? I would love to include it in our next patient newsletter—especially with the great photos you sent. Let me know. I would need something in about 3 weeks.

Thanks, Lynne

Reply from Dr. James Mirro, CEO:

Amanda, Jim and Kyle,

Congratulations on an outstanding event!

You and all your students should be congratulated. You had an unbelievable turnout for the Fall Color Cruise. I'm sure everybody that attended had a fantastic time because of the weather, the company and the organization of the event. I am glad that WMCC had the chance to support you in this event. I know the students and those that attended learned about ovarian cancer.

Thank you for working with WMCC, making ovarian cancer awareness part of the event, helping to educate the community and making Kalamazoo residents healthier.

Joe

Email from my mom's doctor, Dr. Anna Hoekstra:

Amanda,

What a success your event was last weekend! I am very happy it went well and was so well attended! I am proud of you for getting the word out. Hopefully there will be more events to promote awareness in the future!

Anna Hoekstra

Mentor Comments:

Email from Dr. Lewis to Lynne Emons, Marketing Manager:

Lynne:

I see that Amanda sent you a bunch of pictures. I do want to explain a few things:

-First the bike flags for children that the WMCC got for us where EXTREMELY popular with kids. They got them and Zoo City Bicycle would put them on the bikes for the kids. A lot of kids became aware of the WMCC, Ovarian Cancer etc. May not affect any of them, but we got the word out and Dr. Hoekstra (sp?) who was kind enough to come said that it was important to get to kids and young people. I think this event made them aware.

-There is an awesome picture or two of the volunteers from the WMCC and their table. Amanda may have forgotten to send it to you, I will find it and send

it. They did an AWESOME job representing WMCC, talked to a lot of people, gave out a lot of information and were a blast to work with!

-We were lucky. The Aunt of one of my students (Angela McCane) is a professional photographer and apparently my student is one of her favorite nephews. She came to take pictures and you can see the result. She did a fantastic job! I can get you all the pictures if you would like, but it may be overwhelming for you (over 370 of them).

As the Professor for the class, I would really like to thank you, Dr. Mirro and the WMCC. Your support and providing us with the Water Bottles, Bracelets, and Bike Flags was more than we ever hoped for. As I said earlier, I hope that we at least brought the issue of Ovarian Cancer into the light. We got people aware and we plan to do it again next year! Again, thank you!

Jim Lewis

Reply from Dr. James Mirro, CEO:

Jim,

Congratulations and a big thanks to you, Amanda and your entire class. We will see you again next year.

I also owe you a dinner.

Joe

Weekly Log

October 14, 2013-October 20, 2013

Tasks and Responsibilities Completed:

Attended Dr. Lewis's class on Monday, October 14, 2013.

In class we discussed the strengths and weaknesses of the event, and what we can improve on next year.

Strengths:

- Communication
- Very well ran
- Awesome interaction with the bike cruise participants
- Teamwork
- Professionalism
- No injuries!
- Everyone did their assigned job (efficiency)
- Great problem solving/smooth transition when football players had to leave
- Awesome food variety-even some left over (rather have too much than too little)
- Left over raffle prizes

Weaknesses:

- The planned layout
- Have more water stops
- Different shirt color for the volunteers or have name tags
- End time for the raffle prizes
- Organization of raffle prizes
- Overall organization
- Centralized supervision
 - Walkie talkies?
- Bike tools at the water stops
- Maps and pens
- Switch jobs/rotate jobs throughout the day
- Prior knowledge of the KRV
- Assigning of donations
- Organization of the bike stops
 - Have a bike rack at each stop

Meetings and Activities Observed:

It was great we went over the strength and weaknesses of the event right after the event happened. This way you can see what to improve for the next year.

Comments:

I HAD A BLAST WITH THIS EVENT!! I could not be happier!

Weekly Log

October 21, 2013-October 27, 2013

Tasks and Responsibilities Completed:

Emailed back and forth with WMCC Marketing Manager, Lynne Emons, about me writing a story to be the WMCC newsletter!! We finalized the story and it will print in the newsletter within the month. The story is as follows:

“Ovar-come the Silence”

WMU student organizes ovarian cancer awareness event in tribute to mother

By Amanda Klage

Growing up, most of us consider our parents to be invincible or untouchable. I know that I did. I assumed that my mom and dad would be at every sporting and school event throughout my childhood...that they would be around to witness my high school graduation, my college graduation, and walk me down the aisle on my wedding day. Sadly, my life took a dramatic turn at the age of 19. That's when my dear mom, Maureen Klage--the one who was always there for me, my rock in life's stormy seas as well as my friend to share in the good times—passed away from ovarian cancer. She was just 48 years old.

At the time, I didn't know much about ovarian cancer. I had learned only a little bit of information from my mom while she was battling the disease. But, realizing that I, too, might be at risk for this cancer, I decided to find out more. In the course of my research, I discovered that ovarian cancer is one of the hardest cancers to catch in women.

When it is finally detected, it is often in an advanced stage. Once I learned this information, I knew I wanted to do something to get the word out about ovarian cancer and help women of all ages.

As a student in the Lee Honors College at Western Michigan University, I am required to write an honors thesis to fulfill my graduation requirement. I consulted my mentor, Dr. James Lewis, and expressed a desire to do something involving ovarian cancer awareness. Dr. Lewis, Associate Professor of Human Performance and Health Education at WMU, suggested linking my thesis project to an event that was already well established: the Annual Kalamazoo River Valley Trail (KRVT) Fall Color Bike Cruise.

With the help of Dr. Lewis and the students in his class—HPHE 3710: Practical Recreation Programming & Leadership--we piggybacked our ovarian cancer awareness event to the Fall Color Cruise. We also decided that it would be a good idea to solicit a healthcare partner, and since my Mom had been treated at West Michigan Cancer Center, it was the obvious choice. WMCC embraced the project and supported the event with volunteers and giveaway items. The bike cruise was held on October 13th and the theme was 'Ovar-come the Silence'. It exceeded every expectation I had! Planning an event to raise awareness for ovarian cancer was a dream of mine for quite some time. With hard work and dedication, my dream became a reality that day. The event was a lot of work, including planning for the event more than a year in advance, but it was well worth it!

The 2013 KRVF Fall Color Cruise had 480 registered participants, from young children, to grandparents. With the help of my fellow honors college students, we spread the word about ovarian cancer with handouts including bracelets, car magnets, water bottles stuffed with informational flyers, and bike flags for the children!

More about Ovarian Cancer—Signs and Symptoms to Watch For

Ovarian cancer is difficult to detect, especially, in the early stages. This is partly due to the fact that these two small, almond shaped organs are deep within the abdominal cavity, one on each side of the uterus. These are some of the potential signs and symptoms of ovarian cancer:

- Bloating
- Pelvic or abdominal pain
- Trouble eating or feeling full quickly
- Feeling the need to urinate urgently or often

Other symptoms of ovarian cancer can include:

- Fatigue
- Upset stomach or heartburn
- Back pain
- Pain during sex
- Constipation or menstrual changes

If symptoms persist for more than two weeks, see your physician.

Meetings and Activities Observed:

None this week.

Comments:

I could not be more excited about a little story being posted in the WMCC newsletter!
Hard work pays off!