



Annual Meeting and 10th Anniversary Celebration

November 13-14, 2008

**George Bush Presidential Library Center
Hilton College Station and Conference Center
College Station, Texas**

AGENDA

Thursday, November 13, 2008

C-Change Members in Action
Networking Luncheon and Plenary Session - Part I

12:00 pm – 4:00pm

Hilton College Station and Conference Center

- 9:00 am - 12:00 pm **Hospitality Suite** North / South 40 Room
- 8:00 am - 5:00 pm **Registration** Blue Bonnet Grand Ballroom Foyer
- 12:00 pm - 1:30 pm **Networking Luncheon** Blue Bonnet Grand Ballrooms 3-7
- 1:30 pm - 1:40 pm **I. Welcome**
- LaSalle D. Leffall, Jr., MD, FACS Howard University Cancer Center
Chair, C-Change Board of Directors
- Presentation of Proclamation from Governor Rick Perry
by Davor Vugrin, MD, FACP, Texas Tech University Health Sciences Center
Chair, Texas Cancer Coalition
- 1:40 pm - 2:00 pm **II. C-Change Members in Action**
- Evolution of C-Change's Strategic Initiatives*
James Marks, MD, MPH, Robert Wood Johnson Foundation
Chair, Mission, Strategy, and Implementation Committee
- 2:00 pm - 2:20 pm **ACCESS**
- Communications Initiative*
Peggy Conlon, Advertising Council, Inc.
Anthony Signorelli, Advertising Council, Inc.
Carolyn "Bo" Aldige, Prevent Cancer Foundation
- Video presentation of communications initiative, examples of members utilizing the communication tools, and discussion of opportunities for more organizations to utilize common messages
- 2:20 pm - 2:40 pm *Making the Business Case Initiative*
Gary Reedy, Johnson & Johnson
Phil Huang, MD, MPH, Austin/Travis County Health & Human Services Dept
John Dornan, CEO Roundtable on Cancer
- Recap of initiative progress and available resources, recognition of organizations who have achieved CEO Cancer Gold Standard accreditation, and discussion of opportunities to pursue accreditation



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2:40 pm -
3:00 pm

ACCESS (continued)

Cancer Workforce Initiatives

Armin Weinberg, Intercultural Cancer Council/Baylor College of Medicine
Maureen Lichtveld, Tulane University School of Public Health
Elizabeth Clark, National Association of Social Workers

- Results from cancer competency pilot testing phase and discussion of opportunities to apply implementation tools to strengthen the knowledge and skills of the non-oncology health workforce

3:00 pm –
3:20 pm

RESEARCH

Increasing the Nation's Investment in Cancer Chemoprevention Research

Anna Barker, National Cancer Institute
Ronald B. Herberman, MD, University of Pittsburgh Cancer Institute
Bob Young, MD, Fox Chase Cancer Center
Catherine Bennett, JD, Tyco International

- Reflection on unique contributions to the research field, update on recently completed reports, and discussion of opportunities for involvement in policy actions

COMPREHENSIVE CANCER CONTROL

3:20 pm -
3:40 pm

Strengthening Comprehensive Cancer Control Coalition Policy and Practice

The Honorable Bob Wise, Alliance for Excellent Education
Leslie Given, MPA, Strategic Health Concepts
Karen Torges, Texas Cancer Coalition

- Recap of actions taken by the National Partners, report of benefits derived by coalitions, and discussion of opportunities for members to support comprehensive cancer coalition activities

3:40 pm –
4:00 pm

III Closing Remarks

Jim Marks, MD, MPH

Highlights from other Strategic Initiatives

- Patient Navigation
- Tobacco Initiatives
- Cancer Health Disparities
- Cancer Surveillance and Information Summit II
- Behavioral Research and Practice Summit

- Call to Action for member involvement

4:00 pm –
6:30 pm

Hospitality Suite

North / South 40 Room
Hilton Hotel

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Celebrating a Decade of Collaboration
Library Tours, Reception, and Anniversary Dinner

5:00 pm – 9:00 pm

George Bush Presidential Library Center

5:00 pm – **Shuttle Service** Exit adjacent to North / South 40 Room
6:30 pm

From the Hilton College Station to the George Bush Presidential Library Center
Shuttles departing in 15 minute intervals

5:00 pm – **Self-Guided Tours** George Bush Presidential Library Center
7:00 pm

5:30 pm – **Reception** George Bush Presidential Library Center Rotunda
7:00 pm

7:00 pm – **Anniversary Dinner** George Bush Presidential Library Center Plaza
9:00 pm Tented Ballroom

Welcome

President and Mrs. George H. W. Bush
Senator Dianne Feinstein

Celebration of Progress

by LaSalle D. Leffall, Jr., MD, FACS - Commemorative Video Presentation

Member Tribute

by Cheryl Heaton, DrPH, MPA

C-Change Proclamation

by President and Mrs. George H. W. Bush
to the American Cancer Society accepted by John Seffrin, PhD

Special Presentation

by LaSalle D. Leffall, Jr., MD, FACS to President and Mrs. George H. W. Bush

Entertainment by the Texas A&M Singing Cadets

Closing Remarks

by LaSalle D. Leffall, Jr., MD, FACS

9:00 pm – **Shuttle Service** Conference Center Entrance
9:30 pm

From the George Bush Presidential Library Center to the Hilton College Station
Shuttles departing in 15 minute intervals

9:00 pm – **Hospitality Suite** North / South 40 Room
11:00 pm Hilton Hotel



AGENDA

Friday, November 14, 2008

6:30 am – **Breakfast** Hilton College Station Blue Bonnet Grand Ballrooms 3-7
8:00 am

7:00 am – **Shuttle Service** Exit adjacent to North / South 40 Room
8:00 am
From the Hilton College Station to the George Bush Presidential Library Center
Shuttles departing in 15 minute intervals

The Next Decade
Plenary Session – Part II
8:30 am – 1:00 pm
George Bush Presidential Library Center

7:30 am - **Registration** The Annenberg Presidential Conference Center
1:00 pm Foyer

8:30 am – **I. Welcome** Ballroom 1011 B and C
8:45 am
LaSalle D. Leffall, Jr, MD, FACS, Howard University Cancer Center
Chair, C-Change Board of Directors

8:45 am - **II. Co-Chairs' Address**
9:00 am
President and Mrs. George H. W. Bush

9:00 am - **III. 2008 Comprehensive Cancer Control Awards**
9:15 am
Presented by President and Mrs. George H. W. Bush,
The Honorable Bob Wise, Alliance for Excellent Education, and
Leslie Given, Strategic Health Concepts

Exemplary Elected Official - State
Governor Ruth Ann Minner, State of Delaware

Exemplary Elected Official - Local
County Executive William Steinhaus, Dutchess County, New York

Exemplary State Coalition
Arkansas Cancer Coalition

Exemplary Tribe/Tribal Organization Coalition
Cherokee Nation Comprehensive Cancer Control Coalition

Exemplary Territory/Pacific Island Jurisdiction Coalition
American Samoa Community Cancer Coalition

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Friday, November 14, 2008

9:15 am -
10:00 am

IV. C-Change Business Report

- **2009 Strategic Initiatives**

James Marks, MD, MPH, Robert Wood Johnson Foundation
Chair, Mission, Strategy, and Implementation Committee

- **Membership**

New Board Leadership and Membership Announcements

Martin Murphy, PhD, CEO Roundtable on Cancer, Inc.
Chair, Membership Committee (2008)

Recognition of Service

Gary Reedy, Johnson & Johnson
Chair, Membership Committee (2009)

Nominating Committee Members:

Martin Murphy, PhD; Zora Brown

Board Members:

Anna Barker, PhD; Peggy Conlon, John Seffrin, PhD;
and Armin Weinberg, PhD

- **Finances, Fundraising, and Donor Recognition**

John Seffrin, PhD, American Cancer Society
Treasurer, C-Change Board of Directors

- **Executive Director's Report**

Tom Kean, MPH, C-Change

10:00 am -
10:30 am

BREAK

10:30 am -
11:00 am

V. Keynote Address

Introduction by John Seffrin, PhD

Keynote Address by The Honorable Bill Bradley

11:00 am -
11:45 am

VI. Member Reaction Panel

Governor Ruth Ann Minner, State of Delaware

Allen S. Lichter, MD, American Society of Clinical Oncology

William Winkenwerder, Jr., MD, MBA, The Winkenwerder Company LLC,
Deloitte Consulting LLP, and Health Evolution Partners, LP

John Seffrin, PhD, Moderator

