



## **PCCN Brampton October 2010 Newsletter**

Visit our Web Site:

[www.pccnbrampton.com](http://www.pccnbrampton.com)



### **September - A Very Busy Month**

September is not only the first month of our new year. It is also a month full of Prostate Cancer Awareness events. First off was our annual Cruisin' for a Cure Canada 2010 event this year at the Powerade Centre. Despite the threatening weather and the change of venue we still had a good turnout and with the help and support of Prostate Cancer Canada the event was a financial success as well. There is even talk of the event going national at some point.

For our first annual meeting we had Steve Jones, President and CEO of Prostate Cancer Canada come out to speak to us about the efforts and directions of our national organization. Steve was very gracious to come out at the last minute when problems occurred with our scheduled speaker. It appears that having a baby is a valid excuse or so my wife tells me. Steve's enthusiastic talk was well received by the members present at the meeting.

Shortly thereafter The PCCN conference was held in Toronto at the Royal York Hotel. Al Hutton, Jim Dorsey, Paul Henshall and Morris Rambout all took part in the event. Thanks to Al Hutton's efforts, Brampton was well represented with a display board illustrating many of our awareness events throughout the year. PCCN Brampton has a very good reputation across the country as one of its most active support groups. The large contingent of fellow members participating at the conference was further evidence of the growing support for PCCN and PCC with a large assortment of member groups attending from all over the country.

In addition to all that happened in September future events like Movember promise to bring a little fun to the awareness and fund raising efforts of Prostate Cancer Canada. This is a national event that we are planning to participate in this year. Many of us have seen far more coverage of Prostate Cancer in the last couple of years due to the continuing efforts of PCC.

Later in November we also plan to participate in the Brampton Santa Claus Parade once again as well. That coupled with our regular meetings and our new plans for the support of the newly diagnosed should help make this a good year for PCCN Brampton.

Gary Foote – Newsletter Editor (905) 458-6650 or e-mail: [gary.foote@pccnbrampton.com](mailto:gary.foote@pccnbrampton.com)

**Our Next General Meeting will be held on Tuesday, October 12th at 7:00 PM**

**Speaker - Daniel Santa Mina.**

**Department of Surgical Oncology University Health Network**

**Topic: Exercise and Prostate Cancer. It's time to move!**

**Daniel currently directs the Survivorship Exercise Program at the Prostate Centre in the Princess Margaret Hospital in Toronto. In his talk Daniel will be discussing the importance of exercise throughout the course of treatment for prostate cancer.**

**More and more evidence suggests that exercise is vital in helping the body to potentially prevent cancers and to aid it in the healing process after treatment. In addition to Daniel's presentation we will be distributing form to those interested in participating at the Wellspring exercise program. This program is open to men and women that have had cancer and wish to take an active role in their own health and cancer prevention.**

**If you have any suggestions or questions for the evening, please email them to: [info@pccnbrampton.com](mailto:info@pccnbrampton.com)**

**We look forward to seeing you in Room #2, The Terry Miller Recreation Center, 1295 Williams Parkway, at the southwest corner of Williams Parkway & Bramalea Road.**

**Parking as always is free.**

**Last Meeting – Tuesday, September 14th, 2010**

**Steve gave a great speech to our members which detailed current and future plans for Prostate Cancer Canada and how they plan to take our fight straight across our great nation. We got a sneak peak into what to expect at the upcoming National Prostate Cancer Conference in Toronto as well as some insight into some of the public campaigns that PCC plans on launching in the near future. Our very special thanks to Steve for taking time out of his busy schedule to come talk to us on such short notice! We strongly encourage any support group to have Steve come and talk to your group as he will get your members fired up about beating this disease!**

**We would like to invite our members to visit the Prostate Cancer Canada website. [www.prostatecancer.ca](http://www.prostatecancer.ca)**

**You should also visit our parent site for the latest news on Prostate Cancer and support groups across Canada [www.prostatecancer.ca/pccn.aspx](http://www.prostatecancer.ca/pccn.aspx)**

**More information about this meeting is available on the web-site:**

**<http://www.pccnbrampton.com/sepmeeting2010.htm>**

## **2010 Guest Speakers and Events – See the Website for a Complete List**

**Tuesday Oct 12th, Daniel Santa Mina.  
Department of Surgical Oncology University Health Network  
Exercise and Prostate Cancer. It's time to Move!**

**Tuesday Nov 9th, Elizabeth Stanton.  
Peel Area Manager, Ontario Osteoporosis Strategy, Osteoporosis Canada.  
Osteoporosis, it affects both men and women.**

**We have an exciting line up of speakers and events throughout 2010 & 2011.  
Please watch for announcements on this website, in our newsletter and at our meetings.**

**Suggestions are always welcome !**

**Al Hutton, Speaker Committee: (905) 274-5394 or [al.hutton@pccnbrampton.com](mailto:al.hutton@pccnbrampton.com)**

### **PCCN Brampton – Web-Site News**

**Our Website has undergone a minor facelift over the last few weeks to make it easier to navigate.**

**We have eliminated some areas that were no longer useful to make room for new sections and features.**

**We appreciate any and all feedback regarding our website so please take some time to look it over and forward any suggestions or concerns to:**

**Steve Hutton – Webmaster - 905-840-7937**

**Or via email: [steve.hutton@pccnbrampton.com](mailto:steve.hutton@pccnbrampton.com)**

### **PCCN Conference – September 22nd – 25<sup>th</sup> In Toronto**

**We had a very successful Conference held at the Fairmount Royal York Hotel in Toronto hosted by the movement known as Movember. Movember, the month formerly known as November, raises Funds for Research and Awareness as well as all Men's Health Issues.**

**The Conference had an opening Reception and Dinner on Wednesday evening with Aaron Bacher's, (the Conference Chairman), opening remarks and his introduction to the night's speaker. We were introduced to W. Brett Wilson (of Dragon's Den Fame) and Brett related his journey through his Prostate Cancer treatments and trials, a most enlightening personal talk of one man's tribulations. There was humour and honesty in his "off the cuff" words without an apparent written speech to refer to.**

**On Thursday our day began with a Medical Update by Dr. Robert G. Bristow who gave us a brief outline of the latest information on how Toronto is in the forefront on several areas, including the Gnome identification of the various Prostate Cancers.**

**We had the pleasure of hearing from "The Horse's Mouth" (Adam Garone, the Co-Founder of Movember) as to how Movember began in 2003 in Australia in a bar and several rounds of the "bubbly brew" and how it grew to raising over \$100 Million in 9 years for Prostate Cancer and related men's issues. Canada raised the second largest amount last year of \$7.8 Million. It was very interesting how a bunch of "Aussies" started a worldwide phenomenon that is devoted to Awareness and Funding Research into Prostate Cancer as well as other men's issues.**

**Gerald McGroarty took us through the value of Branding and how a Brand has a tendency to influence pro or con reactions on your decision to accept or reject it. Several comparisons were given as to corporations and individuals for your reaction such as McDonald's, Tim Horton's, Cassius Clay (Mohamed Ali), and Donald Trump. It was pointed out that most "Brands" have a Mission Statement, are consistent, know their customers and are committed to positive Brand experience and their Core values. Gerald also pointed out how easy it was to lose that confidence. BP Oil and Tiger Woods are good examples of veering off from your "Mission Statement". Some expressions or sayings that hit home were:**

**"People don't care about how much you know unless they know how much you care"**

**"The toes you step on today might be connected to the ass you've got to kiss tomorrow"**

**"It can take years to build your brand but seconds to ruin it"**

**"The most important brand ever created is You"**

**"None of us is smarter than all of us"**

**Thursday afternoon was spent in another Team Building Workshop where we were asked to relate how our individual Groups performed or could improve. It was highlighted around a discussion of "Set Your Own Agenda". It was based on discussing amongst each table how to Contribute Openly, Give Freely of your Experience, Listen Hard, Confine your Discussion and only One Conversation at a Time. It was pointed out that Goodwill and the presumption of Goodwill in others is very important. A Discussion Planning session ensued for the Best Ideas in the various Groups and to give advice to PCCN/PCC Staff and Advisory Board.**

**Thursday evening we had a very pleasant Mariposa Dinner Boat Cruise around the Toronto Waterfront.**

**Friday morning Elizabeth M. Priestman introduced us to how the media and how modern computers and devices are rapidly changing our interface. We were shown just how changing the words have become and the shortening of words has become. Such as "USC - user generated content", "RSS - really simple syndicate", "Blog - a shared online journal" and the Oxford American Dictionary "word of the year" - " Unfriend ".**

**Our luncheon speaker was known to most of us for his appearances on TV and his books. Dr. Robert Buckman and his talk " Laughter the Second Best Medicine". It was as he suggested very humorous and enjoyable.**

After lunch the groups broke out into three separate sessions, "Women and Prostate Cancer", "Setting up a Support Group for Advanced Prostate Cancer" and "Men's Social" with Mike Pelyk and Walt McKechnie.

The Group I chose was the Advance Prostate Cancer Group and we had a very excellent discussion how to Start a group and what the Goals should be. We were given information of the Warriors Group in Calgary and an agenda of one of their meetings. The Warriors were formed in 2005 as an adjunct to the PCCN-Calgary Group known then as Prostaaid Calgary. It was so intriguing that a Group of us met after the adjournment for the day to continue discussing other related matters.

On Saturday Dr. Trachtenburg, or Trachi as he is known to most of us, spoke to us about his "Recent Research and Medical Advances" on Trials for newly diagnosed PCa patients. It is Focal Therapy or as he called it "Guided Focal Ablation" whereby "Low Grade" PCa patients are given this treatment on a "Out Patient Basis". The results have been nearly 95% curative with no side effects of the radiation. As Dr T quoted Dr Bernard :

" There is no such thing as incurable, it only means that no cure has been found".

Dr T mentioned two other new drugs coming onto the scene are "Ketoconazole" and "Abiraterone" which have had very favourable results.

The rest of the morning was spent on Concluding the Team Building Session and the Wrapping Up the very successful PCCN Conference.

We were assured that all the delegates would receive a summation of the Conference at a reasonably sooner rather than later date.

Al Hutton

### Report on 4<sup>th</sup> Annual Cruisin' for a Cure – Sunday, September 12

This year's show suffered a little due to very unsettled weather, which kept away vehicles coming from more distant points, and to our change in venue from Chinguacousy Park to the Powerade Centre.

Nonetheless, we welcomed 260+ vehicles and the crew of phlebotomists from LifeLabs drew 241 vials of blood. 44 of the men tested – more than 18% – were advised to seek further diagnosis.

This year's most significant development was that our friends at *Prostate Cancer Canada* stepped in and arranged a restricted educational grant from *GlaxoSmithKline Inc.* to help cover the cost of providing the PSA tests. Prostate Cancer Canada is also helping to cover the rest of the testing costs.

As usual, this event would not have happened without the generous support of our members, friends and sponsors. My wife *Sandi* is my right hand and my brains throughout the year; without her, nothing at all would happen!

Throughout the year, the members of the Steering Committee and their spouses are always available to us, especially *Margaret & Sean Butterly, Gary & Marie Foote, Paul Henshall, Al*

**Hutton, Steve & Mary Hutton, Mike Loughnan, Tilly Netherton, Denis & Jean Paris and Morris Rambout.**

Every year, we receive strong support from members of the Chrysler PT Cruiser Community. **Rick & Elaine Brown, Max & Debbie Gabriel and Jim & Caroline Winner** represented the Chrysler Cruising Club of Western New York this year. All these folks spent the weekend working at the show and Rick & Max did their usual Live Auction shtick to the delight of all.

**Lorne & Wendy Bland, Rick & Sandra Porter and Bob Perkins & Bonnie Hamilton** of the Ontario PT Cruisers Club also helped out, bringing items for our goody bags and raffle table and lending a hand wherever required. Lorne Bland's *JST Printing in Orangeville* covered the printing of our fliers and provided other printing services at bargain rates.

Many of our members gave up their Saturday nights to help with final preparations – arranging tables and chairs, assembling backdrops for the blood clinic, stuffing goody bags, marking off the parking lot, etc. Most of the folks mentioned above were there, plus **Stew Cornell, Ernie Dyck, John Elliott and Kevin Moore** among others.

On the day of the show, we were joined by **Bill Stellings of BramCity Transmission** and his crew, who provided the beverages and Bill's own special sense of humour. **Lisette Stauch from Oscar's Roadhouse** and her family ran the barbecue. All the proceeds from their efforts went to Cruisin' for a Cure.

Of special note, our DJ, **Bob McKerron of KRUZ Radio**, was there bright and early and kept us entertained all day long. Sadly, Bob used this occasion to announce that he is retiring for personal and health reasons. He was the first person who took us seriously when Sandi & I started planning the first Cruisin' for a Cure Canada. Bob's advice and support have been invaluable; we will miss him greatly.

As usual, our young friend **Sean O'Neill** managed the Traffic Control function, assisted by **Victor Horvath, Bill Smith, Oscar Tachini** and other PCCN - Brampton members.

A young ball of fire named **Walter Seibt**, who was very much in evidence moving heavy objects on Saturday night and Sunday afternoon, walked 10 Km. to be at the Powerade Centre for 6:30 a.m., before bus service was available, to work in Traffic Control. Walter would not explain why he volunteered to help us, but I suspect that he has a very personal reason.

As always, **Margaret Butterly, Mike Loughnan and Tilly Netherton** ran the blood clinic. This year, they were assisted by **Misha Lobo and Susan Langlois** from Prostate Cancer Canada, who used a notebook computer to double-check the physician information for each man tested. The process ran very smoothly and the three technicians from LifeLabs worked steadily throughout the day.

The Registration and Product Sales tasks were ably handled by the Paris clan as always – **Jean Paris**, her daughter **Carol**, grand-daughter **Christina** and Christina's boyfriend **Sean**.

The Raffle and Door Prize areas were staffed by **Rick & Elaine Brown, Sandi Dorsey, Marie Foote, Jim & Caroline Winner** and others.

Finances were handled by **Gary Foote, Mary Hutton and Denis Paris**. Final numbers are not officially available as there are pledges still outstanding.

Our information booth was manned by *Sean Butterly, Stew Cornell* and *John Elliott*. *Wellspring Chinguacousy* was initially represented by *Bob Vandrish*, one of our members who is also a Peer Support volunteer at Wellspring.

This year, it was obvious that everybody involved has come to know what is required. The event ran very smoothly, to the extent that I was able to walk around and look at the vehicles for the first time ever. My sincere thanks to all involved. I know that future events will run even better with your help.

Some of our vendors, all of whom provided at least raffle items, deserve special mention as well. *Ian Woods of Frasier Woods* brought his usual collection of die cast model cars, including some special Cruisin' for a Cure vehicles, including two 'mobile blood labs' – blue PT Cruiser panel vans that he customized to bear the Bomber Gal logo. Ian also donated 20+ rare 1:18 PT Cruiser die cast models that we will be selling at future PT events to raise funds for Cruisin' for a Cure.

*Colleen Bannon of ZomBettyBows* (think Zombie + Betty Boop!) brought her unique line of hair accessories and donated her revenues to the show. Colleen's father is a Prostate Cancer survivor and she donates her time and profit to us in his honour.

Our good friend *Bonnie Hamilton of Bonnie's Bedroom* displayed her line of soy candles and bedroom clothing and charmed many of her visitors with her wicked sense of humour in the process. Bonnie and her husband *Bob Perkins* contributed prizes and cash.

*Meguiar's Canada* was much in evidence, thanks to *Darcy Backman from 3M Canada*. They provided door prizes, goody bags and product as well as two young product demonstrators and a trophy for Best in Show.

*The Everest College School of Massage* brought three students who provided massage services throughout the day. A number of our volunteers made use of the service.

*Dianne's Mastectomy* provided information for ladies afflicted by Breast Cancer. Dianne has been a supporter of our show since the beginning.

Magician *Keith Hunter* from Orangeville amazed small groups in the arena lobby throughout the day.

A new sponsor, 3 for 1 Glasses came through with a large cache of prizes for our goody bags.

Missing were some of our regular PT Cruiser clan and *Fernando Pacheco*, our beloved graphic artist, who was attending a major family event.

Special thanks go to the *Mike Hardcastle, Kathy Stafford* and the staff of the *Powerade Centre* and to *Mike Griffin* and *Phil Ercolani* from the *Brampton Battalion*. All these folks made us welcome from day one and did everything they could to make our event a success.

Our good friend *Roberta Canning* from *Chinguacousy Park* arranged for us to borrow the portable stage from the Park to use at the Powerade Centre and even had it delivered and picked up! Roberta works tirelessly to promote a sense of community in Brampton.

I must apologize to anybody that I have not acknowledged and I ask that you remind me of my oversight. Recognize that I started writing this at 3:30 a.m. in our son's office in Bakersfield, California. We are just winding up our annual pilgrimage to Debbie Baker's Cruisin' for a Cure in Costa Mesa and a hectic round of visits to Sandi's side of the family.

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### What I Did This Summer or "A Few Months in the Life of a PCa Advocate"

Since I decided to retire from my part-time consulting practice after dealing with cardiac disease, my life has not been my own. There is so much to do out there to end ignorance about Prostate Cancer. Happily, I am finding out that there many new avenues opening up for advocacy. Here are a few of the more exciting things that I have discovered.

#### [pcaawareness.net](http://pcaawareness.net)

Years ago, Fred Norris suggested that we find a source for the blue ribbon lapel pins that had become a standard awareness item. I found [www.pcaawareness.net](http://www.pcaawareness.net) and got to know Richard L. Ward, a pioneer advocate who was instrumental in making the blue ribbon the symbol for Prostate Cancer and in having September declared Prostate Cancer Awareness Month in many of the United States.

Rick set up the pins mission to ensure that high quality blue ribbon lapel pins would be available to anybody who needed it at a reasonable price. There was no profit involved as Rick kept prices very low and funded the operation out of his retirement income. He got me interested in Cruisin' for a Cure and then introduced me to Debbie Baker and you know the rest of that story.

When Rick learned that his days were numbered due to complications from his own Prostate Cancer and from his military service, his main concern was that his personal mission not die with him. Since he could not find anybody else, I teamed up with Rick Brown from the Chrysler Cruising Club of Western New York and we moved the operation from San Antonio to Lewiston, NY in June, 2009. Rick Ward passed away quietly on August 29 and is greatly missed by many friends around the world.

Since that time, Rick Brown and I have sold over 100,000 lapel pins, wristbands and car magnets to customers all over the world. In the process, we have gotten to know some very special individuals, ranging from kids hurting over the loss of a loved one to health care professionals.

One of our regular customers is *Dr. Levi Ross* from Roswell Park Cancer Institute in Buffalo.

#### MAN UP

On June 16, Elaine Brown and I attended a press conference at Roswell park at Dr. Ross's invitation. We were invited both because we had sold him the lapel pins being handed out at the launch and because Levi wanted to stage a small car show in connection with the press release so we brought some PT Cruisers along. The show was rained out but the press conference went ahead.

This conference announced the creation of a new advocacy group, *Minorities Allied for the Need to Understand Prostate Cancer or MAN UP*. This group is supported by Roswell Park and in fact a number of Roswell Park staff are members of the group. Members are both PCa survivors and interested men. Elaine and I were impressed by the enthusiasm and eloquence of all the members that we met at the conference.

They work with churches throughout the Buffalo area to increase awareness of the special dangers that Prostate Cancer poses for African-American men, whose chances of being diagnosed with Prostate Cancer are 1.6 times as great as for Caucasian men. Once diagnosed, African-American men are 2.5 times as likely to die of Prostate Cancer.

Fred Norris and other members of Us TOO Brampton recognized this disparity very early on and sought to reach out to the Canadian Black community, without much success. Hopefully, our involvement with MAN UP will help as they have offered to come to Brampton to speak to us and to churches in our area. One of their members is *Charlie Ferguson*, an NFL legend and noted public speaker.

Interestingly, Steve Jones and Helene Vassos of PCC have already been speaking with another group in the Brampton area and hopefully PCCN – Brampton will get involved as well.

### *Cruisin' for a Cure Buffalo*

On August 25, Sandi & I met with Levi Ross and Terry Alford at Roswell Park to discuss holding a Cruisin' for a Cure event in Buffalo in September, 2011.

We all came away determined to make this happen on a different weekend from our own 5<sup>th</sup> Annual Cruisin' for a Cure Canada. The tentative location is The Buffalo Transportation Pierce Arrow Museum in downtown Buffalo as suggested by Terry Alford.

We have been promised support by MAN UP and by members of the Chrysler Cruising Club of Western New York.

On September 12, Dr. Ross and his intern, Jarrett Johnson, took time out from a busy weekend of awareness events in Buffalo to drive up and spend the morning at our Cruisin' for a Cure. They went away suitably impressed.

### *PHEN 6th Annual African-American Prostate Cancer Disparity Summit*

I attended this conference in Washington, DC as a guest of Roswell Park Cancer Institute, one of the Summit sponsors. PHEN is the Prostate Health Education Network and it works in the African-American community to address its special concerns.

The PHEN Summit was just one of many Prostate Cancer events being held in Washington during the "Advance on Washington", organized by the major Prostate Cancer organizations in the United States. As a press release on the Prostate Cancer Foundation website stated:

*Charlie Wilson, Jean Fogelberg and Rosey Grier Join "Advance on Washington" to Improve Treatments, Reduce Overtreatment*

*Washington, DC, September 14, 2010 — With \$3 billion spent on the over-treatment of prostate cancer each year, new discoveries are prompting the prostate cancer community to Advance on Washington the week of September 13 – 18. This initiative calls for renewed commitments to finding answers that will enable physicians to cure more and over-treat less. The nation's leading prostate*

*cancer organizations today issued a five point plan, targeted to policymakers, to accelerate research and discovery of effective prostate cancer treatments.*

While I was hesitant to attend the PHEN Summit, being uncertain that a 'honkie' could contribute much to their difficult task, I found it to be a very valuable experience. First, I got to spend four days with most of the members of MAN UP and was able to make them aware of what Cruisin' for a Cure Buffalo would entail. They unanimously supported the concept.

Secondly, I was made even more aware of the many issues involved – genetic predispositions, regional disparities in diagnosis and treatment, dietary considerations, educational shortcomings and macho stereotypes being most significant.

Dr. James Mohler of Roswell Park spoke most eloquently on many of these issues and reinforced the facts – African-American men are 1.6 times as likely to be diagnosed with PCa and 2.5 times as likely to die from it. He suggested reasons for this, one of them being the interesting possibility that Vitamin D deficiencies are more common the farther from the equator people of African ancestry move. Hopefully further research in this area will lead to better treatments and preventative therapies.

I also witnessed a most interesting confrontation between Dr. Mohler and a representative of the American Cancer Society. Dr. Mohler had taken the ACS to task for its perceived rejection of Prostate Cancer screening. The ACS representative asked to rebut this and stated that the press has grossly distorted the ACS position. In reality, the ACS supports screening as long as the results are interpreted correctly, the patient is made aware of the alternatives and treatments are carefully designed. Since this is exactly Dr. Mohler's position, the two shook hands to the accompaniment of loud applause.

The event organizer, Thomas Farrington, is a survivor and author of two books on his personal experience, 'Battling the Killer Within' and 'Battling the Killer Within and Winning'. Mr. Farrington announced that PHEN, the Prostate Cancer Foundation, ZERO – The Project to End Prostate Cancer and the Black Barbershop Health Outreach Program had just signed an historic agreement to work together to increase awareness of Prostate Cancer in ALL men.

In addition to attending the Summit, I got to tour the Baltimore waterfront and parts of DC and Virginia, including the House of Representative and various government office buildings. It was an interesting experience for a Canadian, who avoids politics as much as possible, to be meeting with various New York State political figures to promote the cause of Prostate Cancer Awareness.

### **2010 Prostate Cancer Canada Network Annual Conference, September 22 - 25**

Because of my commitment to attend Cruisin' for a Cure in California, I was only able to attend the first day and a half of this four-day event . I was struck by the enthusiasm, excitement and energy evident from the registration process right through my time there.

CEO Steve Jones and Vice President Helene Vassos continue to fulfill our hopes for Prostate Cancer Canada Network. They and their able staff produced a valuable event that showcases the potential of our new national organization.

We were introduced to the various activities being carried out by Prostate Cancer Canada on our behalf, including fund-raising, research, awareness and media coverage. Some of the high points for me:

As always, Aaron Bacher, the outgoing head of PCCN – Toronto served most ably as Master of Ceremonies and host.

W. Brett Wilson of Calgary, a survivor and one of the stars of CBC's Dragon's Den, was an outstanding keynote speaker on Wednesday night, describing his journey with great style and humour.

Dr. Robert Bristow, one of Brampton's all-time favourite speakers, provided a succinct medical update first thing Thursday morning.

Dr. Bristow was followed by Adam Garone, the founder of Movember, which funded the conference. Adam described the beginning of Movember in a pub in Australia and its development into a major worldwide fund-raising program for Prostate Cancer awareness.

Before I left on Thursday, we went through a Team Building Workshop led by Gerald McGroarty of Brandon Taylor Consulting. Gerald brought out some interesting ideas on branding our groups and ourselves that I intend to pursue.

*Paul Henshall* was able to spend the entire four days at the Conference while *Morris Rambout* took over from me for the last two days. Hopefully Paul and Morris will also provide their reactions to the conference. I suggest that we should try for a larger, better organized contingent next year.

*Al Hutton* was the delegate for the Oakville group, but he found the time to put together a great table display highlighting PCCN – Brampton's annual Golf Tournament and Cruisin' for a Cure Canada.

### *11<sup>th</sup> Annual Cruisin' for a Cure, Orange County Fairgrounds in Costa Mesa*

On September 25, I attended my fifth Cruisin' for a Cure and Sandi attended her fourth. As always, it was a car lover's dream, with 3,500+ prime examples of Southern California car culture. Paid attendance hit a record. *Debbie Baker* later advised me that they tested a record 1,358 men between Thursday afternoon and 5 p.m. Saturday; results are still to be received from the labs at the University of Michigan in Ann Arbor.

Unlike our show, Debbie's venue features a cruise route through the fairgrounds, with vehicles on the move all day long, including every kind of hot rod and custom car or truck that you could imagine and some that you couldn't. The original Batmobile was there, plus the stainless steel Delorean from Back to the Future and an ancient truck chassis sporting a complete living room and lounge area and playing Jimmy Buffet tunes.

Over 200 vendors of everything from complete engines to custom-made straw hats lined the midway and filled the air-conditioned buildings. 50:50 and raffle ticket sales tables were front and center on the midway and were swamped all day long.

The new Meguiar's Building featured 30 of the best vehicles to be found anywhere plus day-long product demonstrations. At least five of the vehicles therein were awarded with trophies.

*Rab McLarnon* from Chrysler's Brampton Assembly Plant and his wife *Laura* flew down to join us for the weekend. It was their first visit to "the Mother show." They count the trip as one of the high points of their year as well.

It is our hope that the Cruisin' for a Cure for Prostate Cancer movement will continue to grow throughout the U.S. and Canada and that we will increase public awareness to the point that no other families have to endure what all the families in our Prostate Cancer Canada Network – Brampton extended family have survived.

Jim Dorsey, Steering Committee Member,

Tel.: (905) 453-3038, or e-mail: [jim.dorsey@pccnbrampton.com](mailto:jim.dorsey@pccnbrampton.com)

### MOvember... What did you say? Not NOVember?

Like Willy S. said: What's in a name? That which we call a rose by any other name would smell as sweet. (Romeo and Juliet)

So the catchy name Movember has propelled this event into a huge annual event in 10 countries. Last year, Canada was number 2 in fund raising at about \$7.5M

Why should we be taking part in this event at PCCN-Brampton? First of all, Movember is one of the nationally organized events of Prostate Cancer Canada. That means that our umbrella organization, PCC, can do so much more to achieve its vision and goal to become a global leader in the fight against prostate cancer and to become the primary prostate cancer support resource for men and their families across Canada.

Movember made possible the recent conference at the Royal York where Jim, Morris, Al and I learned about the tremendous steps being taken in the search for better treatments and ultimately the elimination of prostate cancer. We also met with so many other survivors who have taken on the responsibility of starting and/or running support groups in cities, towns and throughout rural areas in every province.

Movember has fired the imaginations of young men by presenting a challenge that any of them can do, each according to his own follicles. The best part is that each participant has become aware of the disease and the importance of having regular medical checkups. Many have brought fathers to the doctor for a PSA test that otherwise might not have been sought.

Close to 40 years ago, I grew a moustache and beard. The "Mo" lasted until the day I caught a cold. That's when I learned that sanitation for the nation may have started with a clean upper lip. This year, though, for at least one month, I will do it again. A young friend did one as part of the Mercedes corporate team. The unexpected result in his case was how sinister he looked!

So go to our web page at Movember using the link below. You can support the team or an individual or you can join the team at a cultivator! Either way, you and your support group will benefit while getting involved in a fun event for a serious problem.

Visit our [web-site](http://ca.movember.com/mospace/535494/) or: <http://ca.movember.com/mospace/535494/>

To support PCCN Brampton's **Blue Knight Crusaders**

Paul Henshall – MOvember Co-coordinator and captain. [paul@hslrallysport.ca](mailto:paul@hslrallysport.ca)

## CALL FOR VOUNTEERS

As always we are in need of volunteers, more than ever with recent departures. We need people to serve on calling committees and to attend and contribute to our monthly Steering Committee Meetings held on Wednesdays, two weeks after the general meeting at 7:00 PM, upstairs at Wellspring Chinguacousy at the corner of Torbram and Father Tobin Road. If you can commit even a few hours a month please speak to us at the next General Meeting or come out to our next Steering Committee Meeting. You will be more than welcomed and have a chance to further our goal of promoting Prostate Cancer Awareness.

If you would like to speak to one of our members, one on one about your situation Sean Butterly has made himself available during this time frame at Wellspring Chinguacousy.

## RECENTLY DIAGNOSED? - Contact: PCCN - Brampton

If you have been recently diagnosed with prostate cancer and would like to talk to someone who has been there, please call ahead and we will arrange to meet you at a convenient time and place. Alternatively, come early to one of our monthly meetings and inform the front desk of your arrival. One of our counselors will welcome you and listen to your concerns. Our monthly meetings are held on the 2nd TUESDAY of each month except July & August but we accept calls all through the year. Family members, friends and supporters are welcome! We have been there and we think we can help you deal with this very difficult period in your life. If you would like our support, please call any one of the following to arrange a meeting:

### Counseling Associates

Sean Butterly, 905-454-4237  
Morris Rambout, 905-793-8843, or [morris.rambout@pccnbrampton.com](mailto:morris.rambout@pccnbrampton.com)

Regular Mail Costs Us about a dollar per person per month.

Anyone who would prefer to receive this newsletter via e-mail should contact Gary Foote  
If you already receive your newsletter via e-mail, be sure to notify us of address changes.

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