African Americans in Clinical Trials

AACT I, II (African Americans in Clinical Trials) objectives increase African Americans’ understanding of diseases that impact their lives and to enhance their understanding of and participation in clinical trials. This is accomplished within a casual, safe environment, and FACE-TO-FACE exchange with clinical research professionals about trials available.

50 Hoops LEGENDS

Since 1998 50 Hoops Prostate Cancer Tournaments & Health Fairs remains the only annual prostate cancer education basketball tournament in the country for men 30 - 75. With nearly two hours of cancer education during half and quarters, 50 Hoops Cancer Breakfast and Tournament raises awareness of cancers which critically affect African Americans.

Fabulous 50 to SEXY at 60

THE “FABULOUS 50 to SEXY at 60” Lecture Series brought physicians, health professionals, community leaders, survivors, doctors, churches and other leaders together for dialogue about prostate, breast, pancreatic, Multiple Myeloma and other disease within the African American community. FAB 50 explores the accessibility to patient care, and provides information for caretakers.

The Mystique of 50 Hoops

50 Hoops™ Celebrates 20 years with 50 Hoops LEGENDS premier

With the finalizing of new cities for the 50 Hoops LEGENDS (Franchise), Buffalo, NY and Little Rock, AR, are on the short list for 50 Hoops Franchise cities. The Premier of 50 Hoops™ LEGENDS in 2017 were overwhelmingly accepted both by 50 Hoops’ Network Coordinators and Partners formed in both cities. Major cancer organizations, Greek and health ministries are now on board. Each city had a different element to 50 Hoops LEGENDS. We’re excited to see how they both develop.

50 Hoops educates throughout the breakfast and tournament. Our surveys tell us about the health needs of our audiences; the Call to Action joins the community with medical and educational resources.

African American Health Matters Mobile Text Message Service
2000–2002: Pfizer grant to partner with Howard University’s AAHPC (African American Hereditary Prostate Cancer) Study, funded by NIH. 50 Hoops’ partner clinical trials recruitment division, P&E Associates led the national recruitment, with 50 Hoops providing patient education events nationally. Dr. Georgia Dunston, former head of the AAHPC study, later became a board member of 50 Hoops after its 501c3 status.

U.S. Rep. Maxine Waters in quoted in the article along with 50 Hoops Co-Founder, Pat
50 Hoops National Prostate Cancer Awareness Basketball Tournament and Health Fair 2017-2018

“30th season of its fight against prostate cancer, the 50 Hoops LEGENDS Cancer Breakfast and Prostate Cancer Awareness Tournament will premiere in three cities: Dallas, partnering with Ft. Worth, TX, Buffalo, NY and Little Rock, AR.

SATURDAY, JULY 15, 29 & October 21, 2017

Featuring:
- 50 Hoops Basketball Tournament: Men ages 34-49 and 50+
- Women ages 24-49, 50’s, 60’s & 70’s
- Prizes & Giveaways
- Free screenings by Local Hospitals

For more information or to register for the tournament, call 1-800-373-4429 or visit www.50hoops.org.

Dallas/Ft. Worth Texas, Buffalo, NY & Little Rock Arkansas

As 50 Hoops approaches its 20th anniversary, it remains one of the most viable (small, minority) patient education organizations in the United States. With the mortality rate for cancer in African Americans continuing to outdistance other races, 50 Hoops has for nearly 20 years taken its unique approach to patient education events throughout the United States, covering more than 32 cities. This year, 50 Hoops LEGENDS began to replicate itself in other cities, planting roots to educate a NEW group of 40’s and 50’s.

50 Hoops Legends Little Rock Cancer Breakfast drew over 110 community stakeholders, patients and health ministries across the city to help make a home for 50 Hoops LEGENDS.

Dr. Corey Montgomery talks during “Hardwood Workshop” to men and women about Oncology following cancer treatment.
A Message from the Founders

We are excited to move into our 20th year. 50 Hoops began as a local basketball tournament with “Hardwood Workshop,” meaning doctors would speak at half time and quarters about prostate cancer and take Q&A. Local BB enthusiasts came out and doctors. Continued to be loyal to a new African American patient outreach.

Without a non-profit status at the time, we turned to large prostate cancer organizations and foundations to help us fund our programs. Two major ones came to the rescue: The Prostate Cancer Education Council and American Foundation for Urologic Disease (see letters in this edition). They partnered in our new concept of how to reach the African American community. Little did we know that 50 Hoops was destined to grow fast and furious over the next half decade. We had something the Black communities could identify with and make their own. Within two years, 50 Hoops received its 501c3 non profit status, and our first big grant from Pfizer in 2000. It was to work with the National Human Genome Project at Howard University, one that we had networked and developed a proposal as to how to help them nationally.

We worked through P&E Associates, our Minority Patient Recruitment Consulting Company to lay the groundwork for change in outreaching to African Americans. Though separate from P&E Associates in activities, 50 Hoops brought the special events and patient education outreach to cities; formed networks and grew strategic alliances with partner cities. Our work with the AAHPC (African American Hereditary Prostate Cancer) Project, allowed us to expand our networks, thereby expanding our patient education to include not only prostate cancer but also other diseases critically affecting African American communities.

In 2004, GlaxoSmithKline opened another door of opportunity in prostate cancer that allowed us to move to the next level. We teamed with National Baptist Congress events, major Black Expos in Indiana, Missouri, Los Angeles, Dallas, and Atlanta and around the country. We met and recruited key celebrities as spokespersons for the prostate cancer recruitment outreach campaign featuring TV and Radio Host and Activist, Tavis Smiley, Singers, Marylyn McCoo and Billy Davis and other celebrities...

But, wait. We’re getting ahead of ourselves. The whole story will be in pictures, letters, articles, programs and more, which has been collected for the 50 Hoops 20th Anniversary Commemorative Yearbook. The yearbook will premier in January 2018 online, with the first chapter, “1998 – 2000” kicking off the year. We’re also starting on the audio and video libraries on Facebook in 2018. This will complete 50 Hoops’ anniversary memorabilia by yearend.

After 20 years, we’re not finished yet. There are, grant partnerships that have been put in place, working with Medical Teaching Universities and Foundations next year.

Our newly Certified Educational Provider (CEP) Accreditation provides our CAM (Community Advocacy Matchmaking) Conference to outreach to medical professionals and tie them in with minority stakeholders.

50 Hoops (cancer and prostate cancer) remain the flagship of our existence. And, we are proud to announce two (franchise) cities Buffalo, NY, and Little Rock, AR, that have agreed to make 50 Hoops LEGENDS their home annually.

Within the pages of this annual report, you’ll see glimpses from the 50 Hoops past. We thank all of our sponsors for 2017, as well as those who have helped 50 Hoops over the years.
50 Hoops 2017 Annual Report…Celebrating 20 Years in 2018

AWARENESS IS HALF THE BATTLE

50 Hoops National Prostate Cancer Awareness Basketball Tournament and Health Fair 2017-2018

“In the 20th season of its fight against prostate cancer, the 50 Hoops™ LEGENDS Cancer Breakfast and Prostate Cancer Awareness Tournament will provide in three cities: Dallas, partnering with Ft. Worth, TX, Buffalo, NY and Little Rock, AR.

SATURDAY, JULY 15, 29 & October 21, 2017

Featuring:
- 50 Hoops Basketball Tournament: Men ages 30-49 and 50+
  Women ages 30-49, 50’s, 60’s & 70’s
- Prizes & Giveaways
- Free screenings by Local Hospitals

For more information or to register for the tournament, call 1-800-577-8429 or visit www.50hoops.org.

Dallas/Ft. Worth Texas, Buffalo, NY & Little Rock Arkansas

2017 Hardwood Workshops: Dr. Michael Folkert speaks with men about prostate cancer and quizzes them on their knowledge. Below, Dr. Rufus Green discusses health factors men over 50 should consider before and/or after cancer.
Reviving an Old Friend for Medical Professionals

In 2014, 50 Hoops and The National Physician and Family Referral (NPFR) Project conducted nearly a dozen Patient Education and Patient Advocacy programs. In addition, we added a new Medical Education conference to our portfolio. The messages from our conferences, workshops and lecture series made tremendous impact throughout the country. Patients, physicians and communities came together, and our surveys reflect our impact on helping to expand health and disease education throughout the country.

The Challenge
Understand challenges within various Constituencies

The Truth
Do they KNOW about the trials? If not, WHY?

The Solution
HOW TO: Target Populations for clinical trials and build TRUST.

One of four panels of African American and Hispanic/Latino Community Stakeholders

Doctors and clinical professionals at The C.A.S.T.
Lady Narsearly Harris, is first lady and wife of pastor Vernal Harris, Prince of Peace Temple Church on the East Side of Buffalo. Lady Harris is a cancer survivor and community stakeholder in health. She is the Chairperson of FLOW (First Ladies of Western New York) whose members represent several churches in Buffalo and Niagara Falls, and who advocate for programs that improve the health of minority and underserved women. Over the past seven years, FLOW has partnered with Roswell Park Cancer Institute’s Buffalo-Niagara Witness Program, which promotes the importance of early detection through support of survivors of breast and cervical cancer.

Mr. Rochester Davis is a retired 30-year Buffalo firefighter. He is also a prostate cancer survivor who actively outreaches to men at-risk and leader in MANUP (Men Allied for the Need to Understand Prostate Cancer) Buffalo, a prostate volunteer advocacy group comprised of diverse group of men who talk with other at “risk men” who need screening as well as men facing and recovering from prostate cancer. MANUP is a Roswell Park Cancer Institute Initiative. Davis is also a member of us TOO of West New York, a national support group of men and their families living with prostate cancer. He’s known in the community for talking with men on the streets and educating one-on-one in his Buffalo community.

MANUP- Buffalo, NY partners
MANUP (Men Allied for the Need to Understand Prostate Cancer) Buffalo, is a prostate volunteer advocacy group comprised of diverse group of men who talk with other at “risk men” who need screening as well as men facing and recovering from prostate cancer. They are a Roswell Park Cancer Institute Initiative in that part of New York.
What is it, and why should we know about it?

Dr. Sharmilan Thanendrarajan (Dr. “T”), UAMS, speaks about Multiple Myeloma (Cancer) in the African American community at the 50 Hoops Cancer Breakfast. Dr. Daniel Borja discussed Pancreatic Cancer, signs symptoms and risks.
Fabulous 50 to Sexy at 60 is designed to bring physicians and the community together in dialogue about cancer and other diseases. In 2017, 50 Hoops opened new doors for partnerships.

**Cleveland Advisory Team**

**Rasheeda Larkin** is a Program Manager for the Government & Community Relations Department at Cleveland Clinic. She focuses on improving the overall well being of the residents in the communities she serves by positively “moving the dial” on advocacy and policy, healthy lifestyles, economic vitality and education. Some of her focuses include chronic disease management, screening/prevention, infant mortality and access to care. She envisions herself as a “social engineer” where she has the opportunity to inspire and influence wellness across Northeast Ohio.

**Aqeel Seals** is a program manager in Community outreach of Cleveland Clinic's Taussig Cancer Institute. He provides infrastructure for prostate and colon cancer programs in areas that have been identified as underserved in health access and screening opportunities. Our goal in community outreach is to decrease late stage disease presentation and improve cancer outcomes by focusing on early detection; screening and educating the communities we serve. He's passionate about people. He's passionate and desires to improve the quality of life of all those he interacts with! He strives to be positively impactful in this role, department, organization and ultimately the world through his work!
Louisville: Kentucky African Americans Against Cancer (KAAAC), featuring Dr. Jason Chesney, Division of Medical Oncology & Hematology, James Graham Brown Cancer Center.
CANCER Breakfast Lecture Series 2017

Breast Cancer Guest Speaker

Amelia Merrill, M.D., MPH, is a surgeon specializing in breast care and breast surgery. She received her Doctor of Medicine from Wake Forest University School of Medicine in Winston-Salem, North Carolina, where she remained for her General Surgery residency training. While in residency, she completed a Masters of Public Health in Health Policy and Management at the University of North Carolina at Chapel Hill. She is currently in fellowship training at the University of Arkansas for Medical Sciences (UAMS), where she specializes in breast diseases. Dr. Merrill is enthusiastic about breast cancer awareness and is involved with breast cancer education and outreach.

Multiple Myeloma Guest Speaker

Sharmilan Thanendrarajan, M.D., or Dr. “T” is an Assistant Professor of Medicine at the Myeloma Institute for Research and Therapy at UAMS. Dr. Thanendrarajan earned his medical and doctoral degree from the Ruhr-University Bochum in Germany. He completed his training in General and Internal Medicine at the General Hospital Hagen and University Hospital Bonn in Germany. Afterwards Dr. Thanendrarajan completed a fellowship in Hematology and Oncology at the University Hospital Bonn in Germany. He is board certified in Internal Medicine, Hematology and Oncology. Dr. Thanendrarajan is a full-member of the American Society of Hematology, American Society of Clinical Oncology, European Hematology Association, and European Society for Medical Oncology, European Myeloma Network, German Society of Hematology and Oncology, German Cancer Society and German Society of Internal Medicine.

Pancreatic Cancer Guest Speaker

Daniel Borja-Cacho (Dr. Borja), M.D., is an Assistant Professor of surgery at the University of Arkansas for Medical Sciences. He graduated Suma Cum Laude from La Salle University Medical School in Mexico City in 2000. He then completed a full General Surgery residency at the National Institute for Nutrition and Health Sciences in Mexico City. After this, he furthered his training with three separate fellowships at the University of Minnesota: Pancreatic Cancer Research Fellowship, Pancreatico-Biliary Surgery Fellowship and a Liver, Pancreas and Liver Transplant Surgery Fellowship. He came to UAMS in 2011 and is the Director of the Liver Transplant Surgery Division at the University of Arkansas for Medical Sciences (UAMS), as well as part of the liver and pancreas cancer program of the Surgical Oncology Clinic.
DOWN MEMORY LANE. With Many Thanks!
Prostate Cancer Guest Speaker
Mohamed Kamel, M.D., is an associate professor of urology at the University of Arkansas for Medical Sciences. He is board certified in urology by both the European and British Boards of Urology. As a specialist in cancer of the prostate, bladder and kidney, Dr. Kamel received his formal residency training in urology in Ireland, where he also graduated from the Royal College of Surgeons. He completed fellowship training in urogenital cancer management at the University of Miami. He received his medical degree from Ain Shams University in Cairo, Egypt. At UAMS, he continues to treat patients with urogenital cancer, including prostate cancer, testicular cancer and bladder cancer. His clinical interests and research focus on treatments for these conditions. He continues to research new da Vinci robotic surgery methods to help his patients.

Orthopedic Oncologist Guest Speaker
Corey Montgomery, M.D., is an orthopaedic oncologist at University of Arkansas Medical Sciences. He received his BS (1999) and MS (2000) degrees from Alcorn State University in Lorman, MS. He then obtained his medical degree with high honors from the University of Tennessee in 2004. In 2009, Dr. Montgomery completed five years of orthopaedic surgical training at UAMS. He completed a one-year fellowship at the University of Miami/Jackson Memorial Hospital in orthopaedic oncology. Dr. Montgomery is currently an associate professor of orthopaedic surgery and associate scientist in Winthrop P. Rockefeller Cancer Institute. An orthopedic (orthopaedic) oncologist is a physician and surgeon who specializes in diagnoses and treatment of primary benign and malignant bone tumors.

Special Thanks:

Stan Eckwood and Big Dogs
Keith Cragg
Linda Haymes
Susan Van Dusan
Andrew Peal
Beverly Eckert
Charles Todd

Katrina Dupins
Tronx Mitchell
Eric Jackson
Charlie Johnson
Braids & More
Broadway Joe
Libra Scale Enterprises

J.A. Fair High School Staff and Maintenance

Arkansas Minority Health Commission

ΩΨΦ

American Cancer Society

50 Hoops

www.50hoops.org

October 21, 2017
50 Hoops 2017 Annual Report...Celebrating 20 Years in 2018

Partnering with Mega Church Health Fairs in 2017

AACT: African Americans in Clinical Trials
African Americans in Clinical Trials

Multiple Myeloma in African Americans

Dr. Larry Anderson, MD, PHD, is an Assistant Professor of Internal Medicine at UT Southwestern Medical Center in Dallas, where he specializes in the treatment of Multiple Myeloma and other plasma cell disorders. He also has 13 years of experience with bone marrow and stem cell transplantation and runs an active clinical trial program for Myeloma patients. With the current treatments for myeloma, experts estimate the average survival is now eight to 10 years, Dr. Anderson explains. And the latest FDA-approved treatments are more effective and more manageable than traditional chemotherapy. In addition to offering patients the most innovative therapies and a range of clinical trials for plasma cell disorders, he delivers comprehensive, highly specialized care.

AACT II Lecture Series- The Trials

Dr. Michael Folkert: Prostate Cancer *
Dr. Muhammad Beg: Pancreatic Cancer
Dr. Cheryl Harth: Breast Cancer
Dr. Larry Anderson: Multiple Myeloma Cancer

Michael Folkert, M.D., Ph.D., is an Assistant Professor of Radiation Oncology and the Medical Residency Program Director at UT Southwestern Medical Center. He specializes in brachytherapy, a type of radiation treatment that uses applicators to place a radioactive source or sources directly within or next to a tumor. Dr. Folkert earned undergraduate and graduate degrees in nuclear engineering at MIT; all the while thinking he would probably work in a nuclear power plant or in the waste disposal industry. It wasn’t until he was working on his Ph.D. that he was introduced to medical physics, a branch of general physics that specializes in applying radiation to the treatment of cancer. Dr. Folkert earned his M.D. from Harvard Medical School and went on to complete a radiation oncology residency at Memorial Sloan Kettering Cancer Center in New York, with an emphasis on brachytherapy. He joined the radiation oncology faculty at UT Southwestern in 2014 to develop a clinical research and educational program in brachytherapy and intraoperative radiation therapy.

AACT I and II Lecture Series

Prostate, Breast, Pancreatic, Multiple Myeloma
And NEW DRUG DISCOVERIES

Learn from Guest Physicians and their Clinical Trials Presentations

SPECIAL GUEST: Master of Ceremony: Zach Thompson
Zachary Thompson, Director of Dallas County Health and Human Services. Zach has served as an adjunct professor in Eastfield’s Social Work and Substance Abuse Counseling programs since 1991. He earned an associate degree from El Centro College and holds a bachelor’s degree from the University of Texas at Arlington and a master’s degree from Amber University. He has more than 25 years of experience in providing social services, and serves as consultant to educational and community-based programs. Zach will be retiring in 2017 so this is a very special opportunity for us to thank him and wish him well for his services to the Dallas County community.

INOCATION: Dr. Lester Singleton is a doctor of ministry in Pastoral Leadership at Andersonville Theological Seminary. He received his PhD in Educational Administration from Texas A&M University Commerce. He is Vice Chairman of the Beautification and Environmental Sustainability Board with the City of Cedar Hill, Associate Pastor at Pearly Gate Baptist Church in Dallas, Communication Manager at Dallas ISD, Vice Chairman of Brookhaven College Advisory board and Author of Public School Students’ Worst Enemy. Dr. Singleton lives in Cedar Hill with his wife Maria, and the couple has one daughter. He has attended 50 Hoops events for many years and is always willing to lend a helping hand to pray or volunteer his services. It is an honor to have him provide the Invocation for this event.

Takeda

Gilead

Lilly

AbbVie

Novartis

AMGEN

Genentech

In Business For Life
African Americans in Clinical Trials

Dallas Lecture Series
What our community should know about
Prostate, Breast, Pancreatic Cancer and Multiple Myeloma

What is the CALL TO ACTION?
The Dallas CALL TO ACTION Coalition will be part of a national strategy to reach and educate African Americans about the importance of participating in research to find new drug therapies. The coalition has grown with over 70 partners from around the U.S., including medical groups and community organizations. Each city has a local group that can help you find local research opportunities.

AACT I Lecture Series - The Disease

Pancreatic Cancer in African Americans

Muhammad Shaalan Beg, M.D., has a lot of iron in the fire at UT Southwestern Medical Center. And his patients are the driving force behind everything he does. As a medical oncologist, Dr. Beg treats patients with esophageal, colon, pancreatic, liver, and anal cancer. He’s Assistant Professor of Hematology and Medical Oncology, and a clinical scholar in the department of Clinical Sciences. Dr. Beg also conducts trials for new cancer treatments as a member of the Gastrointestinal Cancers Disease Oriented Team at Simmons Cancer Center. He’s currently working on a drug that will help pancreatic cancer patients gain weight, and he is developing a protocol for therapies for peritoneal disease, cancer that has spread into the abdomen. Dr. Beg believes in offering patients the best, most personalized care available. “We need to provide patients with more opportunities, and the best way to do that is through clinical trials,” Dr. Beg says. “My goal is to bring ideas from the lab and see how we can apply that to the clinic. We always think of clinical trials as something we are investing our time and money in, but if it’s not helping the patient, it’s not really a benefit at all.”

Prostate Cancer in African American Men

Dr. Jeffrey Gaham, M.D., is an assistant professor in urology at UT Southwestern medical center and is the chief of robotic surgery at the North Texas VA. He attended Baylor College of Medicine for medical school and completed his residency at the University of Miami. He completed a robotics and minimally invasive fellowship at UT Southwestern. He specializes in the treatment of kidney cancer, prostate cancer and benign diseases of the ureter and kidney. He has clinical research interests in the early detection and treatment of renal cell carcinoma as well as clinical outcomes of prostate cancer treatment in high-risk patient groups like African American men.

Breast Cancer in African Americans

Dr. Cheryl Harth is a medical oncologist in Dallas, Texas and is affiliated with multiple hospitals in the area, including Baylor University Medical Center and Medical City Dallas Hospital. Dr. Harth is certified by the American Board of Internal Medicine and Medical Oncology. She received her medical degree in 1980 from Rutgers Medical School; residency at Methodist Medical Center, Dallas, Texas; and fellowship in hematology/oncology at the University of Texas Health Science Center in Dallas, Texas in 1986. As a hematologist/oncologist she diagnoses and treats patients with blood-related disorders, malignancies, and cancers. As an internist she serves as a primary care provider for adults, and treats a wide range of conditions, including cross-system illnesses that may affect multiple organ systems. As an oncologist, Dr. Harth is trained to diagnose and treat all types of cancer.

Please complete and turn in ALL your surveys to receive tickets to gifts and prizes
Ms Pat Sanders
50 Hoops Sports Marketing
14999 Preston Road
Suite 212, Room 184
Dallas TX 75240

September 20, 1998

Dear Pat,

This is a letter of intent to express the interest of the Prostate Cancer Education Council (PCEC) in establishing a collaboration with 50 Hoops for the purpose of increasing awareness and education of men about the diagnosis and treatment of prostate cancer and to raise money for PCEC programs. The PCEC programs include prostate cancer education and research. Currently, PCEC receives educational grants and other support from pharmaceutical companies and non-profit organizations, including American Federation for Urological Disease. One of PCEC's major functions is the annual Prostate Cancer Awareness Week, a national initiative intended to provide free or low cost prostate cancer screening and improve early diagnosis of this disease.

It is the intent of PCEC to work with 50 Hoops to develop an agreement that articulates the terms and conditions of our collaboration within the next few months and to work in good faith towards a relationship that is to the interests of both organizations. We look forward to the opportunity to working with 50 Hoops.

Sincerely,

Stuart G. Gordon, Ph.D.
Director, PCEC
Hiram Green
Director of Community Engagement
*University of South Florida (USF) Health*

Hiram Green has worked at the University of South Florida since 1983, in various positions within the athletic, alumni, and community relations departments. He currently serves as Director of Community Engagement. Throughout his USF career, Hiram helped secure millions in sponsorships and scholarships for academic and athletic programs. The Carnegie Foundation has recognized him for his community engagement efforts. Hiram serves on the National Board, American Heart Association, and as a member of Diabetic Charitable Services. He is the Immediate Past Chairman, and serves on the State Board of ALS and the ALS Association, Florida Chapter. He has a B.S. in Business Marketing from USF.

Brandi Reeves, M.D.- Multiple Myeloma: The mysterious cancer

Dr. Reeves, Assistant Professor in the division of Hematology-Oncology at the University of North Carolina did her training as a Fellow at the University of North Carolina Hospital. She completed her residency at Mayo School of Graduate Medical Education and Medical School at the University of Cincinnati College of Medicine. Her clinical expertise is Paraproteinemias and Myeloproliferative Neoplasms. She is involved in many clinical trials and additionally conducts laboratory studies investigating the mechanisms of thrombosis in cancers. In particular, her research focuses on the interplay between coagulation and inflammation in the pathogenesis of thrombosis and cancer progression.

Thomas J. Polascik, M.D.- Prostate Cancer Trials: How new guidelines affect African American men?

Dr. Polascik is a professor in the Duke Cancer Institute, Department of Surgery, at Duke University. Dr. Polascik trained at Johns Hopkins and did an oncology fellowship under Alan W. Partin, M.D. Ph.D. He joined Duke in 1998 and has practice and research interests in prostate and kidney cancers. He is the founder and co-director of the International Symposium on Focal Therapy and Imaging of Prostate and Kidney Cancer that began at Duke in 2008. Dr. Polascik is the editor of Imaging and Focal Therapy of Early Prostate Cancer. He is the director of the Society of Urologic Oncology program and also the Genitourinary Program on Focal Therapy at the Duke Cancer Institute, and author of over 250 manuscripts.
Sports Day

DOWN MEMORY LANE With Many Thanks!

The "50 Hoops" Tournament champions, Jeff Ellis, Steve Tippett, Dan Koop and John Douglas, are pictured in Mike Tuttle.

"50 HOOPS" TOURNAMENT
Basketball

Dan Koop realized he had lost a step in his basketball game after he turned 40. His vertical leap wasn't as high as it used to be, and he couldn't play five or six games a day like he used to.

But Koop, now 53, found a way to stay competitive. He and his friends Jeff Ellis, 53, Steve Tippett, 48, John Douglas, 52, and Mike Tuttle, 48, formed a basketball team. That team won the "50 Hoops" 40 & over tournament at Dallas' Thoroughgood Marshall Recreation Center in July.

There, Koop and his teammates won games, 64-27, 80-59 and 56-35 to win the championship.

"They're aren't a lot of 6-foot-1 guys playing basketball at our age," Koop, of Plano, said. "And we had two of them."

The tournament raised $1,000 for the Southwestern Medical Center of Dallas. Tournament founder Ed Sanders, who has been treated for prostate cancer, said the donation is to help fund prostate cancer research and awareness.

Sanders donated the money to Southwestern because his surgeon Dr. Claus Roehrborn, an assistant professor of urology at UT Southwestern, works out of the medical center.

"We were able to make men — especially older men — aware of prostate cancer," Sanders, 53, said. "There are so many men who don't know they have it, because there are no physical symptoms. It's critical that men stay on top of that."

— Glenn Jeffers

To suggest a "Good Sport," write to: Good Sports, Dallas Morning News Sports Dept., P.O. Box 65557, Dallas, Texas 75265, or send via facsimile to 214-969-8000.
**BREAKFAST PROGRAM**

**PROSTATE CANCER 101 BREAKFAST LECTURE SERIES**

9:30 a.m. OPENING PRAYER
Rev. Robert Kump

INTRODUCTIONS
- City Council President
-4 Ed and Pat leaders
- Iowa Medical Fund: Chad V
- 8:30 - 8:40: Physician SPEAKER

**“Newly Diagnosed”**

BREAKFAST GUESTS: City Council President
- Ed and Pat leaders
- 8:30 - 8:40: Physician SPEAKER

**QUESTIONS AND ANSWERS**

8:45 - 8:55: Newly Diagnosed

- “Living with Prostate Cancer: Creating a new lifestyle, new treatment technologies”

**QUESTIONS AND ANSWERS**

8:55 - 9:00: Newly Diagnosed

**CALL TO ACTION**

(Survivor Testimonials)

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**50 HOOPS PROGRAM**

**10:00 – 11:00: BASKETBALL GAME**

- Guest Speaker
- Survivors, Share their Stories and Experiences

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**Program**

10:00 - 11:00: Prostate Cancer Awareness

- What is Prostate Cancer?
- Causes, symptoms, screening
- How prostate cancer affects your body (prostate, bone, arms, and legs)
- What should you do if you have prostate cancer?
- Support groups
- What to expect during treatment

**Awards Ceremony**

50 Hoops Call to Action - 50 Sponsors

- 9:30 - 10:00: 50 Sponsors
- 10:00 - 10:30: 50 Sponsors
- 11:00 - 11:30: 50 Sponsors

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**Call to Action**

- How prostate cancer affects your body (prostate, bone, arms, and legs)
- Support groups
- What to expect during treatment
- How prostate cancer affects your body (prostate, bone, arms, and legs)

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**Thanks to our Sponsors & Partners:**

- 50 Hoops Sponsors
- 500x700 Sponsors
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**Where patients come first**

- Merck
- Pfizer
- Genentech

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**500x700 Sponsors**

- 500x700 Sponsors
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- 500x700 Sponsors
- 500x700 Sponsors
50 Hoops received its Continuing Education (CE) Provider Certification/ License early 2017. As a patient education organization, the CE Accreditation allows our company to (a) apply for larger grants restricted to accredited institutions, (b) teach our OWN medical education programs to clinical professionals in hospitals, CRO’s and medical academic institutions and (c) offer academic credits to nurses and clinical research professionals. It was a difficult process but Thanks to the 50 Hoops staff, and Beth Harper and all who made this dream possible.

As 50 Hoops moves into our 20th year, we will recognize networks, partners, sponsors, community leaders, doctors and coalitions with a 200+ page **Commemorative Yearbook to be published online beginning early 2018, with the first chapter: 1998 – 2000.** Filled with pictures, programs, articles and memories, the yearbook installments will span 20 years over the coming months with the final installment late 2018.

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**C.A.S.T./CAM**

African American and Hispanic Community Stakeholder Panel discuss their unique constituencies and HOW to reach them.

There are three phases to understanding how to recruit African Americans and Hispanic/Latino into clinical trials: Understanding (1) The Challenge IN YOUR OWN COMMUNITY which prevent clinical recruiting NOW. Facing (2) The Truth about why fewer minorities are not in your trials and (3) Matchmaking: Looking at what THEY see as a SOLUTION to better, more expanded patient education about critical disease therapies.

**COMMUNITY ADVOCACY RECRUITMENT MODEL**

Instructor and Local Stakeholders guide you in

The Challenge: Identifies the problems within each minority constituency and shows ways that may help to prepare nurses to teach diverse patient populations about clinical trials participation. Instructor and Stakeholders acknowledge local roadblocks that may impede nurses’ success.

The Truth: Defines the intricacies of diversity, and subtleties we overlook, that make minorities distrust clinical trials.

Recognize the complexity of preparing to teach diverse patients: who are the patients, what issues are prevalent in their lives and communities?

This Event is produced by 50 Hoops™

Refunds
If you have paid for registration for a conference and cannot attend, 50 Hoops will refund your registration for 14 days or more before the conference. No refunds if it is less than 14 days before the conference.

No-Shows
There are no refunds for paid attendees or sponsor registrants who do not attend the 50 Hoops event for which they were registered. No credits for future events will be extended after the start date of the event.

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**Clinical Professionals**

**MATCHMAKING MINORITY COMMUNITY with TRIALS**

Pre-registered nurses will have access to the program and training materials. They will also have an opportunity to include information about their clinical trials in the MATCHMAKING program Directory. Deadline for contact/trial information is 14 days before event

**Increase Minority Participation in Trials NOW!**

Learn how minority participation and retention in clinical trials depend upon their having a clear understanding of both the disease and the trial treatment options. It requires face-to-face solutions. Learn patient education strategies that work!

**The Solution:** Implements On-The-Spot MATCHMAKING of Clinical Nurses and Researchers with key minority stakeholders who help guide them on how to target THEIR constituencies for disease therapy education, and RETRAIN for clinical trials.

**CAM Media**

Learn More about CAM:
- [http://www.mphiroject.org](http://www.mphiroject.org)
- [video Web sites](http://video.web/)

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**RN Certificate of Completion**

Clinical nurses and professionals attending will receive a Certificate of Completion, Lunch/Workshop Program and Directory of Stakeholder Panel. Clinical RN must retain certification documents for a period of 4 years.
Janette Robinson Flint has been serving her community as a public health professional for over 30 years. She has attended the University of Southern California where she received her Bachelor's Degree in Psychology. She is a community professional at Charles Drew University, where she teaches public health professionals, doctors, and nurses about reproductive justice and the impact of health policies on minority groups. Janette is also a member of the African American Studies Community Advisory Committee at UCLA.

The Los Angeles event was spectacular. Partnering with the Black Women for Wellness, the Black Women’s Network Annual Conference was an excellent pairing for 50 Hoops.
Looking ahead at 2018 to NEXT 5 YEARS…
0–5 – Number of new cities opened and pre-2008 cities revisited as result of event

Chart showing 50 Hoops’ Audience Projections moving into the new 40 – 50 year-old African American and underserved communities over the next five years.
Oakland, CA

**Deacon Harold Goodman** is a retired Logician who worked over 25 years in the Transportation Industry.

Deacon Goodman is a former Director of Operations/Regional Manager for FedEx, managing over 1500 employees and responsible for the aircraft and trucking operation for over 11 contentious Western States including Alaska and Hawaii.

Deacon Goodman has been involved in the Health Care Industry for the past 8 years and is coordinating the Allen Temple Baptist Church annual Holistic Health Fair that will celebrate the 39th year of providing Health Care Services to the East Oakland Community on August 13th 2016. The Health Fair has over 100 Health Care providers proving free services to over approximately 1,000 individuals annually. We are delighted to have 50 Hoops join us this year.

Deacon Goodman is currently a partner in Horizon Clinical Services that owns Horizon Home Health Care, Ace Home Health and Hospice and WeCare Private Duty Home Care. He is also the current Director of Operations for both companies their company motto is to “Serve the Under Served Community”.

Harold is a native of Beaumont Texas and has both a BA and MBA from the Prairie View A&M University. Deacon Goodman is an active member of the Allen Temple Baptist Church located in Oakland Ca. and serve as the Chairperson of the Health Education Ministry and Treasurer of the United Men Ministry. He is married to Chanette Perry-Goodman and has 3 grown sons and one granddaughter.

Washington, D.C./ Maryland

**Deborah Coleman** grew up knowing she wanted to become a nurse since the age of 8. She attended Goshen College, in Indiana where she received her Bachelor of Science degree in Nursing (1977). She joined the service and became an Army nurse stationed at Walter Reed Army Medical Center in Washington, DC. While at WRAMC Deborah received critical care nursing training and obtained a master’s degree in Management/Supervision in Healthcare Administration from Central Michigan University (1981). After an honorable discharge from the service Deborah worked for over 25 years in critical care and medical/surgical care in the Washington, DC hospital settings for adults as well as children.

In addition to working in a hospital setting, Deborah has worked as pediatric home health nurse. During her home healthcare experience she became an advocate for supporting families in bringing patient care to medically and ventilated dependent children to the home. She was instrumental in supporting children with special needs to become part of the mainstreamed into the school system.

This experience propelled her forward into the role of Director of Professional Services for several Home Health nursing agencies and hospitals with the responsibility of hiring, recruiting, and supervising over 50 or more RNS/LPNs for pediatric home care cases. Currently, Deborah is the Director and Ministry Head of Evangel Cathedral Medical Ministry. Deborah Coleman is married to Minister William Coleman Jr. They have 3 children,
USF Health News Group aims to enroll more minorities in clinical trials critical to their health. Dr. Sneed was one of the panelists at the Tampa Bay region’s first Community Advocacy Matchmaking (CAM) luncheon and workshop held April 24. The event was sponsored by 50 Hoops and the National Physician and Family Referral Project in partnership with USF Health and Moffitt Cancer Center.

The CAM group also will lay a foundation for the types of community education and local strategies that will help successfully increase minority enrollment in clinical research. Kevin Sneed, PharmD, dean of the USF College of Pharmacy, said increasing genetic diversity in clinical trials is critical for developing the most effective medications and other new treatments. He timed his talk with his iPhone.
Grant Partnering

New doors have opened to 50 Hoops as we move forward into 2018. University Medical Teaching Hospitals and Foundations are key collaborators for expanding and replicating 50 Hoops' programs nationally.

The University of South Florida (partial) Chart above shows how University has included 50 Hoops’ CAM (Community Advocacy Matchmaking) medical education conference in their “WE CARE” minority clinical trials outreach for 2018.
50 Hoops worked with GlaxoSmithKline to recruit over 200 African American men for a prostate clinical trial. Top Celebrities worked with 50 Hoops outreach events. The expanded reach of 50 Hoops nationally was immeasurable.
Mobile Subscribers Total Summary
2017

What diseases would you be interested in more info on?

<table>
<thead>
<tr>
<th>Disease</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetes</td>
<td>7100</td>
<td>10.26%</td>
</tr>
<tr>
<td>High Blood Pressure</td>
<td>7000</td>
<td>11.42%</td>
</tr>
<tr>
<td>Taking Medication</td>
<td>2300</td>
<td>3.32%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>9800</td>
<td>9.83%</td>
</tr>
<tr>
<td>Obesity</td>
<td>9800</td>
<td>14.16%</td>
</tr>
<tr>
<td>Smoking Bad Habits</td>
<td>8000</td>
<td>12.43%</td>
</tr>
<tr>
<td>Asthma</td>
<td>4900</td>
<td>7.06%</td>
</tr>
<tr>
<td>Acid Reflux, Heartburn</td>
<td>1000</td>
<td>1.58%</td>
</tr>
<tr>
<td>Heart Flutters</td>
<td>3700</td>
<td>5.35%</td>
</tr>
<tr>
<td>Cancers (prostate, colon)</td>
<td>8000</td>
<td>12.86%</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>3900</td>
<td>5.94%</td>
</tr>
<tr>
<td>Other</td>
<td>2800</td>
<td>4.05%</td>
</tr>
</tbody>
</table>

Other: seizure, arthritis, cholesterol, cervical cancer, sarcodosis, allergies, thyroid

69200

From coast-to-coast 50 Hoops is becoming recognized for it’s unique and informative patient education outreach. Partnering HEALTH FAIRS! *Houston *Louisville *Atlanta *Detroit *Indianapolis *Las Vegas *Savannah *Oakland *Los Angeles *Miami *D.C. *St. Louis *100 Black Men *Delta Sigma Theta *The Links Incorporated *Mega and Small Churches *Community Health Organizations...
Danita Brown is a breast cancer survivor, whose amazing story has been told on TBN, the Loretta McNary TV Show, BG Magazine, and Ordinary People. A sought after speaker, Danita has been a ministry leader for the Brown Missionary Baptist Cancer Support Ministry since 2008. She retired as a teacher at Treadwell Izone Elementary School in 2015. She has a Master's Degree in Education from Christian Brothers University in Memphis, and a Bachelor's Degree from Le Moyne Owen College Memphis. She is active in her community and American Cancer Society.
Above, speakers presented both disease and clinical trials information on cancer.

Left, Director Pat Sanders introduces Guest MC, Mr. Zach Thompson (right), and Director of Dallas County Health and Human Services.

Below Audience listens and asks numerous questions about clinical trials. Surveys show a 40%+ learning curve for pre and post knowledge.
Guests and Speakers: 50 Hoops Cancer Breakfast 2017

Master of Ceremony
Commissioner Roy Charles Brooks, prostate cancer survivor. For 30+ years, Roy has represented his community as a community volunteer, city elected official, and as County Commissioner embracing the core values of integrity, innovation and growth. He continuously addresses healthcare issues such as Healthcare for the Homeless, Intert Mortality, Obesity, Health Disparities, and AIDS Education. Roy is aggressively involved in State and Federal levels of government to assist in developing programs that create and shape healthcare policy in this Nation’s counties. In July 2015, Roy was elected 2nd Vice President of the National Association of Counties where he will become President in July 2017.

Breast Cancer: Guest Speaker
Dr. Robin Skinner, M.D., is a board-certified surgeon specializing in breast cancer and surgery. After receiving her Doctor of Medicine, Dr. Skinner completed her internship in general surgery at Thomas Jefferson University Hospital. Dr. Skinner completed her sub-specialty training in breast surgery at Leigh Valley Health Network in Allentown, Pennsylvania, under Dr. Mark Gittelman and continued his practice as a breast cancer specialist at the Lehigh Valley Women’s Cancer Center. She is active in breast cancer awareness in the DWF area.

Prostate Cancer: Guest Speaker
Dr. Claus Roehrborn, M.D., is the “GODFATHER of 50 Hoops.” In 1995, when Dr. Roehrborn was diagnosed with prostate cancer, Dr. Roehrborn recognized the need for more awareness nationally for African American men to be educated about the disease, and the perfect storm of Ed (former professional basketball player) and Pat Sanders (former executive in public relations with three female 100 companies) to educate others.

Dr. Roehrborn is a Urologist specializing in prostate cancer. Dr. Roehrborn is consistently recognized as a First Doer by Urology Magazine and Super Doctor by Texas Monthly. He has performed more than 1,200 robotic prostatectomies for prostate cancer and more than 100 urologic reconstructive for BPH, making him one of the country’s most experienced surgeons in the use of robotic techniques for urological conditions. That breadth of expertise is unmatched in North Texas. In addition, he is involved in virtually all aspects of BPH research as well as translational and clinical research in prostate cancer and prostate cancer. Dr. Roehrborn has been practicing at UT Southwestern for more than 30 years and has been Chair of the Department of Urology since 2002.

Special Guests
Dr. Jeffery Gahar, M.D., is an assistant professor toiology at UT Southwestern medical center and the chief of robotic surgery at the North Texas VA. He attended Baylor College of Medicine for medical school and completed his residency at the University of Miami. He completed a residency and fellowship at the University of Miami. He specializes in the treatment of kidney cancer, prostate cancer, and diseases of the bladder.

Dr. Michael Feltis, M.D., is a proton therapy oncologist at University of Texas Southwestern Medical Center. He is currently the chief of the Radiation Oncology Program at UT Southwestern Medical Center. His specialty is in the treatment of kidney cancer, prostate cancer, and bladder disease. He is also the director of the Proton Therapy Program at UT Southwestern Medical Center.

Prostate Specific Antigen (PSA) tests are included for African American men over 45 and all men over 50.

Survivors With a Cause (SWAC) Leadership Speakers

Survivor, Breast, Colon Cancer: Terry Watson-Gray serves as the Executive Director of the Bridge Breast Network and has held this position for the past 9 years. Under her leadership, The Bridge has seen a 1,000% growth in the number of individuals served. She is a 26-year, two-time cancer survivor and knows personally the fear an individual feels when they hear the words, “You have cancer.” With a Bachelor’s Degree in Health Education and a Masters in Public Administration, Terry combines her faith, education, and first hand knowledge of cancer to help each client through the breast cancer experience. She is an advocate for the voiceless but strives to empower women and others to take responsibility for their own health and life in general. She is passionate about life, The Bridge, and the women and men served by the organization.

Survivor, Prostate Cancer: Tom Dillon is a 10 year prostate cancer survivor, the founder and facilitator of a prostate cancer support group in Plano, and serves as Vice-President for the North Texas Prostate Cancer Coalition. Professionally, Tom worked for IBM for 30 years and followed his IBM career with 20 years in executive recruiting. Tom and wife, Julie, have been married 57 years, have 3 married children, 6 grandchildren, and 2 great grandchildren. He’s a national competitive Masters swimmer and was named an All-American Masters Relay swimmer for 2016. Now retired, Tom spends most of his free time volunteering for Collin County Meals on Wheels, Minnie’s Food Pantry in Plano, and the In-Sync Exotic Cat Rescue and Education facility in Wylie.

SWAC (Survivors With A Cause)

Survivor, Prostate Cancer: John (Rick) Thornton is a Prostate Cancer Survivor. He and his wife, Genevieve, have been ardent supporters of 50 Hoops and its programs since his diagnosis in 2007. Rick has made a quick and full recovery after receiving radical prostatectomy surgery at Johns Hopkins Hospital in August of 2007. He has a master’s degree in marketing and strategy from Carnegie Mellon University and a Mechanical Engineering degree from Old Dominion University. Rick was previously program and national sales manager for Supply Chain Management companies in Silicon Valley and Dallas, TX respectively. Currently, he’s managing partner of InsuredDallas Health and Life Insurance Agency LLC, an online full-service Health and Life Insurance Agency. Often Rick counsels his male clients on the importance of receiving routine physicals, making sure that

Survivor, Woflman Blattner is a prostate cancer survivor. Woflman is the founder of the North Texas Prostate Cancer Coalition (NTxPCC) and currently is President of that organization. NTxPCC is very active in awareness and support programs; they also are offering several educational programs for survivors (Annual Prostate Cancer Symposium, survivor chat: “Let’s Talk Tuesday ... about Prostate Cancer”). Woflman and the Coalition have been very supportive of our programs over the last several years; 50 Hoops became member of NTxPCC during 2012. Before his retirement several years ago, Woflman worked for Lockheed Martin Missiles and Fire Control Corporation in Grand Prairie.

Special Thanks to:

Dr. James Race, M.D., attended Texas Southern University, Case Western Reserve University graduate in Biochemistry and graduate of Meharry Medical College, Memphis. With over 28 years in Internal Medicine, Dr. Race has been heavily involved in clinical research to diabetes, cardiovascular, and hypertension. An active force in the community, he is Past President – Dallas Division American Heart Association (AHA) African American Task Force, Member – Executive Board AHA, Dallas Division, Chairman AHA Minority Council and Black Cardiovascular Congress and member of the Dallas County Medical Society, Texas Medical Association and Texas A&M Society. Dr. Race served his internal medicine

BaylorScottWhite

Parkland

50 Hoops 2017 Annual Report...Celebrating 20 Years in 2018

Legends 2017

50 Hoops' 2017
Dr. Claus Roehrborn, Chair, Urology, UT Southwestern Medical Center speaks at the first 50 Hoops games (1998). He is considered the “God Father” of 50 Hoops, as it was he who approached Ed and Pat Sanders, following Ed’s prostate cancer surgery, to begin a patient outreach to African Americans.
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50 Hoops continues to remain relevant in our communities
50
HOOPS™
1998-2018
NATIONAL PROSTATE CANCER AWARENESS TOURNAMENTS AND HEALTH FAIRS
20th Anniversary