



CHAPTER LEADER NEWS

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Us TOO International
Prostate Cancer Education &
Support Network

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Us TOO Chapter of South Austin TX Reaching Out to Women to Save Men's Lives!!

The Us TOO South Austin (TX) Chapter, led by Mike Jones, has joined forces with Marketing Majors (students) from the local university to spread awareness of prostate cancer through a campaign designed to catch the attention of women!

“Be His Reason” linked to the Us TOO logo is the key tagline developed by the group and is coupled with one of three key catch phases:

If you're his better half, than half of you is at risk!

He can ignore the risk, but it won't ignore your husband!

Your husband wouldn't let you forget an oil change. Return the favor!

These catchy slogans are printed on paper tissue rolls that cover exam tables in gynecologist offices as well as printed on flyers and posters that are displayed at places such as women only gyms like Curves!

For more information, please contact Mike at: mjones221@austin.rr.com.

Is your chapter doing something unique in your community to spread awareness of prostate cancer? If so, we want to hear about it! Send your information to Karen@ustoo.org.



Above: meet the movers and shakers of Us TOO South Austin Chapter. Congratulations on a job well done!

Conference Call Tackles Challenging, Important Topic

"They said there's nothing more they can do..."

What do you do or say when someone comes to you with these words? How do you respond? What is your role? Why is it so difficult to have productive and open conversations about end-of-life issues?

On October 17th, a dedicated group of Us TOO chapter leaders participated in an educational conference call addressing these difficult questions. While we ALWAYS hope for a cure and treatment is more successful than ever before, the reality is that men are dying every day from prostate cancer. These men and their families need our help.

The purpose of the program was to provide tools and ideas to help chapter leaders support chapter members facing end-of-life issues. This program is part of an effort to broaden the level of support the Us TOO network provides to those facing the full range of prostate cancer experiences. The panel of presenters included Gary Skramstad, a Lutheran Clergyman, Elizabeth Brown, a chaplain, and Elizabeth Cabalka, author and consultant in the area of grief and loss due to cancer.

Audio (CD) copies of this educational conference call are now available FOR LOAN TO CHAPTERS in the Us TOO Home Office Lending Library. Please contact Jackie at Us TOO at Jackie@ustoo.org or by phone at 1-800-808-7866 with your loan request. In addition, ten new tools are available for supporting end-of-life issues on the Chapter Leader Resource section of the website.

Congratulations to the Us TOO University Class of 2006!

*Notebooks, book bags, pencils and pens. . .*September saw countless students of all ages heading back to school. Us TOO International support group leaders were no exception. Nearly eighty motivated support group leaders gathered in Columbia, South Carolina, September 29-30 for a two day educational event called Us TOO University. This capped off an active September and Prostate Cancer Awareness Month.



This was the first event of its kind, further signifying Us TOO International's unwavering commitment to the education and support of those on the front line of prostate cancer – chapter leaders!

In keeping with Us TOO University's motto, **Learn. Laugh. Lead.**, participants were provided with timely and useful information, they had a terrific time, and can now return home better prepared to confidently **lead**. It is no secret that the prostate cancer community faces unprecedented growth. Us TOO University was designed to equip Us TOO's support group network for **today and the future**. This event featured a community-wide symposium featuring local physicians from a variety of disciplines discussion the latest information on treatment options. The symposium featured general session from each physician and breakout sessions for further discussions on each topic. This evening event also featured numerous exhibitors and delicious prostate-healthy refreshments!

DVD's of all Us TOO University presentations will be available for loan to chapters by late January in the Us TOO Home Office Lending Library. Please contact Jackie at Us TOO at Jackie@ustoo.org or by phone at 1-800-808-7866 with your loan request.

Watch for information about future Us TOO University programs hosted in different locations. You don't want to miss it!

Us TOO's Sneakers@Work Day will bring high visibility to Prostate Cancer – It's about time!

On June 15, 2007 **Sneakers@Work Day** aims to make millions of Americans aware that Prostate Cancer kills nearly as many men as breast cancer kills women. You know that the statistics are scary and now many more will know too. **AWARENESS** is key. **EARLY DETECTION** is best. **ACTION** is critical.

Sneakers@Work Day is easy:

- Companies pledge support
- Employees are encouraged to wear sneakers to work
- Each employee donates \$5.00
- Every participant receives a pair of blue sneaker laces

Chapters are encouraged to promote the event by approaching their own, their children's, and their friends' places of employment. Action is Key! Commitment is critical. Sneakers@Work Day can only succeed with your help and involvement.



Please visit www.ustoo.org/sneakers@work for more information or call Dan Reed, Development and Marketing Coordinator, Us TOO International at (800) 80-Us-TOO. **It's an easy event to do and promises to be a huge success with Us TOO Chapter participation.** Please help promote the event today, register your organization and help empower the next generation of men to fight prostate cancer.

HOST A CLOSEST TO THE PIN CONTEST AND HELP FIGHT PROSTATE CANCER!

Arnie's Army and Us TOO International have teamed up to help raise funds and awareness for the thousands of men touched by prostate cancer every year. Arnie's Army is named after Arnold Palmer, legendary golfer but more importantly, a prostate cancer survivor. The concept for the fundraiser is quite simple; the only thing the chapter volunteers have to do is hold a closest to the pin contest at his or her favorite golf course by approaching the club pro and gaining his approval. The event can be held on a regular day of play or by attaching the event to an already scheduled work or family outing. To schedule an event at your favorite golf course or to attach the contest to your work or family golf outing visit www.ustoo.org for more details or call Dan Reed, Development and Marketing Coordinator, Us TOO International at (800) 80-Us-TOO. With your help, we can save lives.

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"One hundred years from now, no one will remember what house you lived in, what car you drove, maybe not even what you did for a living. What they will remember is the legacy you left for generations to come."

Help us fight prostate cancer...

Please remember Us TOO

International in your will and estate plans!



May 30 - June 19

Bidding for
Health
and Hope



The 2007 Us TOO Online Auction will be held late May through early June. A successful auction needs to have its auction items donated rather than purchased by Us TOO International. Us TOO International needs exciting, fun and attractive items. For example, Us TOO International is looking for MP3 players, Handheld GPS Receivers, DVD players, Plasma HDTVs, and other electronics. Sports memorabilia or tickets are also great auction items! WE ASK THAT EACH US TOO CHAPTER DONATE ONE AUCTION ITEM FOR THE 2007 EVENT. Funds raised from the on line auction are used to provide support and resources for chapters as well as individuals with prostate cancer and their loved ones who do not receive the benefits of chapter participation. Contact Dan Reed at 630/795-1002 to learn how your chapter can get involved!