

CATTLEMEN'S DAYS

TOUGH ENOUGH  
TO WEAR **PINK**



Photo: Allan Ivy Photography

**2019 ANNUAL REPORT**



# OUR MISSION:

Cattlemen's Days Tough Enough to Wear Pink (TETWP) is dedicated to providing comprehensive support to our community in the fight against breast cancer.

Over three million dollars has been given to help our community, in small and big ways, making us the #1 TETWP fundraiser in the nation for the the past five years. From buying tanks of gas and groceries, to providing the state-of-the-art 3D tomosynthesis equipment (with over 1,216 mammograms performed in 2019 alone at the Gunnison Valley Hospital), TETWP is here for our local friends and families—from life-saving screenings and diagnosis, through treatment, recovery and return to a full life after cancer.

## BOARD OF DIRECTORS:

CJay Clark

Adonia Cokinos

Mike Dawson

Jeri DeFeo

Mark Hughes

Gloria Kern

Carol Ann May

Derek Taaca

## STAFF:

Heidi Sherratt Bogart,  
*Executive Director*

Lana Athey,  
*Administrative Development Assistant*

## MILESTONES

- Total fundraising since 2005 is **\$3,185,000**
- 2019 fundraising campaigns raised **\$517,000**
- 2019 - **\$160,000 purchase of a Breast Stereotactic Biopsy Device**
- 2017 - **\$370,000 purchase of a Hologic 3D Tomosynthesis Machine.** Proven to detect 20%-65% more invasive breast cancers and reduce callbacks by up to 40% compared to 2D alone. FDA approved as superior for women with dense breasts.
- **\$406,000** funded in mammograms, ultrasounds and biopsies since 2006
- Over **\$900,000** has been used since 2006 to purchase equipment (3D Tomosynthesis, ultrasound, digital mammography, stereotactic biopsy, **PINK** robes and warmers) to expand breast cancer services at the hospital as part of a comprehensive strategic plan with Gunnison Valley Hospital to make this the best small-town breast cancer facility in the US.
- 2017 - **Oncology Nurse Navigator** hired to help all cancer patients in the Gunnison Valley to navigate the complexities of treatments, medications, insurance, transportation, and provide support and assistance throughout all stages of the cancer continuum. Tough Enough To Wear Pink covers **30% of the salary** for this position.
- **"Tuffy" the Transportation Ram Truck** purchased in 2016 and **"Bucky" the Dodge Durango** purchased in 2018 help all cancer patients get to their out of town medical appointments safely and comfortably. They have traveled over 50,000 miles across the state.
- **\$96,000** granted since 2015 through the **Friends of Pink** program to help individuals in the Gunnison Valley who were impacted financially due to a breast cancer diagnosis (lost wages, travel expenses for treatment, etc.)

This is one incredible community and what the Cattlemen's Days Tough Enough To Wear Pink organization is achieving is truly a glimpse into the passion and love that defines Gunnison County.

Everyone at Cattlemen's Days Tough Enough To Wear Pink wants to extend our deepest gratitude for your support of our campaign. Thanks to this support, TETWP is proud to be making a difference! One of our most important goals is to make our hospital one of the best cancer hospitals in the U.S. This vision is getting closer to being a reality as TETWP continues to work with Gunnison Valley Health to provide the highest level of excellence in physicians, equipment and services.

Two of the top three health care needs identified by the community in the 2016 assessment were access to physicians and cancer care services. TETWP is proud that the work we are doing is bringing better cancer care services and excellent physicians to the Gunnison Valley for all cancer patients. Many of our programs are also serving not just breast cancer patients but are open to helping anyone with cancer in our community. And the best part is that every dollar we raise stays local to support these programs!

Breast cancer is the largest percentage of cancers diagnosed in this community and TETWP is helping to make sure these patients are taken care of so that they can focus on getting well and not be burdened with the stress of navigating the health system on their own. Financial assistance, transportation and overall wellness of all local cancer patients are among our highest priorities — and your contributions and volunteer support are making an immediate difference to our family, friends and neighbors in the Gunnison Valley.

We have so much to celebrate but there is still a lot to be done, so please continue to support TETWP and we promise we will continue to reach bigger goals to help this community. For more information and to check out what we are doing go to our website [gunnisonstetwp.com](http://gunnisonstetwp.com) and follow us on our social media pages - Facebook & Instagram.

With gratitude and love to all of you,

Heidi Sherratt Bogart  
*Executive Director - Cattlemen's Days Tough Enough To Wear Pink*





# Gunnison Valley Hospital STRATEGIC PLAN

Tough Enough to Wear Pink has committed to ongoing annual support at GVH and we have developed a detailed strategic plan to carry out our goals. The number of people diagnosed with breast cancer are expected to rise by more than fifty percent by 2030. Managing this increase will present a huge challenge for the United States, and Tough Enough to Wear Pink in conjunction with Gunnison Valley Hospital are stepping up to this challenge and dedicating significant funds and resources to improve and advance breast cancer services in Gunnison County.



GUNNISON VALLEY HEALTH



## New Equipment Funded In November

Community members in the Gunnison Valley are set to benefit from new breast care equipment now available at Gunnison Valley Health, thanks to the financial support of TETWP.

The new diagnostic equipment means that biopsies and further testing on abnormal mammograms can now be performed locally instead of requiring travel out of town. Gunnison Valley Health's diagnostic radiologist and breast imaging specialist Dr. Karien Campbell said, "The new breast biopsy device precisely identifies the abnormal calcification within the breast, and the specimen equipment confirms a successful sample in real-time, eliminating the need for repeat biopsies. The new imaging equipment, complete with our 3D tomosynthesis mammography machine, ensures that we can deliver exceptional breast imaging services in the Valley."

"Already this year, we have completed over 1,600 mammograms which is a testament to the TETWP team and our radiology technicians, especially Kelsey Loftis, who ensured our mammography quality standards passed the rigorous state inspection without one deficiency," said Rob Santilli, CEO of GVH. "Thank you TETWP for your continued support. We now have the team and the equipment to deliver the best in breast care services that rival anywhere in the nation!"

## Everything to deliver *Excellence* IN BREAST CARE

is right here at **Gunnison Valley Health:**

### THE TEAM...



IMAGING  
INTRODUCING  
**DR. KARIEN CAMPBELL**  
DIAGNOSTIC RADIOLOGIST  
**RADIOLOGY TECHNOLOGISTS**



SURGERY  
**DR. STEPHANIA TIMOTHY**



CANCER CARE  
**DR. PAULETTE BLANCHET,**  
ONCOLOGIST  
**CHUCK TURNER,**  
DIRECTOR OF ONCOLOGY



SUPPORT  
**ONCOLOGY REHAB**  
**INTEGRATIVE THERAPIES**

### THE EQUIPMENT...



**3D Mammography Exam**  
Finds more invasive breast cancers than 2D exams.



**Stereotactic breast biopsy**  
Precisely identify and biopsy and abnormality within the breast.



**CoreVision Specimen Imagery**  
Confirms a successful biopsy procedure in real-time



**Breast MRI coil COMING IN 2020**  
High-risk breast cancer patients, those with dense breasts and further diagnostic imaging.

## TOUGH ENOUGH TO WEAR PINK PROGRAMS AT GVH:

### Make it a Great Day

Women who are diagnosed with breast cancer can receive coupons for FREE integrative therapy services of the Integrative Therapies at GVH. This includes massage, acupuncture, reiki, light therapy, and nutrition services.

### Mammo Mondays

We know mammogram screenings are not always top of mind. That's why you deserve to pamper yourself with Mammo Mondays. Simply schedule your mammogram screening during select times on a Monday and you'll receive a complimentary chair massage on us.

### Breast Cancer Support Group

The breast cancer support group is for anyone who is currently going through, has been through, or has been diagnosed with breast cancer. Meetings take place the last Monday of each month at 5:45 at various locations in the Gunnison area.

## Current and Ongoing Objectives

Genetic counseling services are in place through Christine Barth, genetic counselor. A second genetic counselor will be evaluated as an opportunity to expand the service	Enhance the current integrative therapy program to offer a set of services to oncology patients	Evaluate the opportunity to provide Cryo caps for chemotherapy patients	Continue to evaluate the feasibility of radiation therapy with local and regional partners along with a cancer center, nuclear medicine, and an oncology pharmacist
Develop behavioral health services as a support to cancer patients in Crested Butte	Develop the physical therapy rehabilitation program for oncology patients to provide earlier intervention	GVH will prepare and become accredited through the American College of surgeons Commission on Cancer (CoC) by December 2019	Evaluate the value / cost associated with the medical reporting software system for breast cancer
Evaluate the opportunity to provide mobile PET/CT scanning	Participate on a tumor board to collaborate on diagnosis and best treatment for cancer and breast cancer patients	GVH will review the opportunities to provide intraoperative radiation therapy options for breast care	Develop a cancer center within the GVH System





# NEW PROGRAMS INTRODUCED IN 2019



Norman and I love to spend our summers in CB, and for many years now have been honored to be proud supporters of TETWP. Last year we were unable to spend our summer in CB as planned. On June 6th, Norman was diagnosed w/stage 4 throat cancer. Our life immediately changed, as it does for anyone who receives the news of cancer. For the next 5 months we were consumed with a very serious 7 hour surgery and weeks recovering from

that, only to begin 6 weeks of chemo and radiation everyday, M-F. The numerous doctors appointment, tests, chem, rad...all consumed our days. In addition, the stress and time involved getting to them all makes for very long days.

We are fortunate to live in Dallas with all of the care we needed close by. It could take an hour in bad traffic to get to Baylor cancer center downtown, but it was doable, even every day. As we went through the treatments, seeing a lot of the same people daily, we'd find a certain strength as we all fought this same battle together. Talking with others and hearing their journeys, we found that others often have additional challenges. One we heard many times over was the distance and time they were driving each day. Our worst case hour long drive was minimal compared to 3-4 hours each way that others were driving. Adding that additional stress to an almost unbearable situation was hard for us to imagine.

Norman and I discussed how great the need is to help people stay closer to their treatment centers. If there was a way to help people do that, we wanted to be involved. We thought of the long drives to Junction, COS, or Denver that those here in the Valley must make, and because of all that TETWP does for those it serves, our first thought was to approach Heidi to see if there may be a fit. We were thrilled at how receptive and excited she was about the idea of providing another layer of support.

Soon we were asked to work on a name and logo. Our first immediate thought was my Mom. After 12 years of on and off treatments, we lost her to ovarian cancer. She was a wonderful, loving woman who was kind, caring, strong yet soft. She was Mother, Mom, gram, friend, sister, daughter, supporter, defender, care giver, protector...so special to many people, and everything to me, and Norman was her 4th son whom she loved with all her heart.

We wanted to honor her in a way that portrayed her....always providing comfort and support for others. So in memory of my mom, Lucille "Lucy" McElvain...we're proud and happy to introduce and sponsor "Lucy's House". Through TETWP, Lucy's House will provide a place to stay close to treatment centers, so that instead of driving, more time can be spent healing. We hope you will share our enthusiasm and join us in supporting "Lucy's House".

Thank you!

Dorothy & Norman Eastwood

Winning the battle against breast cancer

takes a toll on the body and mind. Chemotherapy and radiation, while killing cancer cells, can also cause serious damage to the mouth, which is the gateway to our bodies!

The side effects hurt and can make it difficult to eat, talk and swallow. Infections are more prevalent and can be dangerous to the body when receiving treatment due to immune suppression. Some of the side effects to be aware of are painful mouth and gums, dry mouth, burning, peeling or swelling tongue, loosened teeth, and infections that can alter your taste. All of this can lead to an increase in cavities and tooth destruction. Loss of healthy teeth is not uncommon as result of treatment.

TETWP has teamed up with several companies to help YOU maintain your oral health during cancer treatment. This bag of goodies contains products to help relieve dry mouth, reduce inflammation and help reduce painful mouth sores, as well as super soft toothbrushes and SoftPiks to help remove food and build up between your teeth. We have supplied choices for you to meet all your oral health needs! Please ask Gentle Dental ([www.gunnisondentist.com](http://www.gunnisondentist.com)), or reach out to Edie Gibson at [edieshu@gmail.com](mailto:edieshu@gmail.com) if you have any questions!





Say hello to our **Patient Transportation Vehicles,**

# TUFFY and BUCKY!

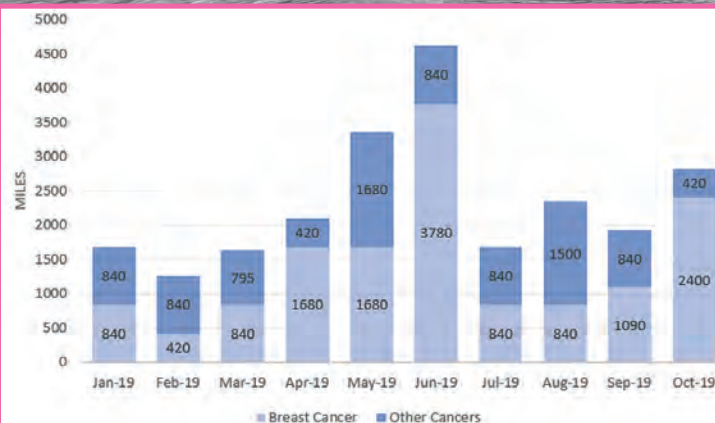


**Cattlemen's Days Tough Enough to Wear Pink is helping patients reach their appointments safely and comfortably with our patient transportation vehicles, Bucky and Tuffy.**

The first vehicle, a 2016 Ram 1500 truck called Tuffy, has been used to transport breast cancer patients from the Gunnison Valley to their treatment in towns and cities all over Colorado.

In the first three months after "Bucky," a Dodge Durango, services were opened up to all cancer patients from Gunnison and Hinsdale Counties through the generous donation of Carol Ann May and Jim Saindon. In the past three years, over 50,000 miles have been put on the vehicles serving our patients and programs.

Thank you to Sky High Offroad for keeping Bucky and Tuffy in tip-top shape from their tires to oil changes.



**24,265 miles traveled from January 2019 through October 2019**

**6 individuals with breast cancer**

**11 individuals with other cancers**



The gO Initiative and Tough Enough to Wear Pink celebrated strength, leadership, confidence, overcoming challenges, and community among girls and women at the 1st Annual Grits, Guts and Gals event.

The fun began with a Synergy Athlete ninja warrior course, all ages Strider bike races, Burnells food truck, and the highlight of the night – the Goonies 80's cover band! The goal for this event was to unite woman of all ages to encourage, celebrate, challenge, love and support each other



through fun athletic challenges, opportunities to laugh and be silly, and of course dance to some rocking music. Both organizations have one big thing in common: empowering women and girls to take care of themselves and others in order to lead a healthy, active lifestyle.





# Saving Lives In Our Community

Radiologist, equipment make travel less likely for patients

Gunnison County Times, October 3, 2019 - Chris Rourke, Times Staff Writer



## 4TH ANNUAL PINK IN THE RINK

What a wonderful tournament of womens hockey and celebrating friendships! This year we raised \$12,000 for Friends Of Pink which helps Gunnison Valley individuals who need financial assistance while going through breast cancer.

Four teams of women, ages ranging from 12-50 and ability levels from beginner to bad ass. We had two breast cancer survivors, five pairs of mother-daughters playing together (plus one dad goalie). That makes for a really special weekend!

Thank you to all the sponsors who make this happen and to all the players, referees and scorekeeper extraordinaire for a fun, powerful, emotional weekend full of love and support!

Puck Cancer!



It was just a routine checkup.

Crested Butte resident Jane Smith wasn't expecting anything would come of it when she went for a mammogram screening. She felt fine and was having the best summer of her life, helping her favorite nonprofit – Tough Enough to Wear Pink, or TETWP – raise money.

The organization has raised more than \$3 million for breast cancer prevention and to meet the needs of families battling the disease in Gunnison County.

Imagine the irony when a new 3D tomosynthesis mammography machine purchased by TETWP found something unusual during her screening. The very equipment for which she helped to raise funds flagged a suspicious lump.

Within a week, Smith – whose name has been changed in this article for sake of privacy – was back and forth to Denver three times and stayed in a hotel four nights, seeking the best information possible. It confirmed she had breast cancer.

The good news, however, is that it was caught in Stage 1.

"I had two different doctors tell me that if we did not have our 3D mammogram machine, this wouldn't have been caught for another year," Smith said. "It would have gone until it was much larger, such as in Stage 2 or Stage 3, and you're much further down the path of things getting out of hand."

What Smith learned following her

experience is that women with her same circumstances will be able to receive an accurate diagnosis here at home with the addition of a new radiologist and equipment soon to be added at Gunnison Valley Health (GVH).

Enter Dr. Karien Campbell, a diagnostic radiologist with nearly 40 years of experience, who has come out of retirement to work at the local hospital. She began this past Monday, Sept. 30 – on the eve of Breast Cancer Awareness Month.

An immigrant from South Africa, Campbell conducted her residency at the University of Alabama in 1995 to receive her board certification, then worked for Breast Imaging Center in Albuquerque, N.M., beginning in 2002. She spent the last eight years specifically focused on breast imaging.

Campbell planned to hang up her hat in Mt. Crested Butte, until she met TETWP Executive Director Heidi Sherratt Bogart, who coaxed her out of retirement.

"You cannot say no to that woman," said Campbell. "Remodeling my new home was my retirement project. But now it seems to be Gunnison Valley Health."

With the new equipment, Campbell said needle core biopsies can be performed on identified calcification in addition to other procedures which once required travel.

"I love what I do, and I love patients," Campbell said, noting she celebrates with those who receive good

news and assists those who don't.

In addition, TETWP has donated \$164,000 to pay for imaging equipment Campbell needs, with \$80,000 going toward a breast "coil" which works with a magnetic resonance imaging scan to produce 3D diagnostic images of breast tissue.

"Tying GVH's breast care service together is general surgeon and breast care prevention specialist Stephania Timothy and oncologist Paulette Blanchet," said GVH spokeswoman Kylie Murgatroyd. "With TETWP's support, together, we aim to deliver the highest level of excellence in physicians, equipment and services that rival anywhere in the nation."

As for Smith, she will continue to show the same enthusiasm for her work with TETWP, despite her treatment. Her prognosis is positive, with the disease being caught in an early stage.

"It will not define my life, but I'm going to be so much more motivated to help people," she said. "We just have to keep doing what we're doing."

More importantly, she said, she's on a campaign to see that women get their annual exams, noting prevention is key to successful treatment. Since learning of her condition, three friends told her they were overdue for their screenings and booked their appointments.

"It was shocking to me locally how many people didn't have a clue of the abilities of our hospital and what Tough Enough to Wear Pink offers," said Smith. "There's no reason not to have a mammogram."



# UPCOMING 2020 EVENTS

Visit [gunnisontetwp.com/events](http://gunnisontetwp.com/events) for more information

## Mountain High Music Festival - January 16-18<sup>th</sup>

A diverse lineup of the world's best performers along with the most buzzed about, up-and-coming talent for an eclectic mix of mile-high musical performances.

## TETWP Concert & Auction - July 7<sup>th</sup>

VIP Meet and Greet Dinner at Elevation Mt. Crested Butte, Cash Bar, Lite Hors D'oeuvres and Silent Auction at the Mountaineer Square Ballroom, and the Singer/Songwriter Concert and Live Auction

## Cattlemen's Days TETWP Rodeo - July 9<sup>th</sup>, Gunnison Cty. Fairgrounds

The #1 TETWP Rodeo in the nation! Don't forget to wear pink!

## Grits, Guts, & Gals - August, at the I-Bar

Support the gO Initiative and Tough Enough to Wear Pink at this family fun event. There will be a ninja warrior (obstacle) course, karaoke and live music.

## Cattlemen's Day TETWP Poker Ride & Ambush Ranch BBQ - September 13<sup>th</sup>

Ready to try your luck on horseback for TETWP? Enjoy a trail ride through the gorgeous fall colors and see if you collect the cards for a winning poker hand! Tickets include a BBQ Lunch, Live Music, and T-shirts. Tickets and Sponsorships available.

## Pink In The Rink Women's Hockey Tournament - October 2-4<sup>th</sup>

All proceeds will be used for "Friends of Pink" to help local residents who have been diagnosed with breast cancer and need financial assistance. Help these ladies kick cancer's butt!

