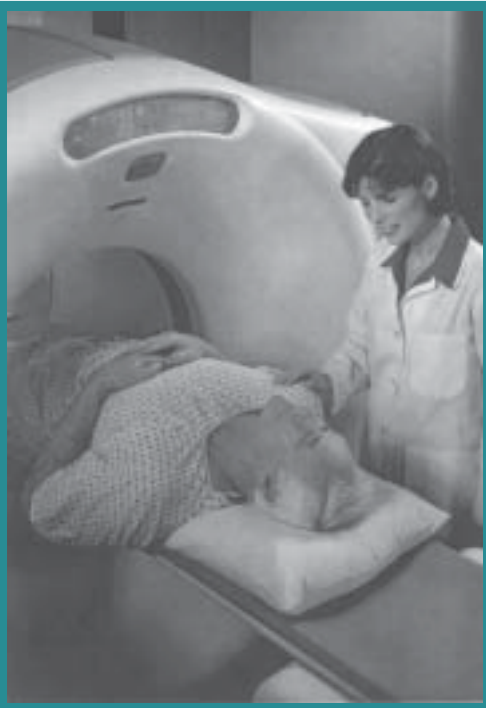


# On Center

## Spring 2004

Newsletter of the Cancer Center of Santa Barbara  
a non-profit cancer treatment center

*...in the forefront of  
modern cancer treatment...*



In 1998 the Cancer Center's Nuclear Medicine Department acquired a Positron Emission Tomography (PET) Scanner. At that time, this state of the art technology was the only dedicated equipment of its kind on the Central Coast. Now, six years later, the Cancer Center is raising the necessary \$2 million to make a vital technological leap forward so that we can continue to provide our community with exceptional care.

The PET/CT system integrates two technologies into one scanner - positron emission tomography (PET) and computed tomography (CT). This integration enables doctors to see the internal structures of the body (from the CT) and their metabolic activity (from the PET) - all in a single, highly-defined image. The information is

particularly beneficial in pinpointing the exact location of a tumor in the body. In addition, patient study time is significantly reduced, resulting in less time the patient must spend on the scanning table. Medical studies have demonstrated that PET/CT scans change patient treatment plans in a significant number of cases because of the improved diagnostic accuracy.

The acquisition of a PET/CT system promises to keep the Center on the leading edge of technology in keeping with our mission and our commitment made more than fifty-five years ago.

### *Good News*

*The Cancer Center has received two anonymous gifts totaling \$150,000 to support this project as well as a \$10,000 grant from the Hutton Foundation. We need your help. Please call 898-2196 to learn how you can make a difference.*

## President's Letter



*Dear Friends,*

It always gives me great pleasure when I can "brag" about the wonderful staff at the Cancer Center. All of the employees who work at the Center are incredibly talented, caring individuals and it shows in the work that they do - whether it's scheduling multiple appointments, walking a patient down the hall to treatment, taking the time to answer a question about an insurance company's bill, or holding the door open for a wheelchair - each staff member believes in the Center and all it has to offer to the residents of our

community. This is also evident by the length of tenure of many employees - more than 6 caregivers now have been employed at the Center more than twenty-five years.

While all those who come in contact with our staff realize what a terrific group of people they are, recognition from peers is especially validating. This May, Mary Solis, LCSW, our Patient Care Manager was recognized by the Association of Oncology Social Workers as the Oncology Social Worker of the Year. This *national* honor recognizes Mary's commitment, compassion and leadership within our own community.

I've often said that if I believed in human cloning, Mary Solis would be the one person I would want to clone. She has helped hundreds of patients during her twenty year tenure at the Cancer Center. In addition to meeting the practical requirements of our patients, she has counseling skills that have assisted patients in their deepest need. Her ability to work effectively with nurses, physicians, clerical staff and the community is extremely important and she does it with grace and tremendous expertise. Mary has the ability to sense a need and implement a program to meet that need head-on, using connections with other organizations such as the American Cancer Society and the Leukemia and Lymphoma Society. She willingly takes on the supervision of interns who seek guidance and experience in their masters program. Mary has served on a number of Boards, including the Breast Resource Center, Hospice of Santa Barbara, the American Cancer Society Santa Barbara Chapter and the National Association of Oncology Social Work.

Mary is a true gem and merely one representative of the highly-trained, extremely caring and truly compassionate staff of the Cancer Center of Santa Barbara. I know you will join me in congratulating her on this much deserved honor.

A handwritten signature in black ink that reads "Kirk Scott". The signature is written in a cursive, slightly slanted style.

### Board of Trustees

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## Cancer Center Welcomes New Trustees



A relatively new member of the Santa Barbara community, Julie Esrey has had a varied and extensive career, working for the Federal Reserve Bank, as an International Economist and later in finance, planning and public affairs for Exxon Corporation. Julie has served on several boards including: Brown Shoe, Inc.; Bank IV Kansas; and Duke University. She and her husband, William, have two sons.



Daniel Gainey is President of the Gainey Vineyard and managing partner of the Gainey Ranch in the Santa Ynez Valley. He is a member of numerous trade organizations including the Santa Barbara County Vintners' Association, the Central Coast Winegrowers' Association, the Wine Institute of California and the Santa Ynez Valley Wine Country Association. He and his wife, Diane, have three children.



A native of Santa Barbara, James Jackson has an MBA from Stanford with an emphasis in marketing and finance. His background played an important role in his work at General Mills, Nestle and College Enterprises, before he joined his father in the management of the Alisal Guest Ranch in 2001. Jim is a Board member of the Braille Institute of America and Laguna Blanca School. He and his wife, Chana, live in Santa Barbara with their two sons.



Carl Mottek was born in Breslow, Germany and came to the United States in his teens. After receiving a degree from Harvard Business School, he served in World War II with the U.S. Marine Corps 1<sup>st</sup> Marine Division. He began his forty-three year career in the hotel industry in 1952 Caribe Hilton and served in many of its properties before being elected to the Hilton Board of Directors as President. Carl and his wife, Joan, have three children and six grandchildren.

(See additional board members on adjoining page)



Craig Parton is an attorney and partner with the law firm of Price, Postel, and Parma where he has been in practice for over fifteen years. He specializes in complex litigation, environmental and toxic contamination cases, water law and federal appellate practice of all levels. Craig and his wife, Ellen, have been involved in a variety of community activities, including the Lobero Theatre, the Veritas Forum and Life Network. The Partons have two daughters.



James Shattuck began his career with the Union Pacific Railroad in technical and managerial assignments, holding several positions in management before serving as Vice Chairman of Union Pacific Railroad until his recent retirement. He is currently a Board member of Direct Relief International and the Birnam Wood Golf Club. Jim and his wife, Ingrid, live in Santa Barbara and have two adult children.

## *Save the Date*

The 12<sup>th</sup> annual *Cancer Center Walk/Run* is scheduled for Sunday, October 10<sup>th</sup>. Held in conjunction with the Four Seasons Resort Santa Barbara, 100% of the proceeds from the 5K and 10K events benefit the clinical research program at the Cancer Center. Our research program makes cancer fighting agents available to adult and pediatric patients in our community. These patients are your family, friends, neighbors, or maybe even you. In addition, these funds support two post-doctoral fellowships in basic science research at UCSB. Since the inception of the event over \$1 million has been raised. To join us or for more information, please call 898-2116.

## *Our Mission*

*To be a non-profit freestanding cancer treatment and diagnostic center which provides to our patients a quality of medical care that ranks with the best of the other major treatment centers on the west coast.*

*To be a treatment center which stays in the vanguard of modern cancer care through the timely acquisition of new medical equipment, the recruitment, development, and education of highly trained medical personnel, the active participation in clinical research, and the thoughtful introduction of promising new methods of treatment.*

*To be a regional resource to which both the public and the medical community can look for leadership regarding the diagnosis, management and prevention of cancer.*

*To be a source of continuing support to our cancer patients and their families.*

### Focus on the Future

Since 1949, as a result of the generosity of people like you, the Cancer Center of Santa Barbara has offered our community state of the art technology in cancer treatment and superior care. We are sincerely grateful for your support which has enabled us to deliver unparalleled services in the Tri-County Area. Without friends like you, we could not continue to achieve our mission. It remains our distinctive role to provide leadership with the diagnosis, treatment and patient service.

For decades we have relied on your continued, generous financial support. Many of you have given sacrificially from your income. Now as we turn to the future, we find ourselves with a need to rely more and more on the gifts of those who, over their lifetimes, have accumulated assets.

Many of our senior friends in particular have found it more desirable to make transfers of stock, real estate or even personal property to the Cancer Center. Gifts from wills, trusts and retirement plans are becoming more popular as a way to provide for future services of the Cancer Center of Santa Barbara.

These planned gifts are to be considered very carefully after all the needs of family and loved ones have been taken into consideration. They are frequently given in honor or memory of a loved one. Gifts from estates have often been described as the "ultimate gift" of a lifetime.

We are delighted to announce that John Watts has agreed to assist our staff as a gift planning specialist. John is a former Assistant to the President at Westmont College and a long time faculty member of the National Planned Giving Institute at the College of William and Mary. We welcome John and know that, should you seek his counsel, you will appreciate his helpful and sensitive approach to this important topic. He is available to help you consider a gift of this nature as he has helped many others. To request gift planning assistance, please call 898-2196.

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### Trading Spaces

Our development, research, finance and patient finance offices have moved. Our location change was necessitated by the fact that Cottage Hospital purchased the building on Fletcher Avenue as part of their reconstruction project. Effective May 7<sup>th</sup>, the development, research and finance offices moved to 525 West Junipero Street, a two-story Victorian home, with real charm and character, that has been renovated to better suit our needs.

The patient finance offices are now at 601 West Junipero Street, housing the staff who assist patients with all of their billing inquiries. Both sites have ample parking in the rear as well as some street parking should you need to stop by. Please feel free to come and visit us in our new locations if we can be of any help. All phone numbers remain the same.

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