

# Luminary



December 2010 Edition

## In Recognition of Our

### 2009 ANNUAL SPONSORS

#### Gold Torch

Harper Grey LLP  
Insurance Corporation of BC  
On Side Restoration

#### Silver Flame

Alexander Holburn  
Beaudin & Lang LLP  
AXA Pacific Insurance Co.  
BFL Canada  
Dolden Wallace Folick LLP  
Gore Mutual Insurance Co.  
Metrix Professional Insurance  
Brokers

#### Bronze Light

Canstar Construction  
Canadian Northern Shield  
Chubb Insurance Co. of Canada  
CNA Canada  
Commonwealth Insurance Co.  
First On Site Restoration  
Guarantee Co. of North America  
Kernaghan Adjusters  
Lindsay Kenney LLP  
Watson Goepel Maledy LLP  
Whitelaw Twining Law Corp.

#### Fundraising Friends

CUISA  
Insurance Institute of BC

#### National Sponsor

Berkley Canada  
Crawford & Company  
(Canada) Inc.  
Cunningham Lindsey Adjusters  
Dominion of Canada  
First On Site Restoration  
Lombard Canada Ltd.  
McKellar Group  
PPG Canada Inc.  
RSA Canada Group  
Supreme Collision Centre  
Wawanesa Insurance



*WICC BC Wishes You*



*A Happy & Healthy Holiday Season*



## Goal for 2011 - \$1,000,000

WICC BC and Friends for Life have donated \$829,116 to CCS since 2002.  
Let's make it one million in 2011!

**We sold out our annual November lunch again with 233 attendees!**

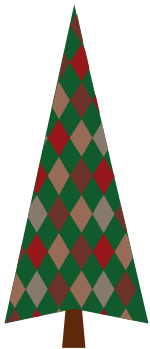
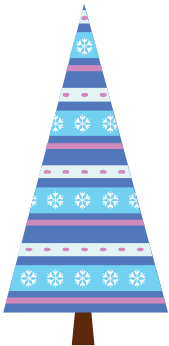


**Cathy Adair, Vice President of Cancer Control for the Canadian Cancer Society**



**I to r: Co-Chairs of WICC, Mike Sully and Pamela Rose, Cathy Adair and Karen Zygun of CCS**

HAPPY HOLIDAYS



SEASON'S GREETINGS

### Need Xmas gift ideas? Buy CDs and support WICC BC!

Upon retiring from the insurance industry in 2006, Larry McDonald returned to his original love of music with a major three CD project. All profits earned from the sale of the CDs in "The Classic Melodies Series" will be donated to the Canadian Cancer Society through WICC. If you're looking for a meaningful gift for someone special this holiday season, you can order the Classical Melodies Series 3 CD Set on-line at [www.duckpondmusic.com](http://www.duckpondmusic.com) or call Larry directly at 604-940-9409 (Res.) or 778-788-9409 (Cell). He promises to do everything possible to ensure delivery of orders before December 23rd.

### Look for these WICC events next year:

WICC and Friends for Life Valentine's Lunch - date TBA

Spring Gala - March 16, 2011 at the Vancouver Aquarium

Golf Tournament - August 24, 2011 at Westwood Plateau



### Interested in becoming a sponsor?

Making a charitable donation through WICC BC has benefits:

- Tax-deductible donations to WICC BC *stay in BC* and fund projects here at home.
- *100% of all contributions* go to the valuable work done by the Canadian Cancer Society.
- Donations through the P&C Insurance Industry *raise the industry's profile* and is testament to the contribution the industry makes to the communities in which we work and live.

#### Sponsorship Levels

Level	Cash	Gift-in-Kind
<b>Platinum Star</b>	\$10,000+	\$20,000+
<b>Gold Torch</b>	\$5,000 - \$9,999	\$10,000 - \$19,999
<b>Silver Flame</b>	\$2,500 - \$4,999	\$5,000 - \$9,999
<b>Bronze Light</b>	\$1,000 - \$2,499	\$2,000 - \$4,999

Contact **Sara Mehrjou** for more information at: 604-682-0998 or [smehrjou@goremutual.ca](mailto:smehrjou@goremutual.ca)



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**Main Responsibilities**

Events - Outside Golf

Membership and  
Volunteer Lists

Spring Event

Spring Event  
NICC

Co-Chair  
Sponsorship

Treasurer  
National Liaison

Co-Chair  
November Luncheon

Co-Chair  
Golf

Secretary  
November Luncheon

Treasurer  
National Liaison

Communications  
& Luminary

CCS Liaison



Canadian Cancer Society  
Société canadienne  
du cancer

**Make a difference, become a daffodil pin partner**

This April you have a different opportunity to join WICC's fight against cancer. Just imagine if every Canadian donated \$1 for a daffodil pin? We could raise \$34 million and save countless lives. We are encouraging the WICC family to join in a show of solidarity to proudly wear their daffodil pin to remember those lost, to honour those battling cancer today and to show cancer that they will not sit idly by while it takes another life.

Joining the fight it is easy - ask staff to make a donation and wear the daffodil pin throughout the month of April. Tools will be made available for your on-site promotion, including: posters, window cling, coin boxes and/or an online tool for giving. The CSC can also work with you to develop custom promotional items. To learn more about this campaign or to get involved, contact our CSC liaison, Karen Zygun at [kzygun@bc.cancer.ca](mailto:kzygun@bc.cancer.ca) or 604-675-7110.

**The impact of your support**

At the November Luncheon, Cathy Adair, VP of Cancer Control for the CCS presented on the progress of the Chair in the Primary Prevention of Cancer, which your donations have generously supported. Highlights of Dr. Carolyn Gotay's work include:

**Generating New Knowledge:**

- Workplace Awareness & Knowledge Study (WAKS) - exploring workers' understanding of their risks of worksite hazardous exposures and how to reduce them
- Interventions to Increase Worksite Wellness - testing 3 different worksite interventions to promote healthy cancer-reducing lifestyles (healthy eating, physical activity, weight) and work-related (absenteeism, presenteeism) behaviours
- The Breast Cancer Prevention & Risk Assessment Clinic - providing women at risk of breast cancer with an accurate appraisal of their risk status, and information, counseling, & referrals to reduce risk

**Training New Generations of Researchers**

- Applied to the Canadian Institute of Health Research (CIHR) for a grant for "Pan-Canadian Strategic Training in Population Intervention Research for Chronic Disease Prevention"
- Recruitment of Principle and Co-Investigators across the country (University of Waterloo, UBC, University of Alberta and the University of Toronto). The work of 3 of the UBC students resulted in awards this past fall.

**Taking a Leadership role in/on:**

- Canadian Partnership Against Cancer (CPAC) Primary Prevention Advisory Committee
- Provincial Breast Health Project Prevention Team and Screening Subcommittee
- BC Primary Prevention of Heart Disease in Women Advisory Committee
- Pan-Canadian Invitational Workshop on Cancer Survivorship
- Founding Chair, CCSRI National Advisory Committee on Research in Prevention
- Member, NCIC Clinical Trials Group
- Affiliated Scientist, Cancer Control Program, BCCRC and Prevention Program, BCCA

**Building Community Awareness**

Conducted 9 cancer prevention-related talks to community and other organizations

**Generating new knowledge**

- 4 grant applications funded
- 2 applications and 1 Letter of Interest under review
- Mentor on 4 Junior Faculty application

**Next Steps**

- Coordination with Faculty of Medicine
- Announcement of formal Centre including website, membership, programs, seminar series and more
- Securing additional cancer prevention faculty
- Continued leveraging and coordination of Centre activities with CCS priorities and activities