

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!

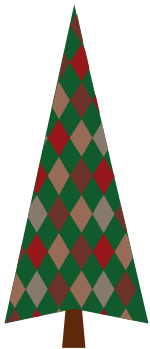
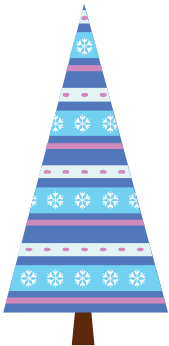


Cathy Adair, Vice President of Cancer Control for the Canadian Cancer Society



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 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
Platinum Star	\$10,000+	\$20,000+
Gold Torch	\$5,000 - \$9,999	\$10,000 - \$19,999
Silver Flame	\$2,500 - \$4,999	\$5,000 - \$9,999
Bronze Light	\$1,000 - \$2,499	\$2,000 - \$4,999

Contact **Sara Mehrjou** for more information at: 604-682-0998 or 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 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