

## Cancer Institute Welcomes New Board Chair



Susan Shoemaker

When Susan Shoemaker was first approached to join the sponsorship committee for the Cancer Institute's Cancer Survivors Day, her thoughts turned to her grandmother. Mary Adams raised Susan's father, Jack, and her four other children virtually on her own after losing her husband at a young age. Mary was robbed of what should have been the best years of her life, seeing the family she worked so hard to raise grow and prosper, by a battle with colon cancer.

Susan admired her grandmother and honors her through her work with the Cancer Institute. Susan has served on the Board of Directors since 2013, and will serve as chair for two years. Her mission is to make the Cancer Institute synonymous with "building a healthy community." The burden of cancer is a heavy one, and the Cancer Institute aims to ease it in any way possible. A cancer diagnosis should not be a scary, lonely road.

The Cancer Institute staff members can answer questions and provide resources to assist with emotional, financial, and other concerns related to a cancer diagnosis. In addition, through the Cancer Screening Navigation program, staff provides individualized assistance to help people complete their cancer screenings. Early detection saves lives. A cancer screening or diagnosis can seem daunting, the Cancer Institute can provide assistance throughout the process.

Susan understands the benefits of these resources in our community and as a resident of Wyoming, Susan is connected to many organizations that serve the area. She serves on the Boards of the Luzerne County Historical Society and the Maple Hill Cemetery, and is a member of St. Ignatius of Loyola Parish.

Susan was born in Kingston, and attended Villanova University where she earned a bachelor's degree in Business Administration. She went on to receive her Juris Doctorate from New York Law School. She is now a Vice President with the investment firm Riggs Asset Management Company. Susan also serves as the firm's Chief Compliance Officer, and oversees their SEC regulation compliance, putting both her business and law backgrounds to work.

Even with her busy schedule, Susan is motivated by her husband Jim and her three children. But, perhaps her biggest motivator is her parents who, even in their 80s, work to prioritize their health everyday. They instilled in her from an early age that "to whom much is given, much will be expected in return."

Thank you, Susan, for your dedication to the Northeast Regional Cancer Institute. We look forward to your leadership guiding us through the next two years.

# Meet Holly Carron - CASUAL Day Chair 2019

The 16th Annual C.A.S.U.A.L. ( Colon cancer Awareness Saves Unlimited Adult Lives ) Day took place on Thursday, March 28th across northeast PA. This awareness campaign started when siblings, Michael Moran and Maura Phillips Staback's mother, Helen Phillips was diagnosed with late stage colon cancer and passed away five and a half months after her diagnosis. Mike and Maura created C.A.S.U.A.L. Day to ensure no family would go through what theirs had to. Perhaps if Helen had been screened, her cancer might have been caught sooner.

Holly Roever Carron felt connected to NRCI's mission of easing the burden of cancer in northeast PA and wanted to lend her support to the initiative. Even with being a sponsor for years, she wasn't fully aware of all of the services NRCI provided to the community. Additionally, her mother-in-law was diagnosed with stage 4 Colon Cancer in October 2006 and by December 2006 had succumbed to it. Holly knows the importance of getting the word out about colon cancer screening and early detection.

Holly's family has deep roots in our area and continuously gives back to the community through her work at HW Roever, dba Dunkin'. HW Roever has been part of C.A.S.U.A.L. Day since 2007.

This year her C.A.S.U.A.L. Day team took a more active role and Holly encouraged her crew members to purchase and wear the t-shirts. Many of her employees embraced this awareness campaign and were able to have conversations about what C.A.S.U.A.L. Day means to so many and why they should participate.

"I feel privileged that I can be a part of such a wonderful organization and look forward to assisting in the future."

Holly is involved in a variety of different local organizations including St. Joseph's Center, Coaches vs Cancer, Joy in Childhood Foundation, and Leadership Lackawanna.

Thank you Holly for being our C.A.S.U.A.L. Day Chair for 2019!



## A Story of Collaboration- Duryea at Dusk

Through personal experience with a family member battling cancer, Duryea native sisters, Katie Brudzinski and Allison Brudzinski wanted to be part of something bigger that would involve their entire community and support those who are or have been affected by cancer. Allison came up with the idea for the name Duryea at Dusk. It incorporates the community they live in and it showcases the time of day when the event takes place. The motto of the committee is "let the sun set on cancer."



The event brings out the best of our community and beyond! The committee hopes to continue to assist in easing the burden of cancer in NEPA. Planning of the project is a yearlong undertaking. The success of the event brings the committee pride and joy. It has impacted each of them. The celebration is family friendly. Aside from the run and walk portion of the event, there is a festival with vendors, food available for purchase and a large basket raffle. The committee has been overwhelmed by the amazing turnout each year, and they know the community will always have their back. The Duryea at Dusk committee has raised over \$22,000 for the Cancer Institute.

Front, Krista Gromelski, Amanda E. Marchegiani, NRCI, Kristen Kabacinski, and Katie Brudzinski. Back, Karen M. Saunders, NRCI, Eddie Klein, Aimee Balchune, David Tighe, and Allison Brudzinski.

### About the Northeast Regional Cancer Institute

The Northeast Regional Cancer Institute is a nonprofit community-based agency serving seven counties in northeast Pennsylvania with offices located in Scranton and Wilkes-Barre. Focusing on surveillance, community and patient services, and hospital and practice support services, the Cancer Institute invests 100% of its resources locally.

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