

Get a deeper look at the Northeast Regional Cancer Institute- its board, staff, volunteers, and activities.

## Spirit of Hope Ambassador Recognized



Richard P. Conaboy Jr.

Richard P. Conaboy Jr. knows all too well that cancer does not discriminate. He has lost two daughters, two brothers-in law to cancer and his son, daughter and sister are cancer survivors. Currently his sister-in law is being treated for her cancer. As if cancer did not already hit close enough to home, Dick was diagnosed with cancer within the last year and is doing well. Despite the losses and pain Dick has faced related to cancer and his own addiction recovery, he has continued to give back to the local community through the Spirit of Hope Celebration Board of Ambassadors, the American Cancer Society, and other organizations near and dear to him.

Dick is a graduate of Marywood University where he earned a B.S in Psychology. He has been in the field of addiction and recovery for over 20 years. He spent two decades working at Clearbrook Treatment Center where he over saw the day-to-day operations of the DDAP licensed and JACHO accredited residential treatment facilities as Vice President of

Clinical Operations. He is currently the CEO of Lakeside NEPA Drug and Alcohol Treatment Center located in Scranton.

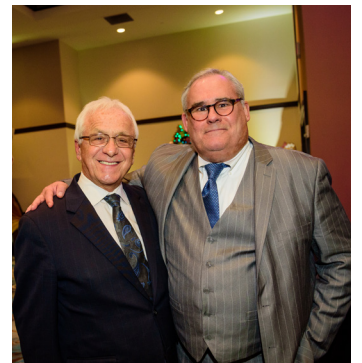
He has dedicated his life not only to his own recovery, but also to helping those afflicted by the disease of addiction. Dick is well respected in the community as a speaker, educator, and advocate for those in the recovery community. Whether it's helping those in need or his own medical care, Dick has continued to be an embodiment of the spirit of hope.

On Friday, November 12, 2021, Dick was recognized as the Tribute to Courage Honoree at the Spirit of Hope Celebration. The Board of Ambassadors and Associate Board of Ambassadors organize this event. These are individuals and business leaders in Northeast Pennsylvania who come together to raise funds & awareness to fight cancer in the local community through their support and promotion of a gala event.

As Dick spoke about how cancer has affected his life, he remained positive, sharing gratitude for his family and their support.

Dick's brother, William Conaboy, Esq., NRCI's Board of Directors Chair, was able to share his gratitude for the work the Cancer Institute does for the community and how humbled he was by the experience to have his family's story brought to light to bring hope to others.

The Conaboy family remains strong despite the challenges cancer has brought to them.



Leo Vergnetti, Spirit of Hope Board Chair and Tribute to Courage Honoree, Richard P. Conaboy

# Mountain View Girls Basketball Team Raises \$1,800

The Mountain View Girls' Basketball team surprised us with a big donation. They wanted to give back to the community and chose to donate to the Cancer Institute. The team hosted a fundraiser on Monday, January 31, 2022, during a regular season basketball game. They featured a memory board where attendees could display a loved one's name, a 50/50 raffle and a variety of raffle baskets. Organizer, Dawn Neri, a mother of one of the basketball players, put together the successful event in a very quick timeframe. The event raised \$1,800 for the Northeast Regional Cancer Institute. The team hopes to have this as an annual opportunity to give back to the community and add to the event next year.

We are thrilled to find out about fundraisers created by community groups that benefit NRCI. Our community truly supports our mission and is aware that when they support us, the funds may be helping someone close to them. A neighbor who might need to use our Community-Based Navigation Screening Program or a caregiver looking for information on how to navigate the journey of a cancer survivor may get the help they need. Cancer does not discriminate. Our local community members, sports or civics groups, businesses, and organizations help us fulfill our mission.

The Northeast Regional Cancer Institute is a local stand-alone organization. We serve northeast Pennsylvania, and our mission is to ease the burden of cancer. We pride ourselves on not duplicating efforts but filling a gap to help individuals with information and programs related to cancer. We want the community to reach out to us if they have questions and to know that we can get them the answer they need and connect them to resources locally and nationally if needed.



## Welcome NRCI's Newest Board Member

We would like to extend a warm welcome to James Pettinato, RN-HP, MHSA, the incoming Chief Executive Officer at Wayne Memorial Hospital. James Pettinato, RN-HP, MHSA, was previously the Director of Patient Care Services at Wayne Memorial before taking over in January 2022 as the Chief Executive Officer.



James has experience on the administrative side of health care as well as firsthand experience collaborating with patients as a registered nurse in the intensive care unit. His skillset puts him in a unique position of understanding the importance of hospital administration and the quality of care required to best serve patients.

James has a Master's in Health Services Administration and a Bachelor of Science in Nursing from Marywood University. He started his career as an EMS captain and from there held positions as Director of Clinical Management, Registered Nurse- Intensive Care Unit, Case Manager- Associate Director of Professional Services/IV Program Manager, Critical Care Nurse Manager, Head Nurse II, and Director of Critical Care for a variety of healthcare organizations.

We are looking forward to working with James and continuing the longstanding partnership with Wayne Memorial Hospital.

# C.A.S.U.A.L. Day 2022

C.A.S.U.A.L. (Colon Cancer Awareness Saves Unlimited Adult Lives) Day is an annual educational awareness campaign focused on the importance of early detection and screening for colon cancer. March is Colorectal Cancer Awareness Month and each year, C.A.S.U.A.L. Day is celebrated on the last Thursday of March. Specially designed items are sold throughout northeast PA and are worn on C.A.S.U.A.L. Day to raise awareness and encourage the community to have a casual conversation about screening and early detection.

This campaign started as brother and sister co-founders, Michael Moran and Maura Staback's mother, Helen Phillips was diagnosed with later stage colon cancer. She had never been screened and six months after her diagnosis, cancer took her life. Her family came to the Cancer Institute with the idea of a dress down event, in her memory. CASUAL Day was created to provide information about screening, as they believe it might have saved their mother's life.

This year we sold specially designed Kelly Green t-shirts (the color changes every year!), face masks and new this year, socks. We had 104 teams from big and small organizations register, we had 54 sponsor names and logos listed on the back of the t-shirt. We had thousands of individuals participate. Thank you to our sponsors, teams, retail stores and all of NE Pennsylvania for supporting C.A.S.U.A.L. Day.

In 2002, information from our annual surveillance report, indicated that colon cancer incidence was 30% higher in our area. Now, 20 years later, colon cancer rates have declined by 17%. We have made progress with education and screening.

Every C.A.S.U.A.L. Day purchase, conversation with a friend and screening completed makes a difference. The education and outreach add up to thousands of messages about the importance of colon cancer screening and early detection.

Here are a few teams in their 2022 Kelly Green C.A.S.U.A.L. Day shirts:



Northeast Radiation Oncology Centers (NROC)



Highland Associates



Onvo



McNichols School

## Save the Date Cancer Survivors Day- Honoring, Remembering, Sharing

Saturday, September 17- McDade Park

Saturday, September 24- Kirby Park

Registration at 10:00 a.m., Event begins at 10:30 a.m.

Anyone affected by a cancer diagnosis is welcome to attend.



**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.**

SERVING NORTHEASTERN PENNSYLVANIA COUNTIES  
Lackawanna | Luzerne | Monroe | Pike | Susquehanna | Wayne | Wyoming



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