

# Hadassah Danville

## November/December 2016



We are all familiar with certain “buzz” words and phrases that crop up from time to time in our language. There are recent additions like “data mining” and “value-added,” but also old favorites such as “water under the bridge” and “we are what we are.” What does this have to do with Hadassah? Two of the trending phrases in the medical field are “bench to bedside” and “translational medicine,” which refer to the process whereby results in the laboratory (the “bench”) translate into diagnostic tools, medicines, procedures, and other ways to treat patients with various diseases (the “bedside”).

While this may be a new concept to many of us, and even to some in the medical field, it has been standard operating procedure for the Hadassah Medical Organization, whose doctors are both researchers and clinicians. Unlike Las Vegas, what happens in HMO’s labs does not stay there but is used to inform and improve patient treatment.

Hadassah, the Women’s Zionist Organization of America, is publicizing this critical function of the Hadassah Medical Organization through their “Research in Service to Humanity” campaign, which highlights HMO’s long-standing record in stem cell research as well as its advocacy for gender equity in medical research. Treatment of such diseases as ALS, multiple sclerosis, and Alzheimer’s has been improved by the cutting edge research done by HMO. Hadassah advocates in both Israel and the U.S. are working to obtain the protocols and funding to ensure that medical research benefits men and women equally, thus serving all of humanity.

Would you like to be a part of this life-saving work? Consider becoming an annual giver (at the “Chai” level, it’s only \$15 a month!), or simply respond to the request for a contribution elsewhere in this newsletter. Small gifts combine to have major impact!

Please know that your support of Hadassah is always appreciated, and that through your support we continue to exemplify “the power of women who do.”

Martha Woody, Chapter President

## Happenings with our Members

\*Mazel Tov to **Flossie Tavss** on the celebration of her 90<sup>th</sup> birthday!

Did we miss your news? Be sure to contact Martha Woody, 276-638-4316, and we'll include you in our next newsletter!



### Wrapping Up Our Hadassah Year

Mark your calendar for 5:30 p.m. on Monday, December 12<sup>th</sup> for our end of the year dinner meeting. There will be fun activities, a little learning, a report or two, and of course, delicious food! Who could ask for anything more...just your presence! A flyer with more information will be sent out soon.



### Candle Lighting – A Danville Tradition

This is an opportunity for every Danville Hadassah member to participate in our beautiful candle lighting tradition! At the end of every meeting members light a Hanukkah menorah and share what is happening with their family and friends. Now, whether you can attend a meeting or not, you can light a menorah for just \$18 and your contribution will be recognized in our next newsletter. Take this opportunity to support Hadassah and at the same time participate in a wonderful tradition!

Send your check, made payable to Hadassah, to Jo Ann Howard, 326 Rosemary Lane, Danville, VA 24541 by December 9<sup>th</sup>.



**Life Membership** – What a wonderful way to share Hadassah! Make a family member or friend a member for life! **The cost is still only \$212 until December 31<sup>st</sup>.**

Beginning January 1, 2017 the price will be raised to \$250. You may complete this on line, or contact Jo Ann Howard today via this email or call her at 434-799-3505.

## **Hadassah Women Share How Hadassah Has Made a Difference in Their Lives**

HADASSAH



Three Hadassah members brought Today Show host Kathie Lee Gifford to tears on air early Wednesday morning (October 19<sup>th</sup>) as they shared their moving story about their battle with breast cancer, the BRCA1 gene mutation and making the decision to get genetic testing.

Outside the NBC studios at Rockefeller Plaza, Hadassah members came out bright and early to raise awareness about breast cancer, BRCA genes, and the Hadassah Medical Organization's groundbreaking medical research. As the sun came up on an unseasonably warm fall morning, they held up Hadassah signs to offer support for Maxx Schube and her daughters, Rochelle and Alana, a fifth-generation Hadassah family, behind the Today Show hosts Matt Lauer and Hoda Kotb. Though the mutation is rare among the general population, it is 10 times higher among Ashkenazi Jews — a Hadassah Medical Organization discovery.

Maxx Schube and her daughters, Rochelle and Alana, have all tested positive for the BRCA1 gene mutation. The BRCA1 and BRCA2 gene mutations greatly increase the lifetime risk of both breast and ovarian cancer, but those with BRCA1 have a greater chance of developing breast cancer by age 70.

Maxx's older sister, Beverly z"l, was diagnosed with ovarian cancer at age 33. There was no other cancer in the family at the time, and no one thought to test Beverly for a BRCA gene mutation.

The Schube women hope that by sharing their story, they will inspire funding for breast cancer and genetic research programs at Hadassah Medical Organization, and for breast cancer education, advocacy and prevention in the United States — in hopes of saving lives.

**You Can Also Make A Difference By Increasing Your Annual Giving To Support  
Hadassah's Life Saving Research**

**Support a Danville Hadassah Project  
Become a Chai Society Member  
Share Hadassah with a Friend or Family Member  
Don't Wait...Do it Today!**