

April 30, 2009

- **“Offer men a baseline PSA test at age 40”** was the recommendation of the American Urological Assn. at its meeting this week. Follow-up PSA tests should occur at intervals based on each man’s situation, it added.
- **Our third Strategic Planning Day** will be on Saturday, May 9. Coalition directors will meet from 9-3 to make their plans for the next 12 months. The session will result in a 15 page plan, delineating goals, strategies, dates due, and persons responsible.
- Don Davidson, chair of the Speakers program, has assigned **each of the five speakers eight specific N.H. Rotary clubs to address**. Goal is to speak to 59 clubs in the next 12 months. We’ve already spoken to 10 on the dangers of prostate cancer. He’s equipping each of the speakers with a canvas bag full of brochures, lapel pins, magnetic decals for cars, etc.
- **Jim McCormick**, one of the speakers, has already lined up two Rotary clubs. Concord tomorrow morning and Pittsfield next month. Other speakers are Harvey Keye, Dan Guerrette, and John Sias. Bob Detrick volunteered to be a back-up.
- **Encouraging women to persuade their men** to visit their doctor to talk about the PSA test. This is a major goal of Chair Harry Purkhiser. Harry is searching the US for ideas on how best to proceed.
- Bill Mullen urged the NH Senate Finance Comm. to **fully fund the N.H. Cancer Plan**. Two other Coalition directors waited four hours to testify.
- Jim McCormick, Steve Ladew and Harry Purkhiser **have met with three public relations firms, seeking support and ideas**.
- **President John Sias is featured** in the current issue of MAN TO MAN NEWS. Published by American Cancer Society, it’s distributed to support groups and others throughout the U.S.
- **“Should I get a PSA test?”** Millions of men are probably asking themselves this question. The Coalition is developing a list of **FAQ which will help a man** make a satisfactory decision.
- Scott Mosher of **GlaxoSmithKline** was a guest at the April directors meeting.

- Fundraising Comm. continues to meet **twice every month. Dollars are scarce.**
- **NASCAR and prostate cancer awareness.** Dr. John Munoz of Manchester Urology Associates is assessing interest in a prostate cancer tent and sponsoring a car at the September NASCAR race. More than 100,000 people will attend.
- **5,000 Coalition brochures** came off the printing press this week. Paid for by a grant from American Cancer Society.
- There are **new links** on our web site, reports Steve Ladew, our webmaster.
- We regretfully received the **resignation of Director Chuck Wood.** We'll miss you, Chuck.
- Treasurer Sal Magnano and Steve Ladew are studying the feasibility of adding **PAY PAL** to our web site in an effort to increase funding.
- **New business cards** have been issued to six directors in quantities of 50-200 each.
- **A free site for a 4'x 8' billboard** has been offered in Littleton, reports Harvey Keye.
- **Bill Mullen and his wife Leigh** will staff our prostate cancer info table at Concord Hospital on June 7.
- **PINTS FOR PROSTATES!** Many bars throughout the Northwest and the South are hosting events to inform men about PSA testing and the need for regular health screening. "We're using the universal language of beer to reach men!"