

**The original documents are located in Box 7, folder “11/23/76 - Breast Cancer Conference (Mrs. Ford did not attend)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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*Nancy*

THE WHITE HOUSE  
WASHINGTON

November 17, 1976

MEMORANDUM TO: PETER SORUM  
FROM: SUSAN PORTER  
SUBJECT: Action Memo

Mrs. Ford has accepted the following out-of-house invitation:

EVENT: Drop-by conclusion of two-day conference entitled  
"Breast Cancer: A Report to the Profession, 1976"

DATE: Tuesday, November 23, 1976

TIME: 4:45 p.m.

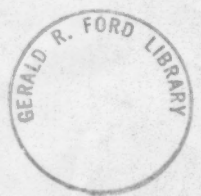
PLACE: Washington Hilton Hotel, Ballroom

CONTACTS: Dr. D. Jane Taylor  
Executive Secretary of the Breast Cancer Task Force and  
Chief of the Branch: Breast Cancer Program Coordination  
O: 496-6718  
H: 244-7531

Mrs. Sally Simpson  
O: 527-4500

Press Contact: Larry Blaser  
496-6641

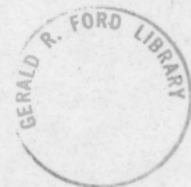
COMMENTS: Mrs. Ford will drop by and make brief concluding remarks at the conclusion of the two-day conference entitled "Breast Cancer: A Report to the Profession, 1976" sponsored by the White House, the National Cancer Institute, and the American Cancer Society. This conference is made possible by the money received from the Gerald Ford inaugural medals. Mrs. Ford witnessed the transfer of the check from the sale



to the National Cancer Institute on January 21, 1976. The meetings will have been scientific and professional and Mrs. Ford's presence will symbolize not only her deep personal interest but that of the President. The file is attached.

Thank you.

c: BF Staff  
Red Cavaney  
William Nicholson  
Jim Cavanaugh  
Sarah Massengale  
Spencer Johnson  
Jerry Jones  
Terry O'Donnell  
Rex Scouten  
Staircase



**Registration:** To register for the conference, please submit the attached registration card by November 8, 1976. No registration fee is required. For additional information, please contact:

Ms. Sally Simpson  
Breast Cancer Conference  
1501 Wilson Boulevard, 6th Floor  
Arlington, Virginia 22209  
703/527-4500

You may pick up your conference materials at the registration desk, located on the Terrace Level, which will be open:

Sunday, November 21 4:00 pm - 8:00 pm  
Monday, November 22 7:30 am - 5:00 pm  
Tuesday, November 23 8:00 am - 5:00 pm

All meeting sessions will be held in the International Ballroom.

**Hotel Reservations:** Rooms at the Washington Hilton have been set aside for participants attending the Conference. To insure confirmed reservations, your request must be **received by the hotel not later than October 29, 1976.** A hotel reservation card is enclosed for your convenience.

**Message Center:** A message center will be in operation during the same hours as the conference registration desk. Please suggest that callers who wish to reach you during the day ask the hotel operator (202/483-3000) for the Breast Cancer Conference Registration Desk.

Dr. Lauren V. Ackerman  
State University of New York  
Stony Brook, New York, U.S.A.

Dr. John C. Bailar III  
National Cancer Institute  
Bethesda, Maryland, U.S.A.

Dr. Gianni Bonadonna  
National Cancer Institute of Italy  
Milan, Italy

Dr. Luther W. Brady  
Hahnemann Medical College  
Philadelphia, Pennsylvania, U.S.A.

Dr. Kurt W. Brunner  
Swiss National Cancer League  
Bern, Switzerland

Dr. Paul P. Carbone  
University of Wisconsin  
School of Medicine  
Madison, Wisconsin, U.S.A.

Dr. Robert D. Cardiff  
University of California  
Davis, California, U.S.A.

Dr. Gerald D. Dodd  
M. D. Anderson Hospital and  
Tumor Institute  
Houston, Texas, U.S.A.

Dr. Nylene E. Eckles  
M. D. Anderson Hospital and  
Tumor Institute  
Houston, Texas, U.S.A.

Dr. Robert E. Fechner  
Baylor College of Medicine  
Houston, Texas, U.S.A.

Dr. Mary A. Fink  
National Cancer Institute  
Bethesda, Maryland, U.S.A.

Dr. Bernard Fisher  
University of Pittsburgh  
School of Medicine  
Pittsburgh, Pennsylvania, U.S.A.

Dr. A. P. M. Forrest  
The Royal Infirmary  
Edinburgh, Scotland

Dr. Paul Franchimont  
University of Liege  
Liege, Belgium

Dr. Pietro M. Gullino  
National Cancer Institute  
Bethesda, Maryland, U.S.A.

Dr. JoAnn D. Haberman  
University of Oklahoma  
Oklahoma City, Oklahoma, U.S.A.

Dr. Samuel Hellman  
Harvard Medical School  
Boston, Massachusetts, U.S.A.

Dr. Maureen M. Henderson  
University of Washington  
Seattle, Washington, U.S.A.

Dr. J. C. Heuson  
Jules Bordet Institute  
Brussels, Belgium

Dr. Rita M. Kelley  
Massachusetts General Hospital  
Boston, Massachusetts, U.S.A.

Dr. Marvin A. Kirschner  
New Jersey College of Medicine  
and Dentistry  
Newark, New Jersey, U.S.A.

Dr. William L. McGuire  
University of Texas  
Health Science Center  
San Antonio, Texas, U.S.A.

Dr. Anthony B. Miller  
National Cancer Institute of Canada  
Toronto, Ontario, Canada

Dr. Arthur B. Pardee  
Harvard Medical School  
Boston, Massachusetts, U.S.A.

Dr. Nicholas L. Petrakis  
University of California  
San Francisco, California, U.S.A.

Dr. Frank J. Rauscher, Jr.  
National Cancer Institute  
Bethesda, Maryland, U.S.A.

Dr. Richard J. Santen  
Milton S. Hershey Medical Center  
Hershey, Pennsylvania, U.S.A.

Dr. Frank M. Schabel  
Southern Research Institute  
Birmingham, Alabama, U.S.A.

Dr. Jeffrey Schlom  
National Cancer Institute  
Bethesda, Maryland, U.S.A.

Mr. Sam Shapiro  
Johns Hopkins University  
Baltimore, Maryland, U.S.A.

Dr. Jan Stjernsward  
Swiss Institute for Experimental  
Cancer Research  
Lausanne, Switzerland

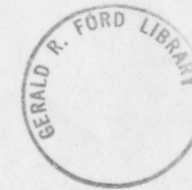
Dr. Henri J. Tagnon  
Jules Bordet Institute  
Brussels, Belgium

Dr. William F. Taylor  
Mayo Clinic  
Rochester, Minnesota, U.S.A.

Dr. Yale J. Topper  
National Institute of Arthritis,  
Metabolism, and Digestive Diseases  
Bethesda, Maryland, U.S.A.

Dr. Umberto Veronesi  
National Cancer Institute of Italy  
Milan, Italy

## BREAST CANCER: A REPORT TO THE PROFESSION, 1976



SPONSORED BY

THE WHITE HOUSE

THE NATIONAL CANCER INSTITUTE

THE AMERICAN CANCER SOCIETY

AT THE WASHINGTON HILTON

WASHINGTON, D.C.

NOVEMBER 22-23, 1976



The Breast Cancer Task Force  
takes pleasure in announcing that  
a Report to the Profession on Breast Cancer  
will be held in Washington, D.C.,  
November 22-23, 1976

AGENDA

Sunday, November 21, 1976

4:00-  
8:00 pm Registration

900

Monday, November 22, 1976

7:30 am Registration  
8:30 am Welcoming Remarks  
9:00 am Introduction: P. M. Gullino

Chairpersons: P.M. Gullino and A. B. Miller

9:30 am Role of Nutrition in the Etiology of  
Breast Cancer: A. B. Miller  
9:50 am Discussion  
10:00 am Genetic Factors in the Etiology of Breast  
Cancer: N. L. Petrakis  
10:20 am Discussion  
10:45 am Intermission

Chairpersons: A. B. Miller and M. A. Fink

11:00 am Role of Hormones in the Etiology of  
Breast Cancer: M. A. Kirschner  
11:20 am Discussion  
11:30 am Present Status of Mammary Tumor  
Virus Studies: J. Schlom  
11:50 am Discussion  
12:00 pm Biology of Breast Preneoplasia:  
R. D. Cardiff  
12:20 pm Discussion  
12:30 pm Luncheon

Chairpersons: Y. J. Topper and R. M. Kelley

2:00 pm Control of Cell Proliferation:  
A. B. Pardee  
2:20 pm Discussion  
2:30 pm The Concept of Minimal Breast Cancer  
and the Pathologist's Role in the  
Diagnosis of "Early" Carcinoma:  
L. V. Ackerman  
2:50 pm Discussion  
3:00 pm Influence of Oral Contraceptives on  
Breast Diseases: R. E. Fechner  
3:20 pm Discussion  
3:45 pm Intermission

Chairpersons: W. F. Taylor and J. D. Haberman

4:00 pm Screening for Early Breast Cancer: Pros  
and Cons: S. Shapiro and J. C. Bailar  
4:40 pm Screening and Self Examination:  
M. M. Henderson  
4:55 pm Discussion

Tuesday, November 23, 1976

8:00 am Registration

Chairpersons: J. C. Heuson and W. L. McGuire

8:30 am Present Status of Xerography, Ultra-  
sound and Thermography in Breast  
Cancer Detection: G. D. Dodd  
8:50 am Discussion  
9:00 am Biological Markers of Breast Cancer:  
An Assessment: P. Franchimont  
9:20 am Discussion  
9:30 am Conservative Surgery Trials:  
A. P. M. Forrest, U. Veronesi, and B. Fisher  
10:10 am The Place of Radiation in the Primary  
Management of Mammary Carcinoma:  
S. Hellman  
10:20 am Adjuvant Radiotherapy Trials:  
J. Stjernswärd and L. W. Brady

10:40 am Discussion

11:00 am Rationale for Adjuvant Chemotherapy:  
F. M. Schabel

11:20 am Adjuvant Chemotherapy Trials:  
B. Fisher and G. Bonadonna

12:00 pm Discussion

12:30 pm Luncheon

2:00 pm Chemotherapy Trials for Advanced  
Breast Cancer: P. P. Carbone and  
K. W. Brunner

2:30 pm Discussion

2:45 pm Predicting Endocrine Responsiveness:  
W. L. McGuire

3:00 pm Medical Adrenalectomy: R. J. Santen

3:15 pm Antiestrogens: H. J. Tagnon

3:30 pm Discussion

3:45 pm Breast Cancer Research and the  
Public—Roundtable Discussion:  
N. E. Eckles

4:45 pm Closing Remarks: F. J. ~~Bunch~~ NEWALL

5:00 pm Adjournment



IN THE  
BALLROOM

Mrs. Ford cancelled

THE WHITE HOUSE

WASHINGTON

November 22, 1976

MEMORANDUM FOR:

MRS. FORD

VIA:

RED CAVANEY

FROM:

PETER SORUM

SUBJECT:

Your Attendance at the  
Breast Cancer Task Force Conference

Tuesday, November 23, 1976  
Washington Hilton Hotel



Attached at TAB A is the proposed scheduled for the subject event.

APPROVE \_\_\_\_\_ DISAPPROVE \_\_\_\_\_

BACKGROUND

You will be attending the closing session of the two day conference sponsored by the White House, the National Cancer Institute and the American Cancer Society, entitled "Breast Cancer: A Report to the Profession, 1976" to offer closing remarks following the last roundtable discussion which will focus on communication of research findings to the public and will include Mary Lasker and Mrs. Birch Bayh among others. This conference is made possible in part by the money received from the sale of Gerald Ford inaugural medals.

11/22/76  
8 a.m.

PROPOSED SCHEDULE

MRS. FORD'S ATTENDANCE AT THE BREAST CANCER TASK FORCE CONFERENCE

Tuesday, November 22, 1976  
Washington Hilton Hotel

4:20 p.m. Mrs. Ford boards motorcade on South Grounds.  
MOTORCADE DEPARTS South Grounds enroute Washington  
Hilton Hotel.

(Driving time: 20 minutes)

4:40 p.m. MOTORCADE ARRIVES Washington Hilton Hotel.  
Mrs. Ford will be met by:

Mr. Earl McDonough, Washington Hilton Manager  
Dr. Frank Rauscher, American Cancer Society  
Dr. Guy Newell, Acting Director, National Cancer Inst.  
Dr. D. Jane Taylor, Executive Secretary, Breast  
Cancer Task Force

Mrs. Ford, escorted by the above, arrives Ballroom  
entrance.

4:45 p.m. Mrs. Ford, escorted by the above, arrives Ballroom  
entrance and pauses for announcement.

4:46 pm - Announcement

4:46 p.m. Mrs. Ford escorted by Dr. Rauscher proceeds onto  
stage and takes her seat.

OPEN PRESS COVERAGE  
ATTENDANCE: 900

4:48 p.m. - Introduction of Dr. Rauscher  
by Dr. Newell

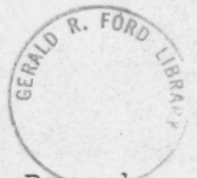
4:50 p.m. - Introduction of Mrs. Ford by  
Dr. Rauscher

4:55 p.m. Mrs. Ford's remarks.

FULL PRESS COVERAGE

5:00 p.m. Remarks conclude.

Mrs. Ford bids farewell and departs ballroom enroute  
motorcade for boarding.





Page Two  
Mrs. Ford  
Washington Hilton Hotel

Tuesday, November 23, 1976

5:10 p.m.        MOTORCADE DEPARTS Washington Hilton Hotel enroute  
                 South Grounds.

(Driving time: 20 minutes)

5:30 p.m.        MOTORCADE ARRIVES South Grounds.



Cancer Conference, Tuesday, November 23, 1976

I want to add my personal report to your conference. I just recently completed chemotherapy and my latest exam shows no trace of cancer. Except when I talk to a group like yours, I rarely think about my masectomy. I do, however, think often about how to educate women about breast cancer.

The surge of interest and increased checkups after my operation two years ago has diminished. I share your concern about keeping women alert to the disease when there are no headlines.

Medical progress in diagnosis and treatment must be matched by educational progress and action by women themselves.

To the women here today, I say: "We are our sisters' and our daughters' keepers, and we should remind others of the need for regular checkups and monthly self-examinations."

As those of you in the medical profession make progress against the disease, all of us can help by fighting the fear surrounding breast cancer and by educating others to participate in their own self-protection.



## Background

The conference was arranged by the National Cancer Institute and financed by proceeds from the Ford medal. Nine hundred people from the medical profession are registered. The session where you will speak will also be open to the public. The discussion prior to the closing one is a session about breast cancer and the public. Dr. June Taylor of the Institute urged the theme of keeping women alert to the dangers of breast cancer and to the need of self-help.

Dr. Rauscher, former head of the Institute, will introduce you.



CANCER CONFERENCE

TUESDAY, NOVEMBER 23, 1976

PAGE 1

I WANT TO ADD MY PERSONAL REPORT  
TO YOUR CONFERENCE.

I JUST RECENTLY COMPLETED CHEMOTHERAPY  
AND MY LATEST EXAM SHOWS  
NO TRACE OF CANCER.



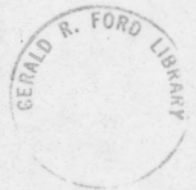
EXCEPT WHEN I TALK TO A GROUP LIKE YOURS,  
I RARELY THINK  
ABOUT MY MASTECTOMY.

I DO, HOWEVER, THINK OFTEN  
ABOUT HOW TO EDUCATE WOMEN  
ABOUT BREAST CANCER.

PAGE 3

THE SURGE OF INTEREST AND INCREASED CHECKUPS  
AFTER MY OPERATION TWO YEARS AGO  
HAS DIMINISHED.

I SHARE YOUR CONCERN  
ABOUT KEEPING WOMEN ALERT TO THE DISEASE  
WHEN THERE ARE NO HEADLINES.



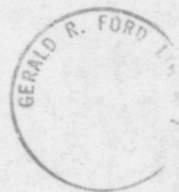


MEDICAL PROGRESS  
IN DIAGNOSIS AND TREATMENT  
MUST BE MATCHED BY EDUCATIONAL PROGRESS  
AND ACTION BY WOMEN THEMSELVES.

TO THE WOMEN HERE TODAY,

I SAY:

"WE ARE OUR SISTERS' AND OUR DAUGHTERS' KEEPERS,  
AND WE SHOULD REMIND OTHERS  
OF THE NEED FOR REGULAR CHECKUPS  
AND MONTHLY SELF-EXAMINATIONS."



AS THOSE OF YOU IN THE MEDICAL PROFESSION.  
MAKE PROGRESS  
AGAINST THE DISEASE,  
ALL OF US CAN HELP  
BY FIGHTING THE FEAR  
SURROUNDING BREAST CANCER  
AND BY EDUCATING OTHERS  
TO PARTICIPATE IN THEIR OWN SELF-PROTECTION.

— ○ —

