

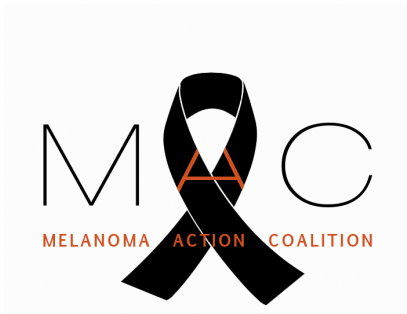


Melanoma Action Coalition
Third Annual Meeting
The Roosevelt Room
The Ritz-Carlton Hotel
Washington, D.C.
February 28 - March 1, 2018



Today's agenda

- Welcome and introductions
- An update on MAC's progress in 2017
- Constructing an Effective Impact Statement
Joan Russo, Chief Development Officer, MRA
- MD Solar Sciences partnership
Don Uselmann, MD Solar Sciences President
- September Awareness Campaign
Cody Barnett, Communications Director, MRA



Introductions

- Your name
- Your organization's name (if that applies)
- The state you are from



2017: a very good year



2017 accomplishments

Membership

- 100 percent renewal of dues-paying members in 2017
- Continued to expand membership
 - Began with 7 members
 - Now: 34 members
 - 28 foundations and individual fundraisers
 - 6 professional members, patients, and advocates



New members 2017

- Foundation for Community Health, MT
- Pediatric Skin Protection Foundation, IL
- Tina's Place, MI
- Carolyn Heckman, Ph.D., Fox Chase Cancer Center, PA
- Wendy Finn, Bethesda, MD
- Libby Kistler, Midlothian, VA
- Laura Dimmitt, Knoxville, TN
- Amanda McDaniel-Halverstadt, Fairview Heights, IL



2017 accomplishments

Name recognition, partners, and sponsors

- Melanoma Research Alliance
- CURE Today: online presence
- ACS-CAN: connections at both national and state levels
- American Society for Dermatologic Surgery Assn. (SUNucate initiative)
- Natl. Council on Skin Cancer Prevention (Don't Fry Day)
- Antidote: Clinical Trial Navigator
- Novartis
- Merck
- MDSolarSciences



2017 accomplishments

Incorporation/501(c)(3)

- Committee formed: Neil Spiegler, Skip Grinberg, Katherine Byrnes
- Have hired an attorney, but will do as much as possible ourselves to reduce costs
- Filed for incorporation in New Jersey
- By-laws nearing completion



2017 accomplishments

Meetings

- Second annual meeting February 2017
- Fall conference
 - Supported by \$5,000 grant from Novartis
 - Additional sponsorship from Merck and SkinIO
 - Presentations by prominent Chicago-area melanoma specialists
 - Support and participation from MRA
 - Engagement with Chicago-area MAC Foundations
 - Attended by Chicago-area melanoma advocates



2017 accomplishments

Communication

- Website
- Facebook and Twitter following growing steadily
- Bi-monthly member newsletter
- Invitation for members to contribute blog posts
- Invitation to new members to call in to a steering committee meeting
- New “breaking news” e-mail blasts



2017 accomplishments

Speaking out together

- Awareness campaigns:
 - Publicity for national Don't Fry Day campaign in May
 - Have begun work with MRA on joint messaging campaign for September 2018
- Advocacy:
 - Support for tanning bed restrictions at the state level
 - Signed on as a supporter for SUNucate efforts to pass state legislation allowing sunscreen use in schools



2018 initiatives and goals

- Fall conference in Philadelphia, October 12 and 13
- Grants: Novartis and others
- 501(c)(3)
- Continue to grow membership, particularly foundations in southern/western states, professional members, patients, and advocates
- Encourage current members to be more involved
- Encourage collaboration among members
- Continue to cultivate partnerships and sponsors



**2018: an even better year
as we work together to defeat melanoma!**



Tomorrow's agenda

- 9 :00-9:30 a.m. Laurie Seavey and Deb Girard, IMPACT Melanoma
- 9:30-10:00 a.m. Helen Powell
Polka Dot Mama Melanoma Foundation
- 10:00-10:30 a.m. Open sharing



Thank you!!

- Michael Kaplan and Melanoma Research Alliance
- Tyler Brown
- Joan Russo and Cody Barnett
- Don Uselmann
- All of you!



Keep in touch

Website:

- www.melanomaactioncoalition.org
- Facebook:
 - www.facebook.com/melanomaaction/
- Twitter:
 - @MelanomaAction