



# The Pipeline

NHO News Source

Week of February 7, 2011



## Society Marks World Cancer Day with New York City Event, Release of New Global Cancer Information

The Society honored World Cancer Day on February 4 in several ways. Read about [the Society-hosted event in New York City](#), during which the Empire State Building was lit in World Cancer Day blue and orange colors. Take a look at [Dr. Seffrin's special message](#) about the significance of World Cancer Day. Also, find out more about [the new Society publication Global Cancer Facts & Figures, Second Edition](#), released on February 4.

### Leadership News



## A Word from Greg

Webster defines the word **transformation** as "the operation of changing one configuration or expression into another."

The transformation of your American Cancer Society is under way. It is real. It is happening all around us as we continue the relentless pursuit of our lifesaving mission.

This past weekend for example, the National Board of Directors met for their annual retreat in Atlanta and took the next critical leadership steps forward, embracing the need for change. You may have seen the photo on the front page of The Link our nationwide volunteer leaders "signing on" to the transformation journey with us by adding their signatures to a symbolic commitment banner...[Read more](#)



### Nationwide News



## Spotlight on Two NFL Players Who Support Society Programs

Larry Fitzgerald, a wide receiver for the National Football League's (NFL) Arizona Cardinals who has worked previously with the Society to raise breast cancer awareness, played in the recent Pro Bowl game. Read how he [worked with the Society to identify two Society volunteers and cancer survivors](#) (in photo above, with Larry Fitzgerald) who were given the exciting opportunity to join him at the Pro Bowl in Hawaii. Also, read how Tim Masthay, punter for the Super Bowl champion Green Bay Packers, [volunteered to help cancer patients at the Society's Hope Lodge in Lexington, Kentucky](#).

### More Birthdays Advertising Assets Now Available via FTP Site

02/07/2011 11:53AM EST

[Recent Dr. Len Blog Entries: World Cancer Day, Groundhog Day Diet, and Arguments over Avastin](#)

02/07/2011 11:32AM EST

[Don't Think I Don't Think About More Birthdays](#)

02/07/2011 9:11AM EST

[Society Experts Contribute to Special Issue of Journal Exploring Impact of Health Reform on Cancer Patients](#)

02/04/2011 3:18PM EST

[ACS CAN: Urge Your Senators to Vote Against Affordable Care Act Repeal](#)

02/02/2011 2:33PM EST

[Cancer Facts & Figures for African Americans 2011-2012 Now Available](#)

02/02/2011 12:17PM EST

[Federal Judge in Florida Rules Key Parts of the Affordable Care Act Unconstitutional](#)

02/01/2011 9:56AM EST

### Inside NHO News

52 WEEKS  
A YEAR OF INSPIRING STORIES

## Watch a New Inspiring Story Each Week



Each week, watch a new inspiring story about the American Cancer Society, the people we're helping, and how your work can help save lives as you fulfill your own.



## Watch a Replay of the NHO Active For Life Kickoff and Get on the Road to a Healthier You!

A replay of the National Home Office (NHO) Active For Life<sup>SM</sup> (AFL) kickoff is now available for those staff members who could not attend in person. Watch now to learn more about the AFL nationwide staff challenge and how this program will help you get on the road to a healthier you. Also, have you joined an AFL team yet? Have you taken the confidential health risk assessment (HRA) yet? [Click here to watch the kickoff video, find more information about AFL teams, read more about the new NHO wellness program, and take the HRA.](#)

## The 2011 Learning and Development Course Catalogue is Now Available

Explore all of the learning opportunities available to you 2011 and create your own development plan to help you succeed in your current role and develop the skills needed to grow beyond! [Read more](#)

### Employee Spotlight

[Colleen Saringer](#)

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