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27th Annual
MIAMI
BREAST CANCER
CONFERENCE™

March 3-6, 2010

Register online at www.MiamiBreast.CancerLearning.com.

CME-Certified Conference



Fontainebleau Miami Beach Hotel
Miami, FL



Call for Abstract Submissions!

Deadline for submission is
December 1, 2009, 11:59 pm CST.



COURSE DIRECTORS

Daniel A. Osman, MD

*Breast Cancer Surgeon
Miami, FL*



Debu Tripathy, MD

*Co-Leader, Women's Cancer Program
USC/Norris Comprehensive Cancer Center
Professor of Medicine
Art and Priscilla Ulene Chair in Women's Cancer
Division of Oncology
Keck School of Medicine of the University of
Southern California
Los Angeles, CA*

COCHAIRS

Robert DerHagopian, MD, FACS

*Breast Cancer Surgeon
Miami, FL*

J. Michael Dixon, MD

*Professor of Surgery & Consultant Surgeon
Clinical Director, Breakthrough Research Unit
Edinburgh Breast Unit
Edinburgh, UK*



Overview and Purpose

The optimal care of patients with breast cancer is rapidly changing as a result of advances in all aspects of patient care, including prevention, screening, and detection, as well as in the primary treatment modalities of surgery, radiation therapy, cytotoxic chemotherapy, and novel biologic therapies. There is an increasing focus on providing multidisciplinary care for patients with complex diseases such as breast cancer through the use of integrated teams of professionals representing the relevant treatment modalities, including surgery, radiation, and systemic medical interventions. The multidisciplinary *Miami Breast Cancer Conference* has been bringing together surgical, medical, and radiation oncologists for 27 years, with the aim of fostering awareness of the state-of-the-art treatments in each therapeutic area and encouraging cooperation across teams back in the clinic. At the *27th Annual Miami Breast Cancer Conference*, pioneers of innovative approaches in each of these subspecialties will provide insight into the current optimal multidisciplinary management of patients with breast cancer and its application to practice.

Target Audience

This educational program is directed toward medical, surgical, and radiation oncologists in order to provide a comprehensive update on new data and recent advances in surgery and systemic therapy that are critical to the optimal management of patients with breast cancer. Fellows, nurses, and pharmacists in oncology interested in the treatment of breast cancer are also invited to attend.

CME Accreditation and Credit Designation

Physicians: Physicians' Education Resource is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Physicians' Education Resource designates this educational activity for a maximum of 22.75 *AMA PRA Category 1 Credits™* (up to 16.75 for the main conference, 5 for the Minisymposium, and 1 for the poster session). Physicians should only claim credit commensurate with the extent of their participation in the activity.

Physician Assistants: AAPA accepts category 1 credit from AOACCME, Prescribed credit from AAFP, and AMA category 1 CME credit for the PRA from organizations accredited by the ACCME.

Topics Include

- Understanding the biologic and genetic transition from borderline lesions to DCIS and invasive breast cancer
- The role of MRI in staging and pretreatment evaluation
- Options in radiation therapy, including accelerated partial-breast irradiation, intensity-modulated radiation therapy, alternate fractionation schedules, and intraoperative irradiation
- Management of ipsilateral breast cancer recurrence
- Controversies in sentinel node biopsy
- Clinical implications of breast cancer phenotypes
- Personalizing decision making based on biomarkers
- Strategies to overcome tumor resistance
- Techniques in oncoplastic surgery
- Controversies in systemic adjuvant therapy
- Challenges in breast cancer treatment and follow-up

Learning Objectives

At the conclusion of this congress, you should be able to:

- Discuss recent advances in the screening and identification of individuals at high risk for developing breast cancer as well as indications for preventative management strategies such as prophylactic mastectomy and chemoprevention
- Review current treatment options for benign breast disease, including cosmetic surgery considerations
- Summarize the latest advances in imaging techniques for the detection of breast cancer
- Compare sentinel lymph node biopsy to conventional axillary node dissection
- Assess the utility of genomic and/or proteomic technology for elucidating the biology of breast cancer and identifying new therapeutic targets
- Evaluate genomic and proteomic tools for elucidating the biology of breast cancer, identifying new therapeutic targets, assessing recurrence risk, predicting benefit from chemotherapy, and individualizing therapeutic decision making
- Discuss the clinical significance of isolated tumor cells and micrometastases in lymph nodes
- Explain the biology of metastases, patterns of spread, the role of cancer stem cells, and implications for therapeutic design
- Review advances in oncoplastic techniques such as skin-sparing mastectomy, breast-conserving surgery for central lesions, lipofilling, whole-breast reconstruction, DIEP flap, and GAP flap
- Implement proper surgical planning and use of specialized techniques, including breast-conserving surgery and sentinel node biopsy
- Incorporate radiation therapy for early and advanced breast cancer to improve outcomes and quality of life
- Apply innovations in radiation oncology treatment planning and delivery
- Assess the influence of clinical factors on local recurrence and review management options
- Incorporate optimal chemotherapy selection in the adjuvant setting
- Debate endocrine treatment options for patients with hormone receptor-positive breast cancer, including strategies for the integration of aromatase inhibitors into adjuvant regimens and strategies for overcoming resistance
- Evaluate the role of bone-targeted agents for the management of bone loss and the potential for prevention of metastases
- Discuss the treatment of HER2⁺ breast cancer, including patient selection for adjuvant targeted therapy and the development of novel therapeutics for relapsed/refractory metastatic disease
- Evaluate emerging strategies for the treatment of metastatic disease, including novel microtubule-targeted agents and novel combinations with antiangiogenic agents
- Assess the basis for and utility of emerging therapies for triple-negative breast cancer, including poly (ADP-ribose) polymerase inhibitors
- Evaluate current and emerging strategies for ameliorating or eliminating therapy-associated adverse events, including premature ovarian failure and lymphedema
- Review the most recent breast cancer treatment data from major international oncology meetings

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J. Michael Dixon, MD

Professor of Surgery & Consultant Surgeon
Clinical Director, Breakthrough Research Unit
Edinburgh Breast Unit
Edinburgh, UK

FACULTY:

MEDICAL ONCOLOGY:

Harold Burstein, MD, PhD

Associate Professor of Medicine
Harvard Medical School
Medical Oncologist
Breast Oncology Center
Dana-Farber Cancer Institute
Brigham and Women's Hospital
Boston, MA

William J. Gradishar, MD, FACP

Professor of Medicine
Feinberg School of Medicine
Northwestern University
Director, Breast Oncology
Lynn Sage Breast Cancer Program
Robert H. Lurie Comprehensive Cancer Center of
Northwestern University
Chicago, IL

Clifford Hudis, MD

Chief, Breast Cancer Medicine Service
Attending Physician
Memorial Sloan-Kettering Cancer Center
Professor of Medicine
Weill Cornell Medical College
New York, NY

Marc Lippman, MD

Kathleen and Stanley Glaser Professor
Chairman, Department of Medicine
University of Miami Leonard M. Miller School of Medicine
Miami, FL

Kathy D. Miller, MD

Sheila D. Ward Scholar
Associate Professor of Medicine
Department of Hematology Oncology
Indiana University Simon Cancer Center
Indianapolis, IN

Hyman B. Muss, MD

Professor of Medicine
Director, Geriatric Oncology
UNC Lineberger Comprehensive Cancer Center
University of North Carolina at Chapel Hill
Chapel Hill, NC

Joyce O'Shaughnessy, MD

Co-Director, Breast Cancer Research
Baylor Charles A. Sammons Cancer Center
Texas Oncology
US Oncology
Dallas, TX

Edith A. Perez, MD

Serene M. and Frances C. Durling Professor of Medicine
Director, Breast Cancer Program
Division of Hematology/Oncology
Department of Internal Medicine
Director, Cancer Clinical Study Unit
Mayo Clinic
Jacksonville, FL

Eric P. Winer, MD

Chief, Division of Women's Cancers
Thompson Senior Investigator in Breast Cancer Research
Dana-Farber Cancer Institute
Professor of Medicine
Harvard Medical School
Boston, MA

PATHOLOGY:

Jeffrey S. Ross, MD

Cyrus Strong Merrill Professor and Chair
Department of Pathology and Laboratory Medicine
Albany Medical College
Albany, NY

RADIATION ONCOLOGY:

Abram Recht, MD

Professor of Radiation Oncology
Harvard Medical School
Deputy Chief, Department of Radiation Oncology
Beth Israel Deaconess Medical Center
Boston, MA

Frank A. Vicini, MD

Chief of Oncology
Clinical Professor
Oakland University – William Beaumont Hospital School of Medicine
Beaumont Cancer Institute
Oncology Services Administration
Royal Oak, MI

John R. Yarnold, MD

Department of Radiotherapy
The Institute of Cancer Research
Royal Marsden Hospital
Surrey, UK

RADIOLOGY:

Elizabeth Morris, MD, FACR

Director, Breast MRI
Department of Radiology
Memorial Sloan-Kettering Cancer Center
New York, NY

RESEARCH:

V. Craig Jordan OBE, PhD, DSc, FMedSci

Scientific Director, Lombardi Comprehensive Cancer Center
Vice Chair, Department of Oncology
Professor of Oncology and Pharmacology
Georgetown University Medical Center
Washington, DC

Lance Liotta, MD, PhD

Professor of Life Sciences
Department of Molecular and Microbiology
Co-Director, Center for Applied Proteomics and Molecular Medicine
George Mason University
Manassas, VA

Edison Tak-Bun Liu, MD

Executive Director
Genome Institute of Singapore
Professor of Medicine
National University of Singapore
Singapore

Charles Perou, PhD

Associate Professor of Genetics and Pathology & Laboratory Medicine
UNC Lineberger Comprehensive Cancer Center
The University of North Carolina at Chapel Hill
Chapel Hill, NC

Jorge Reis-Filho, MD, PhD, FRCPath

Team Leader, Molecular Pathology Lab
The Breakthrough Breast Cancer Research Centre
Institute of Cancer Research
London, UK

SURGICAL ONCOLOGY:

Benjamin Anderson, MD

Professor of Surgery and Global Health Medicine
University of Washington School of Medicine
Director, Breast Health Center
Seattle Cancer Care Alliance
Chair and Director, Breast Health Global Initiative (BHGI)
Full Member, Fred Hutchinson Cancer Research Center
Seattle, WA

Patrick I. Borgen, MD

Chairman, Department of Surgery
Director, Brooklyn Breast Cancer Program
Maimonides Medical Center
Brooklyn, NY

Krishna B. Clough, MD

Director
Paris Breast Centre
Paris, France

Emmanuel Delay, MD, PhD

Head, Department of Plastic and Reconstructive Surgery
Centre Léon Bérard
Lyon, France

Mattia Intra, MD

Department of Breast Surgery
European Institute of Oncology
Milan, Italy

Thomas Julian, MD

Associate Director, Allegheny Breast Center
Director, Breast Surgical Oncology
Division of Surgical Oncology
Allegheny General Hospital
Pittsburgh, PA
Associate Professor of Human Oncology
Drexel University College of Medicine
Philadelphia, PA

Roger K. Khouri, MD

Reconstructive Surgery
Miami, FL

Rache Simmons, MD, FACS

Weiskopf Associate Professor of Surgical Oncology
Medical Director, Clinical Research
Weill Cornell Medical College
New York, NY

Kimberly J. Van Zee, MD

Professor of Surgery
Weill Medical College Cornell University
Attending Surgeon, Breast Service
Memorial Sloan-Kettering Medical Center
New York, NY

Umberto Veronesi, MD

Scientific Director
European Institute of Oncology
Milan, Italy

Stefano Zurrada, MD

Professor of Surgery
University of Milan School of Medicine
Co-Director, Department of Breast Surgery
Istituto Europeo di Oncologia
Milan, Italy

AGENDA AT A GLANCE

Wednesday, March 3

- 12:50 pm-6:30 pm Minisymposium (separate registration and fee apply):
- Prevention Strategies
 - Special Topics in the Management of Breast Cancer
- 7:00 pm-8:30 pm Poster Reception

Thursday, March 4

- 6:45 am-7:45 am CME-Designated Satellite Symposium (tentative) or Breakfast in Exhibit Hall
- 7:50 am-12:45 pm Plenary Session:
- Transition From Borderline Lesions to DCIS-Invasive Breast Cancer
 - Options in Radiation Therapy
- 12:50 pm-1:50 pm CME-Designated Satellite Symposium (tentative) or Hands-On Workshops; Exhibit Hall Open
- 2:00 pm-5:45 pm Afternoon Break-Out Sessions A and B:
- Session A (Surgical Track):
 - Ipsilateral Breast Cancer Recurrence
 - Sentinel Nodes
 - Session B (Medical Oncology Track):
 - Clinical Implications of Breast Cancer Phenotypes
- 5:45 pm-6:30 pm Meet the Professors:
- 6:15 pm-7:30 pm “Get Acquainted Reception”

Friday, March 5

- 6:50 am-7:50 am Breakfast in Exhibit Hall
- 8:00 am-12:30 pm Plenary Session:
- Personalizing Decision Making Based on Biomarkers
 - Strategies to Overcome Tumor Resistance
- 12:55 pm-1:55 pm CME-Designated Satellite Symposium (tentative) or Hands-On Workshops; Exhibit Hall Open
- 2:00 pm-4:30 pm Afternoon Break-Out Sessions A and B:
- Session A (Surgical Track):
 - Oncoplastic Surgery
 - Session B (Medical Oncology Track):
 - Emerging and Controversial Topics in Systemic Adjuvant Therapy
- 5:00 pm-5:45 pm Meet the Professors:

Saturday, March 6

- 6:50 am-7:50 am Breakfast in Exhibit Hall
- 8:00 am-12:00 pm Plenary Session:
- Challenges in Treatment and Follow-up
 - Future Challenges

For more information or to register, please visit
www.MiamiBreast.CancerLearning.com.

HANDS-ON WORKSHOPS (NON-CME):

Registration is limited and is available only to attendees of the Miami Breast Cancer Conference.

Hands-On Workshops will be held Thursday, March 4, and Friday, March 5, during lunch. These workshops are included in your registration fee; however, you must register to attend the workshops because space is limited. Details will be available on the Web site at www.MiamiBreast.CancerLearning.com as they are confirmed.

SOCIAL PROGRAMS

WEDNESDAY • MARCH 3

Poster Reception

7:00 pm-8:30 pm

THURSDAY • MARCH 4

“Get Acquainted” Reception

6:15 pm-7:30 pm

FRIDAY • MARCH 5

Gala Reception

6:30 pm-8:00 pm

Agenda subject to change; please check Web site at www.MiamiBreast.CancerLearning.com for updates and online registration.



Fontainebleau Miami Beach Hotel

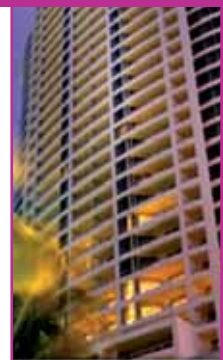
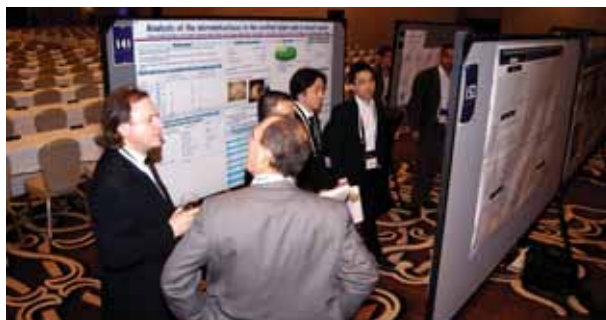
4441 Collins Ave.

Miami, FL 33140

(866) 548-5670

www.BleauMiamiBeach.com

Minisymposium: Wednesday, March 3, 2010



OPTIONAL PROGRAM: REQUIRES SEPARATE REGISTRATION

Fee Includes Tuition, Syllabus, and Poster Reception

(Maximum of 22.75 AMA PRA Category 1 Credits [up to 16.75 for the main conference, 5 for the Minisymposium, and 1 for the poster session])

12:50 pm Welcome *Daniel A. Osman*

PREVENTION STRATEGIES

1:00 pm Identifying the High-Risk Patient *Debu Tripathy*
 1:15 pm Breast Imaging Techniques to Screen High-Risk Patients *Elizabeth Morris*
 1:30 pm Chemoprevention in the High-Risk Patient *V. Craig Jordan*
 1:45 pm Surgical Management of the High-Risk Patient *Benjamin Anderson*
 2:00 pm Management of Patients With BRCA Mutations *Patrick I. Borgen*

SPECIAL TOPICS IN THE MANAGEMENT OF BREAST CANCER

2:15 pm Special Histologic Types of Breast Cancer Underpinned by Genetic Aberration *Jorge Reis-Filho*
 2:30 pm Phyllodes Tumor *Rache Simmons*
 2:45 pm Paget Disease *Thomas Julian*
 3:00 pm **Break**
 3:45 pm Update on Cryotherapy Ablation *Rache Simmons*
 4:00 pm Clinician's Guide to the "Omic" Revolution *Edison Tak-Bun Liu*
 4:15 pm The Best of San Antonio and ASCO *Hyman B. Muss*
 4:45 pm Global Health Initiative: Why It Matters to All of Us *Benjamin Anderson*
 5:00 pm **Special Guest Lecture**
 Health Care Reform: What It Means to You and Your Patient
 5:30 pm Panel Discussion *Moderator: Robert DerHagopian*
 6:30 pm **Adjourn**
 7:00 pm-8:30 pm Poster Reception

THURSDAY MORNING: March 4, 2010

7:50 am Welcome *Daniel A. Osman*

TRANSITION FROM BORDERLINE LESIONS TO DCIS – INVASIVE BREAST CANCER

8:00 am Different Genetic Pathways in the Development of Low-, Intermediate-, and High-Grade Ductal Cancer *Jeffrey S. Ross*
 8:15 am Defining the Spectrum From Indolent to Aggressive DCIS: Markers of Tumor Invasion and Metastasis *Lance Liotta*

Program: Thursday, March 4, 2010 (continued)

| | | |
|----------|--|---------------------------|
| 8:30 am | Role of the Stroma and Microenvironment in Breast Cancer Progression | <i>Edison Tak-Bun Liu</i> |
| 8:45 am | What Are the Clinical Implications of Breast Cancer Stem Cells? | <i>Umberto Veronesi</i> |
| 9:00 am | New Therapeutic Approaches to Early Breast Cancer | <i>Stefano Zurrada</i> |
| 9:15 am | The Role of MRI in the Pretreatment Evaluation of Patients With Biopsy-Proven Malignancy | <i>Abram Recht</i> |
| 9:30 am | Controversies of MRI Staging and Its Impact on Surgery and Outcomes | <i>Elizabeth Morris</i> |
| 9:45 am | The Rationale for a Change in Classification of Breast Cancer | <i>Umberto Veronesi</i> |
| 10:00 am | Break | |

OPTIONS IN RADIATION THERAPY

| | | |
|----------|--|--------------------------------------|
| 10:45 am | Accelerated Partial-Breast Irradiation: Indications and Timing | <i>Frank A. Vicini</i> |
| 11:00 am | Intensity-Modulated Radiation Therapy | <i>Abram Recht</i> |
| 11:15 am | Shorter Fractionation Schedule: Clinical and Economic Implications | <i>John R. Yarnold</i> |
| 11:30 am | Intraoperative vs. Whole-Breast Irradiation | <i>Mattia Intra</i> |
| 11:45 am | Can Radiation Therapy Be Omitted in Invasive Breast Cancer? | <i>Abram Recht</i> |
| 12:00 pm | Panel Discussion | <i>Moderator: Robert DerHagopian</i> |
| 12:45 pm | Lunch | |

Thursday Afternoon: Session A

Moderator: J. Michael Dixon

IPSILATERAL BREAST CANCER RECURRENCE

| | | |
|---------|--|----------------------------|
| 2:00 pm | Influence of Volume of Disease at Margin and Risk of Local Recurrence in DCIS: What Is an Adequate Margin? | <i>Kimberly J. Van Zee</i> |
| 2:15 pm | Breast-Conserving Options Following Local Recurrence | <i>Frank A. Vicini</i> |
| 2:30 pm | Prognosis and Management of Local Recurrence After Mastectomy | <i>Thomas Julian</i> |
| 2:45 pm | Effect of Breast Duct Anatomy and "Wound-Healing Response" on Local Recurrence | <i>John R. Yarnold</i> |
| 3:00 pm | Panel Discussion | |

SENTINEL NODES

| | | |
|---------|---|----------------------------|
| 3:30 pm | Selection of Patients for Axillary Node Dissection in the Sentinel Node Era | <i>Mattia Intra</i> |
| 3:45 pm | Nomograms and the Risk of Additional Non-Sentinel Node Metastases | <i>Kimberly J. Van Zee</i> |
| 4:00 pm | Break | |
| 4:30 pm | Outcomes Following Positive Sentinel Node Biopsy With or Without Axillary Dissection | <i>Thomas Julian</i> |
| 4:45 pm | When and How Should We Intervene in the Axilla After a Previous Sentinel Node Biopsy? | <i>Stefano Zurrada</i> |
| 5:00 pm | Intraoperative Evaluation of Sentinel Nodes | <i>Jeffrey S. Ross</i> |
| 5:15 pm | Axillary Surgery: Can We Distinguish Between Breast and Arm Nodes? | <i>Krishna B. Clough</i> |
| 5:30 pm | Internal Mammary Nodes: Ignore/Irradiate/Dissect? | <i>Umberto Veronesi</i> |

5:45 pm **Adjourn**

5:45 pm-6:30 pm MEET THE PROFESSORS: *Benjamin Anderson, Patrick I. Borgen, Mattia Intra, Thomas Julian, Rache Simmons*

Thursday Afternoon: Session B

Moderator: Debu Tripathy

CLINICAL IMPLICATIONS OF BREAST CANCER PHENOTYPES

| | | |
|-----------------|---|----------------------------|
| 2:00 pm | The Biology of Triple-Negative Tumors | <i>Charles Perou</i> |
| 2:15 pm | Is Triple-Negative and Basal-like Breast Cancer the Same? | <i>Jorge Reis-Filho</i> |
| 2:30 pm | Emerging Therapies for Triple-Negative Tumors | <i>Joyce O'Shaughnessy</i> |
| 2:45 pm | The Role of Androgen Receptor in Triple-Negative Tumors | <i>Clifford Hudis</i> |
| 3:00 pm | Insulin-like Growth Factor: A New Target for Therapy | <i>Marc Lippman</i> |
| 3:15 pm | When Should Gene Profiling Be Used to Determine Therapy in Patients With Node-Negative and Node-Positive Disease? | <i>Harold Burstein</i> |
| 3:30 pm | Management of HER2-Positive Node-Negative Tumors Measuring Less Than 1 cm | <i>Joyce O'Shaughnessy</i> |
| 3:45 pm | Circulating and Disseminated Tumor Cells: Prognostic and Predictive Implications | <i>Jeffrey S. Ross</i> |
| 4:00 pm | Break | |
| 4:30 pm | The Role of Maintenance Therapy for Metastatic Breast Cancer | <i>Debu Tripathy</i> |
| 4:45 pm | Evolving Paradigms in the Management of Site-Specific Metastases | <i>Eric P. Winer</i> |
| 5:00 pm | Case-Based Panel Discussion | |
| 5:45 pm | Adjourn | |
| 5:45 pm-6:30 pm | MEET THE PROFESSORS: <i>Harold Burstein, Jorge Reis-Filho, Jeffrey S. Ross, Debu Tripathy, Eric P. Winer</i> | |

6:15 pm-7:30 pm "Get Acquainted" Reception

FRIDAY MORNING: March 5, 2010

PERSONALIZING DECISION MAKING BASED ON BIOMARKERS

| | | |
|---------|--|----------------------|
| 8:00 am | Use of Genomic Assays in Guiding Systemic Therapy | William J. Gradishar |
| 8:15 am | What Can We Learn From Proteomics? | Lance Liotta |
| 8:30 am | How Novel Targets Have Identified New Agents Now Being Tested in Clinical Trials | Jorge Reis-Filho |
| 8:45 am | Hormonal Therapy for Breast Cancer: The Latest in Therapy and Prognostic Assays | Harold Burstein |
| 9:00 am | Integrating Pharmacogenomics Into Clinical Practice | Jeffrey S. Ross |

STRATEGIES TO OVERCOME TUMOR RESISTANCE

Moderator – Marc Lippman

| | | |
|----------|--|----------------------|
| 9:15 am | Targeting Tumor Hypoxia | Charles Perou |
| 9:25 am | Mechanisms of Resistance to Antiangiogenic Agents | Kathy D. Miller |
| 9:35 am | Proteomics: A Tool to Investigate Drug Resistance | Lance Liotta |
| 9:45 am | Panel Discussion | |
| 10:05 am | Break | |
| 10:50 am | Are We Hitting the Right Combination for Hormonally Sensitive Breast Cancer? | Debu Tripathy |
| 11:00 am | Strategies for Patients With Refractory HER2-Positive Breast Cancer | Eric P. Winer |
| 11:10 am | The Role of Heat Shock Protein 90 Inhibition | Clifford Hudis |
| 11:20 am | Panel Discussion | |
| 11:40 am | New Chemotherapy Formulations to Overcome Drug Resistance | William J. Gradishar |
| 11:50 am | Novel Antimicrotubule Agents | Edith A. Perez |
| 12:00 pm | DNA Damage Response as a Cause of Drug Resistance | Edison Tak-Bun Liu |
| 12:10 pm | Panel Discussion | |
| 12:30 pm | Lunch | |

Friday Afternoon: Session A

Moderator: J. Michael Dixon

ONCOPLASTIC SURGERY

| | | |
|-----------------|--|-------------------|
| 2:00 pm | Nipple-Sparing Mastectomy for Prophylaxis and Other Indications | Patrick I. Borgen |
| 2:15 pm | Techniques to Minimize Reexcision Rates and Deformities | Krishna B. Clough |
| 2:30 pm | Avoiding Mastectomy in Patients With Multifocal Cancers and Extensive DCIS | J. Michael Dixon |
| 2:45 pm | Lipofilling to Improve Cosmetic Results After Breast-Conserving Surgery | Emmanuel Delay |
| 3:00 pm | Minimally Invasive Autologous Fat Reconstruction Technique | Roger K. Khouri |
| 3:15 pm | Breast Implant Reconstruction With the Use of Collagen Matrix | J. Michael Dixon |
| 3:30 pm | Extended Latissimus Dorsi Flap and Reconstruction | Emmanuel Delay |
| 3:45 pm | Mammoplastic Techniques to Extend Breast-Conservation Possibilities | Krishna B. Clough |
| 4:00 pm | Panel Discussion | |
| 4:30 pm | Break | |
| 5:00 pm-5:45 pm | MEET THE PROFESSORS: Krishna B. Clough, Emmanuel Delay, Roger K. Khouri | |

Friday Afternoon: Session B

Moderator: Debu Tripathy

EMERGING AND CONTROVERSIAL TOPICS IN SYSTEMIC ADJUVANT THERAPY

| | | |
|-----------------|---|-----------------|
| 2:00 pm | What Is the Role of Ovarian Suppression in Premenopausal Patients? | Harold Burstein |
| 2:15 pm | Predictors of Permanent Menopause After Chemotherapy | V. Craig Jordan |
| 2:30 pm | Addressing Menopausal Symptoms and Fertility in Breast Cancer | Eric P. Winer |
| 2:45 pm | Adjuvant Chemotherapy in Older Women | Hyman B. Muss |
| 3:00 pm | Are Bisphosphonates as Adjuvant Therapy Ready for Prime Time? | Edith A. Perez |
| 3:15 pm | Choosing the Optimal Adjuvant Chemotherapy Regimen, Dose, and Schedule | Clifford Hudis |
| 3:30 pm | Defining the Benefit of Antiangiogenic Therapy in Specific Settings and Combinations | Kathy D. Miller |
| 3:45 pm | Gene Expression Signatures to Identify Responders/Nonresponders to Therapy: New Insights and Strategies | Charles Perou |
| 4:00 pm | Panel Discussion | |
| 4:30 pm | Break | |
| 5:00 pm-5:45 pm | MEET THE PROFESSORS: William J. Gradishar, Clifford Hudis, Kathy D. Miller, Hyman B. Muss, Edith A. Perez, Charles Perou, Eric P. Winer | |

6:30 pm-8:00 pm Gala Reception

SATURDAY MORNING: March 6, 2010



8:00 am The Role of the Surgeon in Translational Research *J. Michael Dixon*

CHALLENGES IN TREATMENT AND FOLLOW-UP

8:15 am Hyperbaric Oxygen for the Treatment of Lymphedema *John R. Yarnold*

8:30 am Technique and Impact of Nodal Irradiation on the Risk of Lymphedema *Abram Recht*

8:45 am Predictive Markers of Response to Preoperative Therapy: Does It Affect Decision Making? *Kathy D. Miller*

9:00 am Monitoring Response to Preoperative Therapy *Elizabeth Morris*

9:15 am Long-Term Surveillance and Care for Breast Cancer Survivors *William J. Gradishar*

9:30 am The Role of Integrative or Complementary/Alternative Medicine *Debu Tripathy*

9:45 am Problems in the Diagnosis of Breast Cancer: Lessons Learned and How to Avoid Them *J. Michael Dixon*

10:00 am **Break**

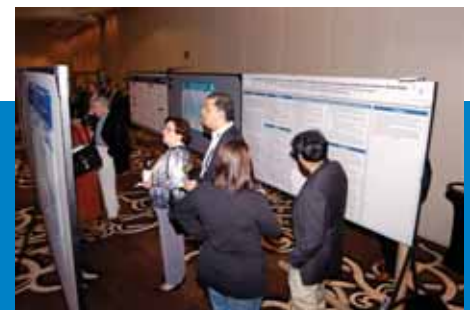
FUTURE CHALLENGES

10:45 am Challenges to Improve Adjuvant Endocrine Therapy *V. Craig Jordan*

11:00 am Vaccine Strategies for HER2-Positive Cancer *Edith A. Perez*

11:15 am Panel Discussion *Moderator: Robert DerHagopian*

12:00 pm **Adjourn**



Call for Abstract Submissions!

Deadline for submission is December 1, 2009, 11:59 pm CST.

Join Us in Miami, FL • March 3-6, 2010

The 2010 Miami Breast Cancer Conference (MBCC) is accepting abstracts for consideration for poster presentations. Abstracts will be selected by the Conference Program Committee for presentation at the 2010 MBCC. They, along with slide presentations and posters, will be available for viewing online at the MBCC Web site.

Awards will be given for the most outstanding abstracts.

Deadline for submission is December 1, 2009, 11:59 pm CST.

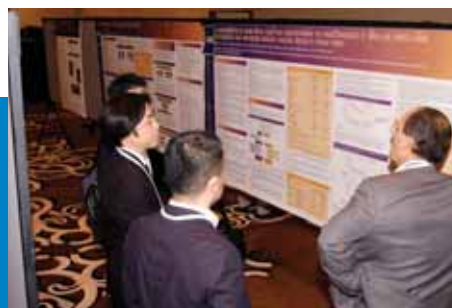
Go to www.MiamiBreast.CancerLearning.com, and click on Abstract for more information.

The scientific program consists of invited lectures and a Minisymposium presented by experts in breast disease and breast cancer. The MBCC Reception and Poster Viewing will be held in the Exhibit Hall. Breakfast and refreshment breaks will also be held in the Exhibit Hall.

All abstracts must contain original, unpublished data and analysis (data/poster not previously presented at or accepted for another meeting). Categories of submission include:



- Surgical Oncology
- Radiation Oncology
- Pathology
- Medical Oncology
- Imaging/Radiology
- Basic Biology
- Epidemiology Risk Assessment/Prevention
- Survivorship
- Other





Housing

Fontainebleau Miami Beach Hotel

4441 Collins Ave.
Miami, FL 33140
(866) 548-5670
www.BleauMiamiBeach.com

Hotel Information

This oceanfront resort features 1504 guest rooms and suites—including 846 rooms and suites in the original Fontainebleau buildings and 658 junior 1- and 2-bedroom suites in 2 new all-suite towers. The 22-acre Fontainebleau Miami Beach Hotel also features signature restaurants by award-winning chefs; 2 chic nightlife venues; a 2-story, 40,000–square foot spa; an expansive poolscape; a pristine Atlantic Ocean beach; and state-of-the-art conference and event facilities. A landmark since its debut in 1954, the Fontainebleau Miami Beach Hotel has been restored and transformed by a team of renowned architects and designers to create the most dynamic destination resort on the Eastern Seaboard.

The Fontainebleau Miami Beach Hotel is located on Collins Avenue overlooking the Atlantic Ocean, 3 miles from South Beach. It is conveniently located near both Miami and Fort Lauderdale International Airports.

A stunning transformation across 22 acres of breathtaking oceanfront, Fontainebleau's rebirth has set a new standard for meetings. And best of all, you will discover a 150,000–square foot sophisticated, technologically advanced meeting space to cater to every size group, from board meetings to conventions.

Room Rates

All room rates are subject to a hotel occupancy tax of approximately 13%. A nonrefundable deposit payment of 1 night's stay is required at the time of making your reservation to guarantee your room. The hotel always sells out for this meeting, so please make your reservations early.

Check-in is 3:00 pm, and check-out is 11:00 am. An early departure fee might apply if you depart earlier than your reservation indicated.

\$329.00 Run of House

\$349.00 US Superior room

\$369.00 Deluxe with Balcony



The deadline for making your hotel reservations is **February 12, 2010**. After that date, or in the event that the room block becomes full prior to the deadline, rooms are subject to availability, and the room rates might increase. When booking online, please use **Group Code CMBCC** to receive the discounted group rate.

Travel Arrangements

We recommend that you make your reservations early to get the best seat options and lowest airfare available. The gateway to the Miami area is the Miami International Airport (MIA), which is approximately 12 miles (19 km) from the Fontainebleau Hotel. You are invited to make your travel arrangements by calling TravelLink American Express Travel Service at (888) 225-8205. Please ask for Tanya Dutile (ext. 5174) or Peter Carson (ext. 2034) (tdutile@trvlnk.com, pcarson@trvlnk.com, or per@trvlnk.com).



REGISTRATION

27th Annual Miami Breast Cancer Conference
March 3-6, 2010

Three ways to register:

- 1) Go to our Web site at:
www.MiamiBreast.CancerLearning.com
- 2) Call (888) 949-0045.
- 3) Fill out the registration form and fax it to (214) 367-3305.

Please complete the registration form and mail it with your payment to the address below, or visit www.MiamiBreast.CancerLearning.com to register online. Checks and credit cards are accepted. To register by phone or fax, please call **(888) 949-0045** or fax **(214) 367-3305** (credit cards only). Please make checks payable to Physicians' Education Resource.

Persons who register within 2 weeks of the meeting might not receive conference materials.

A cancellation fee of 25% will be assessed on refunds requested prior to **February 3, 2010**, and a 50% fee on refunds requested on **February 3, 2010**, through **February 17, 2010**. No refunds will be made after **February 17, 2010**. There is no charge for substitution.

COURSE DIRECTORS:

Daniel A. Osman, MD

Breast Cancer Surgeon
Miami, FL

Debu Tripathy, MD

Co-Leader, Women's Cancer Program
USC/Norris Comprehensive Cancer Center
Professor of Medicine
Art and Priscilla Ulene Chair in Women's Cancer
Division of Oncology
Keck School of Medicine of the University of
Southern California
Los Angeles, CA

First Name _____ Middle Initial _____ Last Name _____

Credentials _____

Physician Fellow PA-C Nurse NP

PhD Pharmacist Industry* Other _____

Mailing Address _____

Suite _____ City _____ State _____ Postal/Zip Code _____

Country _____ Birth Date (MM/DD) _____

Phone Number _____ Fax _____

E-mail _____

(Your confirmation will be sent via e-mail.)

Specialty _____

Check here if you have any special dietary needs.

Please specify: _____

| Please check the appropriate category: | Preevent Registration Sept 1, 2009- Feb 23, 2010** | On-site March 3-6, 2010 |
|--|--|-----------------------------------|
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| <input type="checkbox"/> Main Conference Registration, Physicians | <input type="checkbox"/> \$595.00 | <input type="checkbox"/> \$695.00 |
| <input type="checkbox"/> Residents, Fellows, RNs, PAs, Other | <input type="checkbox"/> \$445.00 | <input type="checkbox"/> \$545.00 |
| <input type="checkbox"/> Guests (Guests must be over 18 years of age. Guest registration is for social events only, and persons registered as guests may not earn CME credits.) | <input type="checkbox"/> \$95.00 | <input type="checkbox"/> \$140.00 |
| <input type="checkbox"/> Industry* | <input type="checkbox"/> \$850.00 | <input type="checkbox"/> \$995.00 |

** Preevent Registration closes on February 23, 2010.
After February 23, please register on-site.

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Physicians' Education Resource fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify us in order to receive service. Please call (888) 949-0045.

Physicians' Education Resource

CME Department
3500 Maple Ave., Ste. 700
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Phone: (888) 949-0045
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E-mail: info@cancerlearning.com
www.CancerLearning.com

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Upcoming CME-Certified Congresses and Symposia

14th Annual International Congress on
Hematologic Malignancies:
Focus on Leukemias, Lymphomas, and Myelomas

March 17-21, 2010

Whistler, British Columbia, Canada

Program Director:

Andrew D. Zelenetz, MD, PhD
New York, USA

Seventh International
Symposium on Melanoma
and Other Cutaneous Malignancies

March 12-13, 2010

Venue Announcement Coming Soon!
New York, NY

Program Director:

Sanjiv S. Agarwala, MD
Philadelphia, PA

Seventh International Symposium on
Ovarian Cancer
and Other Gynecologic Malignancies

March 26-27, 2010

Venue Announcement Coming Soon!
New York, NY

Program Director:

J. Tate Thigpen, MD
Jackson, MS

The Sixth Vital Sign:

What Every Oncologist Should Know About Molecular Oncology

February 11-13, 2010

Venue Announcement Coming Soon!
Phoenix, AZ

Program Directors:

Ramesh K. Ramanathan, MD
Scottsdale, AZ
Daniel Von Hoff, MD, FACP
Scottsdale, AZ