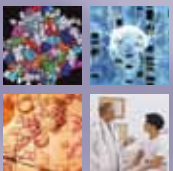




2005 *Best of* ASCO MEETING

Highlighted Research from the 2005 ASCO Annual Meeting

San Francisco, California
June 17-18, 2005



Advancing the
Science of
Clinical
Oncology

PROGRAM ANNOUNCEMENT

ASCO[®]

AMERICAN SOCIETY OF CLINICAL ONCOLOGY



Dear Colleague,

The ASCO Annual Meeting is recognized as the premier forum for the presentation of clinical cancer research. At the same time, the travel distance, time away from the office, and the sheer volume of new information presented can be significant challenges to participation. In recognition of these challenges, the ASCO Board of Directors has authorized the presentation of two Best of ASCO Meetings to be presented this year in San Francisco, California, and Dallas, Texas. These Best of ASCO Meetings will feature 25 to 30 of the most important and practice-changing abstracts from the Annual Meeting, which will be presented in the context of both current practice and ongoing studies by unbiased leaders in the field. To ensure clinical relevance, selection of the abstracts and the speakers has been made by a Program Committee composed of State Society Presidents. The Best of ASCO Meetings will be held within a month of the 2005 Annual Meeting in Orlando to ensure that the material presented is current.

As the Chair of the Best of ASCO Meeting in San Francisco, I invite you to participate in this unique educational event. The educational program will group together related abstracts linked to a discussant selected for his or her nationally known expertise in the field. Up-to-date information regarding faculty participation will be posted on ASCO.org as it becomes available. The didactic sessions will include breast, gastrointestinal (colorectal and noncolorectal), genitourinary, and lung cancers, as well as cancer prevention, hematologic malignancies, and a legislative and regulatory update by ASCO Past President Joseph Bailes, MD.

New this year at the Best of ASCO Meetings are two one-hour Tumor Board Sessions. During these sessions, faculty will be available for informal discussions of challenging cases from your practice. The first session will be open to cases of breast and gastrointestinal malignancies and the second session to genitourinary and lung cancers. The audience will be able to participate in the complex thought processes of the faculty as they work through your most difficult cases and afford you, in turn, the opportunity to challenge their expert opinions.

Please take a moment to review the details of this program. I hope you take advantage of this effort by ASCO and your State Societies to bring you the latest scientific and practice-changing information. Whether this will be your first exposure to the advances in cancer care presented in Orlando or an opportunity to reflect on what you heard at the Annual Meeting, your satisfaction in practicing oncology will surely increase. I look forward to seeing you in San Francisco.

Sincerely,



Peter Paul Yu, MD
Chair, Best of ASCO Meeting, San Francisco

Overview

The Best of ASCO Meeting in San Francisco is an educational initiative planned by ASCO in collaboration with its State/Regional Affiliates in the Western region. The 1 ½-day educational program highlights the premier abstracts presented at the 2005 ASCO Annual Meeting. The abstracts chosen for presentation or discussion at the Best of ASCO Meeting were selected according to specific criteria and reflect research that is disease specific, innovative, and practice changing. The Best of ASCO Meeting in San Francisco includes sessions on breast, gastrointestinal (colorectal and noncolorectal), genitourinary, and lung cancers, as well as cancer prevention, hematologic malignancies, and a legislative and regulatory update.

Needs Statement and Goals

The Best of ASCO Meeting was developed to meet the needs of practicing oncologists who are unable to attend the ASCO Annual Meeting to take advantage of the excellent educational opportunity to learn about the latest advances in cancer prevention, treatment, and research. In addition, it provides oncologists who did attend the Annual Meeting an opportunity to hear presentations they may have missed or to listen to the information discussed in the context of clinical practice. The Best of ASCO Meeting also enables the Society to formally sponsor a program following the Annual Meeting each year, thus ensuring that discussion of the research is presented in a responsible, peer-reviewed manner.

Target Audience

This program is targeted to ASCO members and State/Regional Affiliate members in the Western region. Nonmembers and oncology professionals from outside the region interested in attending the program are also welcome to register. The program is also of benefit to oncology nurses, pharmacists, and other members of the multidisciplinary cancer care team.

Learning Objectives

After attending this program, attendees will be better able to

- Select from among various treatment options for patients with breast cancer
- Explain the pros and cons of the use of predictive technology in breast cancer
- Compare the results of recent trials related to the treatment options for colorectal and non-colorectal cancers
- Summarize the most recent treatment trials related to genitourinary cancers, with specific focus on renal and prostate cancers
- Interpret current data on the treatment of non-small cell lung cancer and apply the latest information regarding these options to clinical practice
- Describe the possible preventative effects of statins and nonsteroidal anti-inflammatory drugs in breast, oral, and lung cancers
- Examine the latest scientific information related to the treatment of hematologic malignancies
- Review the recent trials involving the treatment of early stage Hodgkin's disease and determine their effect on clinical practice
- Discuss the legislative and regulatory issues currently affecting cancer care and practice

Accreditation Statement

The American Society of Clinical Oncology is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Credit Designation

The American Society of Clinical Oncology designates this educational activity for a maximum of 11.0 category 1 credits towards the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

Meeting Chair

Peter Paul Yu, MD
Camino Medical Group
Sunnyvale, California

Planning Committee

Shamoon Ahmad, MD
Southwest Cancer Clinic
Las Vegas, Nevada

Thomas M. Beck, MD

St. Luke's Mountain States Tumor Institute
Boise, Idaho

Jonathan C. Britell, MD

Valley Internal Medicine
Renton, Washington

William Lee, MD

Northern Hematology-Oncology
Thornton, Colorado

Judy L. Schmidt, MD

Hematology/Oncology Private Practice
Missoula, Montana

Steven J. Tucker, MD

Compassionate Oncology Medical Group, Inc.
Los Angeles, California



Collaborating State Societies

Association of Northern California
Oncologists

Idaho Society of Clinical Oncology

Medical Oncology Association of
Southern California

Montana Society of Clinical Oncology

Nevada Oncology Society

Rocky Mountain Oncology Society

Washington State Medical Oncology Society

More Information

For up-to-date information on this program,
including abstract titles and speakers for each
session, please visit www.asco.org.

FRIDAY, JUNE 17, 2005

7:00 AM – 7:45 AM
Breakfast and Visit Exhibits

7:45 AM – 8:00 AM
Welcome and Introduction

8:00 AM – 9:20 AM
General Session I: Breast Cancer

9:20 AM – 10:00 AM
General Session II: Predictive Technology
in Breast Cancer—Point/Counterpoint

10:00 AM – 10:30 AM
Break and Visit Exhibits

10:30 AM – 11:30 AM
General Session III: Gastrointestinal
Cancer—Colorectal

11:30 AM – 12:30 PM
General Session IV: Gastrointestinal
Cancer—Noncolorectal
*(Sessions will cover pancreatic and
gastroesophageal cancers)*

12:30 PM – 1:00 PM
Lunch and Visit Exhibits

1:00 PM – 2:00 PM
Tumor Board Session I

2:00 PM – 3:00 PM
General Session V: Genitourinary Cancer
(Sessions will cover renal and prostate cancers)

3:00 PM – 3:30 PM
Break and Visit Exhibits

3:30 PM – 4:30 PM
General Session VI: Lung Cancer

4:30 PM – 5:30 PM
Tumor Board Session II

SATURDAY, JUNE 18, 2005

7:30 AM – 8:30 AM
Breakfast and Visit Exhibits

8:30 AM – 9:30 AM
General Session VII: Cancer Prevention

9:30 AM – 10:30 AM
General Session VIII: Hematologic
Malignancies

10:30 AM – 11:00 AM
Break and Visit Exhibits

11:00 AM – 11:20 AM
General Session IX: Hodgkin's Disease

11:20 AM – 12:00 PM
General Session X: Legislative and
Regulatory Update

**New This Year at the Best of ASCO
Meetings: Two one-hour Tumor
Board Sessions**

The Best of ASCO Meeting faculty will be available for informal case discussions of challenging cases from your practice. The first session will be open to cases of breast and gastrointestinal malignancies and the second session to genitourinary and lung cancers. The audience will be able to participate in the complex thought processes of the faculty and to challenge their expert opinions. Please bring and share your most difficult cases.

Focus on Practice Management Success!

ASCO Practice Management Curriculum

Held in conjunction with the 2005 Best of ASCO Meetings

ASCO is pleased to offer a unique educational opportunity for practicing oncologists and other oncology professionals. The ASCO Practice Management Curriculum is designed to give you information that is critical to your practice. The program includes the following three modules.

Module 1: Adapting to Changes in Medicare. This session focuses on coding and reimbursement changes implemented in 2005 that affect delivery of cancer care in the office setting.



Module 2: Generating Practice Efficiencies. This module addresses how your practice can streamline workflow, improve inventory management, and lower costs while maintaining high quality of care.

Module 3: Organizing for Service Expansion. Strategies for growth and expansion of your practice in a changing market are discussed in the context of leading and managing a practice.

The ASCO Practice Management Curriculum will be offered in conjunction with both 2005 Best of ASCO Meetings.

Thursday, June 16
1:30 PM – 5:00 PM
San Francisco Marriott
San Francisco, California

Friday, June 24
8:30 AM – 12:00 PM
Westin Park Central
Dallas, Texas

Please be sure to register today to learn more about important issues that can affect your practice. To register, please send an e-mail to mussonk@asco.org or call 703-519-1413 by Friday, May 20, 2005. Visit ASCO.org for complete registration details.

Registration and Housing Information

Deadline for Early Registration and Housing Reservations: Friday, May 20, 2005

There are three easy ways to register and make housing reservations for the Best of ASCO San Francisco Meeting.

ASCO.org

The quickest way to register or reserve a hotel room for the meeting is to visit ASCO's website (www.asco.org), which offers a secure method for credit card payment. Online registration and housing requests are processed and confirmed immediately by e-mail. Be sure to print out and save your e-mail confirmation for your records, as you will not receive any other confirmation.

Fax

You can fax the enclosed Registration Form and Housing Request Form, along with your credit card information, to the Best of ASCO San Francisco Housing and Registration Center at 703-818-6425. A confirmation will be sent within five business days after receipt of your forms.

Mail

You can mail the enclosed Registration Form and Housing Request Form, along with your credit card information or check (made payable to the American Society of Clinical Oncology), to the Best of ASCO San Francisco Housing and Registration Center at the address provided. A confirmation will be sent within five business days after receipt of your forms.

Please use only one of these registration methods. Submission of forms through more than one of these methods may result in duplicate registrations and duplicate billing.

Registration and housing reservations cannot be accepted by telephone.

Hotel Accommodations

A room block has been reserved for attendees of the Best of ASCO San Francisco Meeting at the San Francisco Marriott. Housing Request Forms received after the deadline of Friday, May 20, 2005, will be processed on a space-available basis and may be subject to higher rates.

The special room rate for meeting attendees is \$189 plus a 14% tax and a \$0.10 commerce fee. Both tax and the commerce fee are subject to change. Specific room types are limited and cannot be guaranteed. The San Francisco Marriott requires a deposit in the amount of the daily room rate plus tax. Therefore, you must supply credit card information to guarantee your reservation. Forms submitted without payment information will not be processed.

Hotel Changes/Cancellations

All changes to hotel reservations must be submitted in writing to the Best of ASCO San Francisco Housing and Registration Center by Friday, June 10, 2005. After this date, you must contact the hotel directly. Departures that are earlier than scheduled must be reported to the San Francisco Marriott prior to or at the time of arrival. Otherwise, an early departure fee equal to the daily room rate plus tax will be charged to your credit card. If you need to cancel your reservation, you must do so 24 hours prior to your scheduled arrival date or your credit card will be charged a fee equal to the daily room rate plus tax.

Please submit your Registration Form and Housing Request Form to

Best of ASCO San Francisco Housing and Registration Center

11212 Waples Mill Road, Suite 104
Fairfax, VA 22030
Fax: 703-818-6425

If you have any questions or need additional information, please call 888-788-1522 or 703-449-6418, 8:30 AM – 5:00 PM (Eastern Time).

Air and Ground Transportation

Please contact ASCO's official travel agency, TravelStore, Inc., to make your travel arrangements.

TravelStore, Inc.

11601 Wilshire Blvd.
Los Angeles, CA 90025
Travel Specialist: Elsa Atayan
Telephone: 800-343-9779 or 310-752-9197
Fax: 310-752-9197
E-mail: elsa.a@travelstoreusa.com
Hours: Monday through Friday, 8:30 AM – 5:30 PM (Pacific Time)

TravelStore has negotiated discounted rates with United Airlines and Avis car rental for attendees of the Best of ASCO San Francisco Meeting. Please refer to the following discount codes when making your reservation to obtain the lowest fares. Some restrictions may apply.

<u>Airline</u>	<u>Discount Code</u>
<i>United Airlines</i>	<i>530FP</i>

<u>Rental</u>	<u>Discount Code</u>
<i>Avis</i>	<i>T674100</i>

The closest airport is San Francisco International Airport, which is approximately a 25-minute drive from the San Francisco Marriott.

Special Assistance

ASCO and the San Francisco Marriott comply with the Americans with Disabilities Act. If you require special assistance to make housing accommodations or the program available to you, please contact the Best of ASCO San Francisco Housing and Registration Center at 888-788-1522 or 703-449-6418, 8:30 AM – 5:30 PM (Eastern Time).

Registration Change/Cancellation Policy

Registration changes and cancellations must be submitted in writing. Cancellation requests must be received on or before Friday, May 20, 2005, to qualify for a refund. All refund requests will be processed within 30 days of the conclusion of the meeting.

If you are unable to attend the Best of ASCO Meeting in San Francisco, we invite you to attend the Best of ASCO meeting to be held on June 25-26, 2005, in Dallas, Texas. Visit the Meetings and Education area of [ASCO.org](http://www.asco.org) (www.asco.org) to review the program agenda and faculty for this meeting.

The easiest way to register is online at ASCO.org. If you register online, do not mail or fax this form, as duplicate billing will result.

Deadline for Early Registration: Friday, May 20, 2005
Registration changes, or cancellations will not be accepted by telephone.

PLEASE TYPE OR PRINT. ILLEGIBLE FORMS WILL BE RETURNED. ONE FORM PER PERSON (PHOTOCOPIES ACCEPTED).

ASCO Membership ID# (If applicable) _____

Last Name _____ First Name _____ MI _____

Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Telephone _____ Fax _____ E-mail Address (required) _____

PROFESSIONAL DEGREE

- Doctors (indicate all applicable degrees [MD, PhD, DO, Other]) _____
- Pharmacists (indicate all applicable degrees [RPh, PharmD, Other]) _____
- Nurses (indicate all applicable degrees [RN, MSN, Other]) _____
- Others (indicate all applicable degrees [BS, MA, PA, Other]) _____

PRIMARY PROFESSIONAL ROLE

- Physician
- Pharmacist
- Genetic Counselor
- Business Administration
- Physician's Assistant
- Social Worker
- Biostatistician/Epidemiologist
- Other
- Psychiatrist/Psychologist
- Physical Therapist
- Sales Representative
- Researcher
- Nurse
- Office Manager

Do you plan to attend, or did you attend the 2005 ASCO Annual Meeting in Orlando, FL, May 13-17? Yes No

Please indicate your Board Certification or International Equivalent. (Choose one.)

- 01 Dermatology
- 02 Gynecologic Oncology
- 03 Hematology (Only)
- 05 Medical Oncology (Only)
- 06 Medical Oncology/Hematology
- 07 Nuclear Medicine
- 09 Pathology
- 10 Pediatrics (including Pediatric Oncology, Pediatric Hematology, Pediatric Oncology/Hematology)
- 14 Radiation Oncology
- 15 Surgery (including Surgical Oncology and Surgical Specialties)
- 21 N/A

Where does your professional activity/practice primarily occur? (Choose one.)

PRACTICE LOCATION

- Private Practice
- Hospital or Clinical Facility
- Academic Facility/Medical School
- Research Institute (nonprofit or corporate)
- Government Agency
- Training Program (Fellow, Resident, Student)
- Administration
- Biotechnology or Pharmaceutical Company
- Other

REGISTRATION FEES (ALL FEES ARE PAYABLE IN US DOLLARS)

Category	Code	On or Before May 20, 2005	After May 20, 2005
ASCO Active Member	1	\$150	\$225
ASCO Active-Jr. Member	2	\$75	\$125
ASCO Active-Allied Member	L	\$100	\$150
ASCO Associate Member	3	\$50	\$100
ASCO Affiliate Member	4	\$100	\$150
ASCO Emeritus Member	5	\$50	\$100
Nonmember	6	\$225	\$300
Member of State Oncology Society	8	\$150	\$225
Member of ASCO & State Oncology Society	A	\$125	\$200

Registration Fee _____

Payment (If you are sending your Registration Form by fax, please do not mail this form, as duplicate billing will result.)

- Check enclosed (made payable to American Society of Clinical Oncology)
- American Express MasterCard Visa Discover

Credit Card Number _____ Expiration Date ____ / ____ / ____

Cardholder Name (Print) _____

Signature _____

Cancellation Policy

All changes and cancellations must be submitted in writing. Cancellation requests must be received on or before Friday, May 20, 2005, to qualify for a refund. All refund requests will be processed within 30 days of the conclusion of the meetings.

SEND HOUSING REQUEST FORM TO

Best of ASCO San Francisco
Registration Center
11212 Waples Mill Road, Suite 104,
Fairfax, VA 22030
Fax: 703-818-6425
Phone: 888-788-1522 or 703-448-6418,
8:30 AM – 5:00 PM (Eastern Time)
Email: boaregistration@jspargo.com

REGISTRATION FORM

Best of Asco Meeting • June 17-18, 2005 • San Francisco Marriott, San Francisco, CA

For Office Use Only:
PYMT _____ CHK# _____ AMT _____

The easiest way to register is online at ASCO.org. If you register online, do not mail or fax this form, as duplicate billing will result.

Deadline for Housing Reservations: Friday, May 20, 2005
Reservations, changes, or cancellations will not be accepted by telephone.

PLEASE TYPE OR PRINT. ILLEGIBLE FORMS WILL BE RETURNED. ONE FORM PER PERSON (PHOTOCOPIES ACCEPTED).

ASCO Membership ID# (If applicable) _____

Last Name _____ First Name _____ MI _____

Title _____

Organization _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Telephone _____ Fax _____ E-mail Address (required) _____

Housing Request Forms received **after Friday, May 20, 2005**, will be processed on a space-available basis and may be subject to higher rates. The Best of ASCO San Francisco Housing and Registration Center will fax or e-mail confirmation to you after receipt of your Housing Request Form. Please allow five business days for processing.

San Francisco Marriott
55 Fourth Street
San Francisco, CA 94103
Phone: 415-896-1600
Fax: 415-486-8101

ASCO ROOM RATE (ALL ROOMS): \$189 plus 14% tax and a \$0.10 commerce fee

- Single (one person, one bed)
 Double (two people, one bed)
 Double/Double (two people, two beds)

Smoking Nonsmoking Handicap Facilities

Special Requirements/Needs _____

Note: Room types are not guaranteed.

Arrival Date ____ / ____ / ____ Departure Date ____ / ____ / ____

HOUSING PAYMENT

A deposit in the amount of the daily room rate is required to guarantee your reservation and will be charged to your credit card. You must supply credit card information to guarantee your reservation. **Forms submitted without a credit card number will be returned.** If you are sending your housing reservation form by fax, do not mail this form, as duplicate billing will result.

American Express MasterCard Visa Discover Diners Club

Credit Card Number _____ Expiration Date ____ / ____ / ____

Cardholder Name (Print) _____ Signature _____

CHANGE/CANCELLATION POLICY

All reservation changes must be submitted in writing to the Best of ASCO San Francisco Housing and Registration Center by **Friday, June 10, 2005**. After this date, you must contact the hotel directly. If you need to depart earlier than scheduled, you must notify the hotel prior to or at the time of your arrival. Otherwise, an early departure fee equal to the daily room rate plus tax will be charged to your credit card. If you need to cancel your reservation, you must do so 24 hours prior to your scheduled arrival date or your credit card will be charged a fee equal to the daily room rate plus tax.

SEND HOUSING REQUEST FORM TO

Best of ASCO San Francisco Housing and Registration Center

11212 Waples Mill Road, Suite 104

Fairfax, VA 22030

Fax: 703-818-6425

Phone: 888-788-1522 or 703-449-6418, 8:30 AM – 5:00 PM (Eastern Time)

E-mail: boahousing@jspargo.com

Hotel _____

Blk Code _____

Rate Code _____

This program is supported in part by
educational grants from

Amgen, Inc.

Bristol-Myers Squibb Company

Genentech® BioOncology

Lilly Oncology

Ortho Biotech Inc and Tibotec Therapeutics

Pfizer Oncology

Roche Laboratories Inc.

sanofi-aventis



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1900 Duke Street, Suite 200 • Alexandria, VA 22314