

GET A JUMP-START IN YOUR RACE AGAINST CANCER

Joni Aldrich shares important cancer-fighting guidelines with her audiences, based on her own experience and extensive research, to help others wage a more effective battle against this deadly disease.



GORDON AND JONI'S STORY

On May 13, 2004, Gordon was diagnosed with multiple myeloma, a rare blood cancer. Though he was young, strong, and determined to beat the odds, his cancer was more aggressive than his treatments, which included three crucial outpatient stem cell transplants. Sadly, he passed away two years to the day after his diagnosis.

Throughout his battle with cancer, his wife, Joni, fought to find the best approach to his treatment, much of which took place 800 miles from their home. Today, sharing her successes and misjudgments, Joni is an invaluable source of information for others who are fighting for life.

BECOMING PART OF THE SOLUTION REQUIRES A STRONG PROACTIVE APPROACH TO CANCER CARE

When you or a loved one is diagnosed with cancer, it feels like time has stopped. In reality, your race against time has just begun. *You must make decisions quickly—choosing the right hospital, the right doctors, and the right treatment for your type of cancer.* Not all of these are created equal. And you'll have to run this race with limited resources and even less energy.

As the Baby Boomer population ages, more and more people are being diagnosed with cancer. The good news is that more people are surviving the disease. The bad news is that this influx of patients is creating an overworked and understaffed medical community. That's why today's cancer patients and their caregivers have to be alert and involved from day one. *They must put themselves in the driver's seat of the treatment process.*

Speaker and author Joni Aldrich says knowledge is the cornerstone of cancer care. She speaks the language of patients and caregivers and uses her own experiences with the disease to help you create a game plan for your treatment.

After her husband, Gordon, was diagnosed, she discovered fighting cancer comes with a steep learning curve. Despite her background as a research analyst for multi-million-dollar companies across a broad range of industries—and despite countless hours spent digging through tons of information—she did not discover how to effectively fight the disease until it was too late for Gordon.

Now, Joni helps others facing cancer to use their time and resources wisely and effectively. Specifically, she'll teach you how to stop confusing medical activity with real progress. As you or your loved one goes through cancer treatment, the results don't lie. If they're not what they should be, you *must* take a different path.

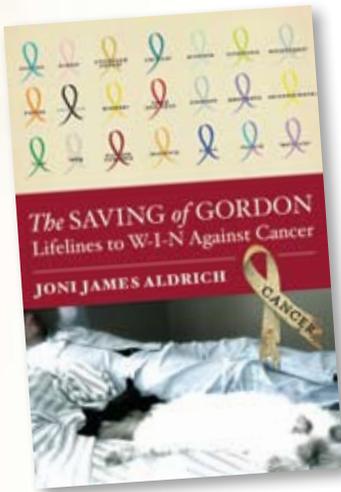
Joni can help heighten your awareness skills, so that you know when and how to be involved and persistent. *She'll empower you with the hard-won knowledge she learned from her own life-changing struggle.* And she'll provide you with a valuable jump-start that could help to save your life or the life of the one you love.

There are many needs in the cancer community. When faced with the option of being part of the solution or part of the concerns, Joni chose to take the positive road.

“We must utilize the patient as part of the healthcare needs solution.”

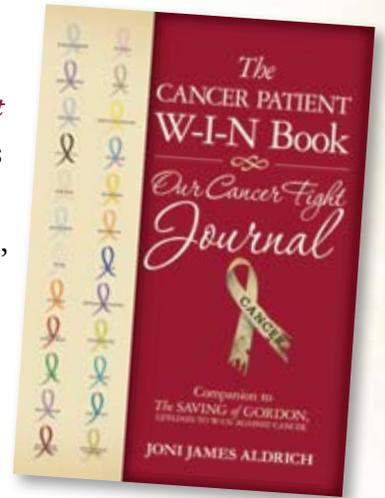
~Nurse practitioner at Harvard University's Dana-Farber Cancer Institute

A FOCUS ON RECOVERY: JONI ALDRICH'S BOOKS PROVIDE GUIDANCE FOR YOUR CANCER FIGHT

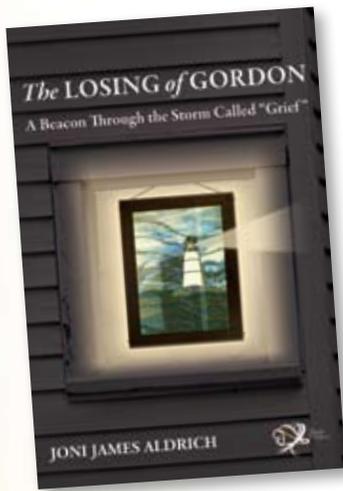


The Saving of Gordon: Lifelines to W-I-N Against Cancer—The story of Gordon Aldrich's battle with cancer, the book offers straight-forward, step-by-step advice that will give readers the tools they need to have a fighting chance against cancer, including vital information about what it takes—emotionally and physically—to be an effective cancer caregiver. Knowledge is your armor; the right treatment is your weapon.

The Cancer Patient W-I-N Book: Our Cancer Fight Journal—A companion to *The Saving of Gordon*, this useful workbook offers a place for you to document information about your treatment, write notes before, during, and after visits to your doctor, organize your thoughts, keep up with upcoming appointments, and much more.



The Losing of Gordon: A Beacon Through the Storm Called "Grief"—Written around a series of letters that Joni wrote to her husband, Gordon, this book teaches that although everyone grieves differently, the only way forward is to take one small step at a time.



Aristotle said, “Where your talents and the needs of the world cross lies your calling.” We are born with a path to our own destiny. Some roads we choose. Some roads are chosen for us. Either way, it’s best to embrace our calling with all of our heart and soul.

Joni James Aldrich believes she has been preparing to write *The Saving of Gordon* for most of her life. As a child, she was a stronger than average student. She wrote dramatic poetry. Before college, she worked at a newspaper. In her professional career, she has worked in analysis, documentation, communications, and public speaking.

But her real motivation for writing this book was two years of crisis in the cancer school of hard knocks. She feels it is her destiny to relay this story to readers in a way that will help them in their cancer journey. It is her hope that someday that journey will no longer be necessary for anyone.

Today, in addition to writing about her own experiences with the disease, Joni continues to educate herself about cancer. She recently attended the Cancer Survivorship for Clinicians: Helping Survivors Live Well Beyond Cancer seminar at Harvard University’s Dana-Farber Cancer Institute and is a member of CDC North Carolina Comprehensive Cancer Program, CDC South Carolina Cancer Alliance, and CDC Florida Comprehensive Cancer Control Program.

HOW CAN JONI HELP YOU?

Take a Look at Her Cancer Solutions Seminars:

How to W-I-N Against Cancer: Finding the Right Treatment Facility and Oncologist. In this seminar, Aldrich takes audiences through her W-I-N Method, a step-by-step process for researching treatment facilities and doctors. She covers how to use primary sources on the Web, how to successfully Interrogate doctors and other medical staff, and how to create and use a cancer Network to gain important knowledge from those who have experienced cancer firsthand.

Recruiting the Best: How to Pick Your Cancer-Fighting Team and Create a Winning Game Plan. Building a winning team against cancer is much like building a winning football team. You need a great stadium (treatment facility), a great coach and staff (oncologist and medical staff), a great referee (caregiver), a great game plan (course of treatment), and so forth. In this seminar, Aldrich teaches audiences how to research and recruit each of those elements to build a Super Bowl-caliber cancer-fighting team. She also helps them zero in on how they can use the Web to find their cancer-fighting all-star lineup complete with special teams—or what she calls a cyberlifeplan, which helps patients and their caregivers navigate their options online, form a core base of knowledge of their type of cancer, and side step the information that will lead them down a wrong path.

Recipe for Success: Cancer Treatment 101 and How to Plan Your Cancer Protocol. Treating cancer is an intricate, multi-step process that can involve many treatment options. In this seminar, Aldrich provides a basic introduction to cancer treatment and discusses the building blocks of an effective, goal-driven protocol—which includes your cancer-specific combination of treatments, research, and goal setting.

Living to Give: What It Takes to Be a Cancer Caregiver. Being a cancer caregiver is one of the most exhausting, yet critical roles a person can play. In this seminar, Aldrich explains what it takes to be an effective cancer caregiver. She'll cover everything from how to handle day-to-day issues such as warding off germs and getting your patient to eat, to the rollercoaster of emotions you will experience.

Calling for Back Up: How to Create Your Cancer Village and Define Your Resources. It takes a village to fight cancer effectively. In this seminar, Aldrich explains how to select the family, friends, neighbors, etc., who will make up your cancer village. She'll also help you define the resources—such as medical and technical facilities, mental and spiritual guidance, and support groups or other organizations—that will help you in the fight against cancer.

HOPE —a one-syllable word that will keep you going when all of the other more impressive words have failed to sustain you.

For more information, visit www.thecancerlifeline.com or email Joni at Joni@thecancerlifeline.com.