

SECOND ANNOUNCEMENT



IEO

European Institute of Oncology

11th Milan Breast Cancer Conference

INNOVATION IN CARE AND RESEARCH

JUNE 17-19
2009

CHAIR

Umberto Veronesi - Aron Goldhirsch



Dear Colleague,

It is a pleasure for us to welcome you to the 11th Milan Breast Cancer Conference — a conference of innovation in patient care. Each of the past ten conferences has had a first class faculty and a setting which fostered creative discussions. This conference will also include new information, consolidated knowledge, and conversations on controversial issues regarding diagnosis, treatment strategies and disease prevention. As before, the conference will provide a stimulating forum for the presentation of innovation and ongoing and future research in breast cancer.

This year's conference will focus upon several topics of research and treatment. The first topic involves cancer and chemoprevention. The second one is dedicated to innovation and consolidation of breast surgery and breast cancer diagnostics. An important argument of discussion relates to pathology and the heterogeneity of the disease. A further topic which relates to new avenues of radiation therapy will extensively be discussed. A new session on the St. Gallen 2009 recommendations is planned and will lead to the discussion on new modalities of systemic therapies and their integration with older yet efficacious treatment types. Much of the discussion on treatment modalities will involve the way of personalizing adjuvant treatments according to disease type and the Patient.

Special emphasis will be given to the challenges for public education and prediction of outcome. These topics will be dealt with in the European Institute of Oncology Award Lecture and in the special session of the Milan Breast Cancer Observatory.

The 2009 Milan Breast Cancer Conference is also meant to deal with preoperative systemic therapies as means for investigating novel treatments. This strategic approach might be crucial for drug development in future years considering the fact that many novel biological agents will need to be tested rapidly for finding out whether they might be potentially useful in the adjuvant setting.

Finally, biomarkers for focusing on minimal burden of disease will be dealt with. Issues of biomarkers for treatment efficacy and toxicity are likely to become a major topic in the current and forthcoming breast cancer conferences.

We welcome you again in Milan, an internationally renowned center for breast cancer research, in the attempt to continue housing the tradition of innovation and care.

Wishing you an enjoyable and inspiring conference!

Umberto Veronesi and Aron Goldhirsch

Conference Co-ordinators: S. Cinieri - M. Colleoni - S. Zurrada

INTERNATIONAL INVITED FACULTY

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Dana Farber Cancer Institute, Boston - USA
Sydney Kimmel Comprehensive Cancer Center, Baltimore - USA
European Institute of Oncology, Milano - IT

PROGRAMME

WEDNESDAY, 17 JUNE

15:30 **Run in Symposium** on: Familial cancer risk clinic: genetic, clinical and psychological counseling - *Bernardo Bonanni, Leslie Clarke, Elisabetta Razzaboni, Leonardo La Pietra, Nicole Karen Johnson*

17:00 Welcome

17:05 **EIO Award: Alberto Costa**
“Clinical Research and challenge for public education”

17:45 **Satellite Symposia**

19:30 Cocktail

THURSDAY, 18 JUNE

08:15 Welcome and Opening

Cancer Stem Cells

Chair: Pier Giuseppe Pelicci
 Rapporteur: Giuseppina Bonizzi

08:30 Mammary stem and progenitor cells: understanding the cellular context of breast tumours – *John Stingl*

08:45 Relevance of the molecular identity of human normal breast stem cells to the heterogeneity of breast cancers
Salvatore Pece

09:00 Stem and progenitor cells as signposts for therapeutic targets in breast cancer – *Geoff Lindeman*

09:15 Discussion

New molecules for chemoprevention

Chair: Bernardo Bonanni
 Rapporteur: Aliana Guerrieri Gonzaga

09:25 Can you teach an old dog new tricks? Vitamin D and breast cancer prevention – *Pamela Goodwin*

09:40 Endocrine therapies for prevention
Andrea Decensi

09:55 Evaluating new targets for novel approaches in prevention – *Nicole Karen Johnson*

10:10 Discussion

10:20 Coffee Break

10:50 **Spotlight:**
 Diet: is it important for breast cancer prevention? - *Peter Boyle*

New imaging for screening

Chair: Enrico Cassano
 Rapporteur: Francesca Abbate

11:10 Relying on ultrasound – *Giorgio Rizzatto*

11:25 Improved breast imaging with MRI: is it ready for screening? – *Elizabeth A. Morris*

11:40 Long term results of women submitted to intensive yearly control
Patrick Maisonneuve

11:55 Discussion

12:05 **Live Surgery with commentary**
 Speaker: Mattia Intra

13:00 Lunch

Breast surgery: innovations

Chair: Umberto Veronesi
 Rapporteur: Oreste Gentilini

14:00 Optimizing surgical approaches for multifocal and multicentric cancers: the nipple sparing mastectomy
Umberto Veronesi

14:15 Radioguided surgical treatment of non palpable tumours – *Alberto Luini*

14:30 Outcome of treatment of very early carcinomas – *Stefano Zurrada*

14:45 Discussion

14:55 **Spotlight:**
 Is breast cancer surgery becoming more conservative or more radical?
Hiram S. Cody III

Pathology

Chair: Giuseppe Viale
 Rapporteur: Mauro Mastropasqua

15:15 DIN 1, 2, 3 – *Farid Moinfar*

15:30 Triple negative & basal like - *Ian Ellis*

15:45 Lymphoma of the breast – *Giancarlo Pruneri*

16:00 Salivary type & other rare types
Vincenzo Eusebi

16:15 Discussion

PROGRAMME

16:30 Coffee Break

17:00 **Special Spotlight:**
 “Is adjuvant chemotherapy needed and for whom? – *Stefan Aebi*
 “How to approach data from past trials for the best adjuvant treatment choice in the present?
Richard D. Gelber
 Closing remarks: *Eric P. Winer*

17:40 **Satellite Symposia**

FRIDAY, 19 JUNE

New perspectives of radiotherapy
 Chair: Roberto Orecchia
 Rapporteur: Giovanni Ivaldi

08:15 Accelerated courses of external radiotherapy – *John Dewar*

08:30 Partial breast irradiation - *Frank Vicini*

08:45 Intraoperative radiotherapy – *Roberto Orecchia*

09:00 The potential use of proton beam in the treatment of breast cancer
Alphonse G. Taghian

09:15 Discussion

09:25 **Spotlight:**
 St. Gallen 2009: Views and News
Alan S. Coates

Endocrine treatments & more
 Chair: Eric P. Winer
 Rapporteur: Rosalba Torrisi

09:45 Tailoring endocrine therapies for premenopausal women – *Ann H. Partridge*

10:05 Advances in endocrine therapies for postmenopausal women – *Ian E. Smith*

10:25 Coffee Break

10:55 The challenge of treating endocrine responsive disease: overcoming resistance and choosing additional targets – *Antonio C. Wolff*

11:15 Discussion

11:25 **Spotlight:**
 New strategies for better treatment outcome: combining and sequencing

old and new therapies - *Harold J. Burstein*

11:45 **The Milan Breast Cancer Observatory: Innovation and care in the next 12 months**

Participants: Alan S. Coates - Viviana Galimberti - Aron Goldhirsch - Roberto Orecchia - Virgilio Sacchini - Giuseppe Viale
 Chair: Alberto Costa

12:45 Lunch

Targeted treatments

Chair: Harold J. Burstein
 Rapporteur: Emilia Montagna

13:45 A basket full of new targeted treatments: How useful? – *Eric P. Winer*

14:05 Beyond trastuzumab and bevacizumab: other monoclonal antibodies with potential efficacy – *Giuseppe Curigliano*

14:25 Breast cancer with no apparent targets: “the triple negative” – *Angelo Di Leo*

14:45 Discussion

15:00 Coffee Break

Preoperative systemic (cytotoxic and targeted) therapies

Chair: Aron Goldhirsch
 Rapporteur: Alessandra Balduzzi

15:30 Is it important to insist on shrinking large operable tumors? - *Günter von Minckwitz*

15:50 Preoperative therapies – the opportunity for understanding early effects of breast cancer treatments – *Christos Sotiriou*

16:10 Endocrine responsiveness and the choice of neo-adjuvant treatment
Marco Colleoni

16:30 Discussion

16:45 **Special Spotlight:**
 Minimal burden to breast cancer: how to approach? - *Massimo Cristofanilli*
 Discussion: Franco Nolè

17:10 Closing remarks

ABSTRACT DEADLINE APRIL 17, 2009

You may submit your abstract:

- By e-mail to mbcc@ieo.it
- By cd to the Scientific Secretariat,
European Institute of Oncology
Via Ripamonti, 435, 20141 Milan, Italy

INSTRUCTIONS FOR ABSTRACT SUBMISSION

Participants with new data relevant to the subjects of the conference may submit one abstract to be considered for poster presentation.

Only papers whose abstracts have been reviewed and approved by the Scientific Committee will be presented.

Abstracts must be written in English and the text should not exceed 2000 characters (title included).

The title should appear in capital letters.

For each author, type surname first followed

by given name and initials (presenting author in capital letters). List affiliations after the authors' list.

The full address with telephone, fax number, and e-mail of the corresponding author must be provided. This author will receive all the subsequent communications concerning this abstract.

Please indicate your approval for publication in case the abstracts will be issued in a journal.

Please note:

Only abstracts submitted by registered participants will be accepted. Please do not forget to mark on the registration form that you have submitted an abstract.

It is the responsibility of the presenting author to ascertain whether all authors are aware of the content of the abstract before submission.

GENERAL INFORMATION

CONFERENCE VENUE

Quark Hotel
Via Lampedusa, 11/A 20141 Milano (Italy)
Tel: 0284431- Fax: 028464190 - www.atahotels.it
The Quark Hotel is a 15 min. drive from the city centre.

SCIENTIFIC SECRETARIAT

European Institute of Oncology
Via Ripamonti, 435 - 20141 Milano (Italy)
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ORGANISING SECRETARIAT

CQ Travel srl – Via Pagliano 3 - 20149 Milano (Italy)
E-mail: congress@cq-travel.com
Tel. +39 02 480495.1 - Fax. +39 02 43911650

CONFIRMATION OF REGISTRATION

Registration will only be confirmed upon receipt of the registration fee. A combined confirmation of registration and acknowledgment of payment will be sent by e-mail or fax, as preferred, upon receipt of the payment.

CANCELLATION OF REGISTRATION

In case of cancellation without replacement, the fee less handling charges of 60 EURO will be refunded, provided a written request is received by CQ Travel before 22nd May 2009. No refund can be made if notice of cancellation is received after this date. Any refund will be made after the conference.

CME ACCREDITATION

The European Institute of Oncology will apply for CME credits to the Accreditation Council of Oncology in Europe and to the Italian Ministry of Health. Each participant will receive a certificate of attendance stating the relevant number of credits obtained during the conference. American doctors attending the conference can report this to the AMA and receive AMA PRA Cat. 1 credit. The CME certificates can be granted only to the participants who have attended the entire conference. The CME certificates will be distributed only at the end of the meeting.

WWW.BREASTMILAN.COM

REGISTRATION FORM

Use this registration form or register on line at www.breastmilan.com

Please complete and return to: **CQ Travel srl** Via Pagliano 3, 20149 Milano (Italy)
tel +39024804951 fax +390243911650 or +390243316070 e-mail: congress@cq-travel.com
Please print or type and make a copy for your own record. This form may be sent by post or fax.

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Company / Institute _____

Department _____

Specialty Surgeon Radiotherapist Medical Oncologist

Address _____

Post code _____ City _____ Country _____

Telephone _____ Fax _____

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Partita IVA o codice fiscale (only for italian participants) _____

REGISTRATION FEE

Early rate payment received BEFORE MARCH 27, 2009 550,00 €

Late rate payment received BETWEEN MARCH 28 AND MAY 22, 2009 650,00 €

On site payment received AFTER MAY 22, 2009 850,00 €

11th MBCC+Breast Cancer Oncologic and Rec. Surgery 1000,00 € 1200,00 €
(on site)

EUSOMA, EORTC, EUROPA DONNA and SIS members and ex-allievi SIS are entitled to 30% discount only for the 11th MBCC EUSOMA member EUROPA DONNA member
 EORTC member SIS members Ex-allievi SIS

The registration fee covers admission to the congress and exhibition, a copy of the programme, coffee and lunch throughout the congress and the official welcome cocktail.

ACCOMPANYING PERSON Name _____

Accompanying person will be admitted free of charge to the welcome cocktail.

ABSTRACT I have submitted an abstract (see instructions in the programme)

I authorize the European Institute of Oncology to use my personal data for purposes relating to the School's activities.

Signature _____

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LIST OF HOTELS

Prices in Euros based on a nightly rate including breakfast, daily bus transfer from hotels to the congress venue, taxes and handling fee. Please indicate the required accommodation.

CHOICE

* DOUBLE ROOM DOUBLE SINGLE USE

<input type="checkbox"/> Quark Hotel (conference venue) Via Lampedusa 11/a	4	€ 195	€ 167
<input type="checkbox"/> Jolly President Hotel (city center) Largo Augusto	4	€ 250	€ 215
<input type="checkbox"/> Grand Visconti Palace Hotel (south Milan) Lodi square	4	€ 250	€ 215
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<input type="checkbox"/> Una Hotel Mediterraneo (south Milan) Lodi square	4	€ 200	€ 165
<input type="checkbox"/> Crivi's Hotel (south Milan) Porta Vigentina	4	€ 210	€ 160
<input type="checkbox"/> Sporting Hotel (south Milan) Opera Sporting Mirasole	4	€ 150	€ 115
<input type="checkbox"/> Dei Fiori Hotel (south Milan) Via Renzo e Lucia	3	€ 130	€ 105

Arrival date _____ Departure date _____
Total number of nights _____ Signature _____

Please enclose payment for the entire stay to confirm your booking.
The rooms will be allocated on a first come first served basis.

Deadline for hotel reservation: 11 April 2009. Reservation requests after this date cannot be guaranteed and will be handled on a space and rate available basis.

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