



PRESIDENT'S REPORT

HBOC Society Members:

Thank you for your continued support of the HBOC Society and this extremely important, yet widely mis-understood and under-funded cause.

The past year saw many challenges, not the least of which was a severe downturn in foundation, corporate and personal sponsorships and donations. This, the likely result of the economic downturn. Despite our lack of financial resources, the Society continued to press forward tirelessly in our mission to represent, educate and support those both directly and indirectly affected by HBOC.

With accomplishments already in place that include two robust websites, a comprehensive awareness program, established annual events and an array of presentation and printed materials available for widespread distribution, the past year had our CEO focused on mobilizing current and drawing new volunteers for the purpose of expansion. As a result, we saw a significant uptick in active volunteers. The way that we communicate with our members continues to evolve and with the help of those volunteers we developed several new municipal-level chapters, prototype 'risky genes' social media presence, the groundwork for additional social media exposure, and three new skilled and enthusiastic members have agreed to put their name forth to replace those of us stepping down from the Board at the end of our term.

The Board took the best part of the last year to review our strategic direction. This has been no small task. HBOC syndrome began twenty years ago with hereditary breast cancer, caused by mutations in two known genes. Now, it represents more than 25 genes and is known to cause several types of cancer. The landscape has and will continue to change drastically as researchers learn more. With your help the Society will continue to respond to those changes. If you would like to make a tangible difference, please consider volunteering or choosing the Society as your charity of choice.

I have enjoyed my time serving on the HBOC Society Board but work commitments necessitate my departure. I will continue to support the Society in various ways and wish all of you the best in the coming year.

Nicole Martel