



Monica Knoll

Two-time cancer survivor and founder of CANCER101

I am a two-time cancer survivor and I live my life as if my cancer is a chronic disease and not as a death sentence. With advances in treatment options, many health care professionals consider cancer as a part of life and not the end of life. So do I.

Profile

In the fall of 2000, 36 year-old Monica Knoll was diagnosed with Stage IIB breast cancer. Her diagnosis and treatments involved taking the gene test and testing positive for the BRAC1 gene, undergoing a double mastectomy, joining a national chemotherapy study, eight rounds of chemotherapy, six weeks of radiation and reconstruction. Monica has a sister who is a 15 year breast cancer survivor and a father who lost his life to esophageal cancer. In 2002, determined to help others facing similar challenges, Monica founded a non-profit organization called CANCER101 to help empower the newly diagnosed, metastatic cancer patients and their caregivers with the tools and resources needed to manage their treatment. CANCER101's materials currently focuses on those with breast cancer, from the moment the patients learns of their diagnosis through the next ten years of follow up care. CANCER101 will eventually branch out to help those other cancers.

In September 2006, just as Monica was about to launch her first CANCER101 planner program, she learned she had Stage IIIC ovarian cancer. She put her program on hold and began using her very own planner proto-type. Ironically, she found she was test-piloting her own program and learned firsthand that her program was an important resource in her cancer battle.

Monica has 20 plus years of experience as a marketing professional, managing and executing new concepts and programs, developing and managing budgets, public relations, and developing business partners. These skills along with her dedication to this cause have helped CANCER101 become a fast growing national resource for cancer patients.

Additionally, Monica is an active spokesperson for cancer causes in the community. She serves as an advisor to The Libby Ross Foundation and has spoken at various cancer centers, women's groups, twice in Ormylia, Greece and major cancer conferences. She has also participated in Lifetime Television's Women Doc series, Ortho-Biotech's DVD to support patients and a Sanofi-Aventis DVD for the medical community. She was recently featured on the Martha Stewart Show and CNN. Monica's energy and enthusiasm for fighting cancer, living life and helping others are contagious.

Topic overview for speaking engagements and interviews

- **PREVENTION:** Having cancer isn't nearly as bad as ignoring the symptoms! Dispelling the myth of having cancer. A candid description of what it feels like to have cancer; from diagnosis to recovery to remission.
- **MANAGE YOUR CARE:** How to manage your cancer on top of your job and family obligations.
- **EMPOWER YOURSELF:** How to be your own, best advocate when you are feeling powerless.
- **CANCER101:** From breast cancer, to founder of CANCER101, to a second cancer diagnosis. How I managed both diagnoses with the mind-set (*or denial*) of, "it's *only* cancer" while creating a nonprofit to help all those who were not able to share the same mind-set.

Testimonials from recent speaking engagements

"The topic was extremely informative and illustrated the leadership role that CANCER101 is taking to empower patients to become partners in their disease management. I want to complement you on the content and delivery of your presentation. We received some very positive feedback from attendees on the relevance of your presentation."

Randi Goegekler, Director, Global Patient Advocacy, Oncology, **Bristol-Meyer Squibb**, December 2007

"We enjoyed your presentation and the evaluations were excellent. The one comment that was repeated again and again was appreciation for your enthusiasm and commitment to helping cancer survivors. You filled them up with hope and possibilities."

Marcia Anderson, Cancer Resource Specialist, **George Bray Cancer Center, Hospital of Central New Britain General Hospital**, December 2007

"It is so important for women of all ages to hear that while the news of a breast cancer diagnosis can be devastating, women need to take control and focus on treatment and recovery. Not only did you do that but establishing CANCER101 so that other women would have that help and guidance has been a blessing to so many people"

Bette Housman, Women's Cancer Prevention Committee, **The Junior League of New York**, October 2007

Prior Speaking Engagements

Lectures	Media
St. Vincent's Comprehensive Cancer Center, NY, NY	WB11 10/04
NYU Clinical Cancer Center, NY, NY	ABC News Now 10/05, 11/07
The Breast Conference, Ormylia, Greece	CNN 04/07
The Junior League of New York, NY, NY	The Martha Stewart Show 10/07
Bristol-Meyer Squibb, San Antonio, TX	
George Bray Cancer Center, New Britain, CT	

Speaking Fees: From \$2,000 to \$4,000