



President & Co-Founder of PLEA of GRNY:
Douglas Belton, MD, MBA



Co-Founder of PLEA of GRNY:
Ruby L. Belton, MD

"Physician founded for laypeople and in honor of laypeople."

4th Annual **MULTIDISCIPLINARY CITY WIDE BREAST CANCER SEMINAR**
October 11, 2017
5:30PM – 9:15PM



FUNDRAISING, LAY & MEDICAL

Log on to pleaofgrny.org or visit us on:



4th Annual **October 11, 2017**
5:30PM – 9:15PM
MULTIDISCIPLINARY CITY WIDE
BREAST CANCER SEMINAR
LOCUST HILL COUNTRY CLUB

5:00PM	Registration
5:00PM - 6:30PM	Live Entertainment
5:00PM - 6:45PM	Sponsors Display
5:30PM	Dinner
6:45PM - 6:50PM	Welcome <i>Douglas Belton, MD, MBA Seminar Director President PLEA of GRNY</i>
6:50PM - 7:00PM	The Battle of Waterloo Breast Cancer: Lessons Learned from the Battle of Waterloo Laypersons Perspective <i>Martha Young Braddy, B.A. Mississippi Witness Project</i>
7:00PM - 7:10PM	Football The Immune System: Lessons Learned from Football Physicians Perspective <i>Douglas Belton, MD, MBA Seminar Director President PLEA of GRNY</i>
7:10PM - 7:40PM	Your Immune System/Nutrition/Vitamin D & Breast Cancer “What you can do to help guard and protect your domain?” 2017 Introduction: Part 1 <i>Ruby L. Belton, MD</i>
7:40PM - 8:10PM	Eat to Live: Nutrition Support Strategies for Cancer Patients <i>Carol J. Henry, PhD Associate Professor/Assistant Dean of Nutrition & Dietetics University of Saskatchewan Saskatoon, Saskatchewan, Canada</i>
8:10PM - 8:20PM	“Whatever Befalls the Earth Befalls the Sons of the Earth.” 2017 Update on Environmental Protection: Part 1 <i>LaMarr Jackson, Esq.</i>
8:20PM - 8:55PM	Panelists: Question & Answer
8:55PM - 9:00PM	Nutrient Synergy, Sugars & Cancer: Introductory Demonstration for 2018 Seminar Ruby L. Belton, MD Jane Bennett, MD
9:00PM - 9:15PM	Closing Remarks Douglas Belton, MD, MBA

OCTOBER 2017 TARGET:
BREAST CANCER & TEAMWORK
“Eat to Live”: NUTRITION SUPPORT
STRATEGIES in BREAST CANCER PATIENTS
Your Innate Immune System & Vitamin D
(often forgotten two most valuable players)
“What are you doing as a key player on this multidisciplinary team?”



Ruby L. Belton, MD is the first African-American female graduate of the University of Rochester School of Medicine and Dentistry.

Dr. Ruby Belton and her son Douglas Belton, Jr., MD, MBA, are the first pair of first and second generation African-American graduates from the University of Rochester School of Medicine and Dentistry.

They are Co Founders of PLEA of GRNY.



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DR. DOUGLAS BELTON, JR.

Dr. “Doug” Belton is an advocate for increased provider and community wide awareness of all facets of breast cancer. He is a board certified radiologist with special interests in Musculoskeletal and Women’s Imaging. Dr. Belton received a B.S. in Biology from Hampton University in Virginia, where he also played four years of Division I college basketball.

After obtaining his Medical Degree from the University of Rochester School of Medicine and Dentistry (as one of the First pair of first and second generation African American graduates from that school), he served as a surgical resident at Strong Memorial Hospital and completed his residency in Diagnostic Radiology at Rochester General Hospital.

Dr. Belton is Fellowship trained in MRI.

He completed his Fellowship in MRI at University Medical Imaging, Rochester New York, and earned his MBA degree from the University of South Florida in Gainesville, Florida in April 2016.

He has a reputation defined by innovative leadership, indefatigable work ethic and is a “producer” of positive results.

Dr. Belton is a native of Pittsford, New York. His DNA had its most recent roots in Mississippi.

He enjoys golf, weight training, NBA basketball and spending time with his family. He lives in Pittsford with his wife Odette and daughter Olivia.

Dr. Belton does not define himself by his many personal accomplishments.

Dr. Belton does define himself by his strong work ethic, his honesty, kindness, love for all and his positive impact on the community at large, and his desire to give back through service and teaching.

DR. RUBY L. BELTON

Dr. Ruby L. Belton is a board-certified radiologist and Breast Cancer Imaging Specialist at Borg and Ide Imaging in Rochester New, York. Dr. Belton has held leadership positions in Breast Imaging at Unity and Rochester General Hospital. She has also held leadership positions in Body Computed Tomography and Abdominal Ultrasound at Rochester General Hospital.

Dr. Belton has practiced medicine and served the patient population and referring physicians in the Rochester area for over 40 years. She also has special interests in oncology imaging, genitourinary imaging, head and neck imaging and gastrointestinal radiology.

In addition to her work as a radiologist, Dr. Belton is a collegial, forward thinking scholar and educator who holds the belief that everyone deserves to be educated about health care.

Through PLEA of GRNY, Dr. Belton hopes to foster the dissemination of cutting - edge knowledge and medical advances, in the diagnosis and treatment of breast cancer, to health practitioners and laypersons (in partnership and on equal footing), including those who are currently under-represented and under-served.

On her role as an educator and mentor. “I am one of ten children born in Mississippi just after World War II. Degrees, accomplishments nor appointments define me. Instead, my humble beginnings, my faith, God and family define me.

I am the proud mother of Shayla J. Belton, DVM MS, Doug Jr., MD, MBA, and wife of Doug, Sr. of 46 years.

I exist to care, give, love and teach.”

Thank you for giving me the opportunity to introduce myself to you.

I am honored.

YOUR LOGO & ABOUT US

PLEA of GRNY Logo (pronounced “plea of granny”)

What does it mean?

Who created it?

The “Circle”?

Community of physicians, medical professionals, caregivers, breast cancer survivors and unaffected laypeople learning together in partnership as equals, as one, and in multidisciplinary CME accredited seminars.

Tree trunk?

One lactiferous duct (milk duct) branching and ending in hearts or ribbons signifying the terminal duct lobular unit. The TDLU is where we believe breast cancers develop.

Four eggs at the top where trunk splits?

The egg: Largest cell in the body when fertilized produces 57 trillion cells each containing its full complement of DNA.

The tree of many and different colors and shapes?

Underserved, under represented, diverse educational levels, religions, genders, the sick, the well and different socioeconomic statuses: from all walks of life, together.

Base of the tree?

The nipple areola – complex. A site where some breast cancers develop.

Hands of many colors, with each holding a heart of many colors?

The love and care physicians, medical caregivers and the community at large have for all affected by breast cancer, all cancers and diseases; the coming together of Physicians and Medical Professionals from all Health Care systems and Private practices with our hearts in our hands with one goal.

“Teach each other, and teach our laypeople together as one in a CME accredited setting.”

Welcome to the community’s PLEA of GRNY where all are welcome.

Logo created by: Douglas Belton MD MBA

Interpretation of logo: Douglas Belton MD MBA
& Ruby L. Belton MD





“Physician founded for laypeople and in honor of laypeople.”

Visit our website pleaofgrny.org or read our complimentary booklet.

Message from Founders

Each year we are blessed to have many of the top Breast Cancer Care Medical Professionals in Rochester, New York, from across all health care systems and private practices, join together as one family, in a CME accredited setting. We come together one night every year to teach each other, share knowledge with each other, and laypeople in medical and layterms simultaneously.

This association is unique and allows our community to meet and hear from the same physicians who provide quality care in this community.

We are expecting close to 22 of Rochester’s top specialists on hand to teach each year.

That special “working together and collaboration” across all health care systems and practices, demonstrates to our laypeople and each other, the special “connectedness” which exists among Rochester’s Breast Cancer Care physicians, other health care professionals, and laypeople. It is clear from this bonding we have established common goals: to teach each other, teach and serve the people we all have taken an oath to care for.

“Our goal is education for all on equal footing, and in partnership, regardless. PLEA of GRNY’s goal is to teach all, in CME accredited settings for physicians, medical professionals, caregivers, and laypeople regardless of medical status or educational level. We are inclusive and seek to reach and teach the healthy, the ill, underrepresented, under-served, poor, middle class and the rich in these special seminars, and make all feel welcome.”

PLEA of GRNY has already began the outreach to laypeople on St. Thomas in the Virgin Islands at Schneider Regional Medical Center and in Jackson, Mississippi working with the Mississippi Witness Project.

OUTREACH PROGRAMS

- Mind Body and Soul, Jackson, Mississippi 2014, 2017
- Schneider Regional Medical Center, St. Thomas Virgin Islands 2014, 2016, 2017 (pending)
- Annual Multidisciplinary City Wide Breast Cancer Seminars, Rochester, New York 2014, 2015, 2016, 2017
- Rochester, New York Health Fairs beginning 2016, 2017.
- Miss. Witness Project: Jackson, Mississippi Health Fairs beginning 2017
- Mississippi Witness Project 2014, 2015, 2016, 2017. Contributions to help poor breast cancer survivors.
- We hope to add upcoming seminars on colon cancer, lung cancer, heart disease, and other chronic medical diseases.

FREE SERVICES

PLEA of GRNY will provide financial support for anyone ,who wishes to attend any Annual CME accredited Seminars, who cannot afford to attend at the reduced conference rate for laypeople. All professionally prepared written handout material is complimentary.

Registration is required.

Lectures to church or community groups apart from the CME accredited yearly seminar at Locust Hill.

All Health Fairs and all Seminars in Mississippi, Rochester, NY and St. Thomas Virgin Islands.

Contact us at: midnightbelton@gmail.com

Or US mail:

Ruby L. Belton

P.O. Box 20545

Rochester, New York 14602

SPONSORSHIP LEVELS

PLEA of GRNY Platinum	\$10,000 or greater
PLEA of GRNY Elite	\$5000 - < \$10,000
PLEA of GRNY Gold	\$1000 - < \$5000
PLEA of GRNY Silver	\$500 - < \$1000
PLEA of GRNY Bronze	\$150 - < \$500
Contributor	\$150 (less than)

“Sponsorship PERKS”

PLEA of GRNY Platinum: Full page advertisement inside front color syllabus, full color posters on easels in exhibit hall, registration desk entrance, full color display on PowerPoint between speakers.

PLEA of GRNY Elite: Full page advertisement back of syllabus (outside), full color poster in exhibit hall.

PLEA of GRNY Gold: Full page advertisement back of syllabus (inside)

PLEA of GRNY Silver and Bronze: ½ page advertisement.

Contributor: Listing

Platinum level: Registration fee waived for three (3) tables of 10 each. Registration required. Full wall hanging Banner/syllabus /website

Elite level: Registration fee waived for two (2) tables of 10 each. Registration required. Syllabus/website.

Gold, Silver and Bronze level: Your Registration fee plus fee of one guest is waived. Syllabus/website.

Contributor: Listing in Syllabus.

Written registration is required for all who wish to attend.

All tables must be reserved with complete listing of who will attend before pre-registration ends 5/11/17. Seats will be released to the general public after this date.

WHY DONATE

501 c 3: Non Profit | EIN#: 47 – 5 34 95 90
2016: Make all donations payable to PLEA of GRNY
Check or money order only. No cash accepted.

Mail to: Ruby L. Belton | P.O. Box 20545 | Rochester, New York 14602

Physicians and Laypersons Educational Associates of Greater Rochester, New York

(PLEA of GRNY pronounced “plea of granny”) was formed by physicians, in honor of laypeople to help laypeople.

PLEA OF GRNY’S GOALS ARE:

1. **“to blend”** the caring, love, talent, clinical expertise, experience and knowledge, of many of the **community’s top Breast Cancer Care Specialists**, with no regard for health system affiliation.
2. **“to branch out and educate”** **medical professionals and laypeople** in CME **accredited seminars**, in lay terms, on **equal footing** and **in partnership** as equals.

YOUR DONATION WILL:

- Help **narrow the “great divide”**, the “great disparity “between the **knowledge of health care professionals and laypeople**.
- Perhaps be the **difference between life and death for someone you may never know**.

READ MORE ON:

Why donate to PLEA of GRNY?

We believe in Education for All Regardless.

We must **do more than** just “look in shock” at the **disproportionately** high mortality rate (deaths) in **certain ethnic groups**. We, as **physicians**, must **go** out into the community **reach out** and **bring everyone** into our educational circles. **PLEA of GRNY will make this possible** by supporting attendance of all **regardless of educational or socioeconomic status** (SES).

The goal is to teach and help all seek wisdom and understanding about what it takes to guard and protect their DNA. They will also be kept abreast of treatment options and any research that supports those treatment options (in lay terms).

We practice **“individualized educational approaches”** which are different for each ethnic group.

We believe **laypeople** should **pay very little**, and **only if they can afford it**.

Regardless of an individual’s **financial** circumstances, **we want them** with us **learning on equal footing and in partnership**.

WHY DONATE

Message from our President and Co-Founders:

WHY DONATE?

Because **YOU care** for all life. **YOU believe** life is life.

Because **YOU care** for the lives of the “**haves and the have nots.**”

Because **YOU believe** All Life is precious and the same.

Because **YOU may have been there.**

Consider making a tax-free donation today.

One person can make a difference.

It starts with You and Me.

No amount is too small.

Remember you are helping fund someone who would come, if they could afford it.

We hope to see you at all upcoming Seminars hosted by PLEA of GRNY.

Co-Founder and President: Douglas Belton, MD, MBA

Co-Founder: Ruby L. Belton MD

P.O. Box 20545

Rochester, New York 14602



President & Co-Founder of PLEA of GRNY:
Douglas Belton, MD, MBA



Co-Founder of PLEA of GRNY:
Ruby L. Belton, MD



PRE-REGISTRATION

2017 MULTIDISCIPLINARY CITY WIDE BREAST CANCER SEMINAR

Pre-registration for Groups of 10 or more is encouraged.

You may still register after the early deadline cutoff; however, group seating is not guaranteed.

Note: Early Group Reservation limit is 3 tables (30 individuals for one group)

For any group requesting more than 3 tables, we will be happy to wait list until after general registration closes 9/15/17.

Group pre-registration opens: January 15, 2017

Group pre-registration closes: May 11, 2017

General registration begins **May 11, 2017** and ends **September 15, 2017**.

A separate mailing will be sent for open "general" registration.

Group registration also accepted during this time.

No registration will be accepted **after September 15, 2017**.

Level 1: Community Church Groups & Other Laypeople: **\$25.00**

Level 2: Physicians and all other Health Care Professionals: **\$50.00**

Level 3: Medical Students, Fellows & Residents: **\$40.00**

Level 4: College Students: **\$30.00**

Level 5: All Non-Medical Professionals including PhD's JD, Masters Graduates, Executives & Other Finance Professionals: **\$40.00**

To Level 1 Registrants: Contribute what you can. Remember, even if it is not \$25.00, return your completed registration **ASAP**. You **WILL** be added to the list regardless of the level of your submitted fee, as long as seats remain. No seats will be held until written registration is received.

Make all checks payable to: PLEA of GRNY

Mail to: Ruby L. Belton | P. O. Box 20545 | Rochester, New York 14602

Questions? E-mail: midnightbelton@pleaofgrny.org or dbelton2@pleaofgrny.org or write to the address above.

You may also donate or pay online, but we must still receive a written list of all attendees either by U.S. mail or email, along with documentation of payment amount.

Instructions for Early Group Registration:

1. Use the enclosed form.
2. Return completed form to address above before group registration deadline of 5/11/17.
3. Form must include all who will be attending. All attendance fees must accompany the form.
4. Enclose payment using payment guidelines above.

Message from the President: If there is a problem with funding, **do not despair**. Please contact us by US mail or email, so we can make arrangements for you to attend. We want all with us, learning on "equal footing and in partnership." - Douglas Belton, M.D., MBA | Seminar Director

ACKNOWLEDGMENTS

PLEA of GRNY Locust Hill Site Sponsor Since 2013:

Kamal Kothari, M.D.

Photographer:

Ria Tafani Photography

Audiovisual:

Cheshire AV Inc.

Printer:

Printing Plus

Mr. Tony Burris

Ms. Tina Schreib, *Graphic Designer*

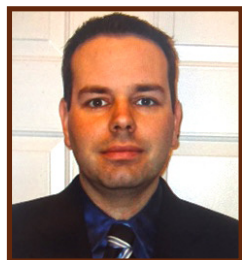
Entertainment:

Rich Thompson Quartet

PLEA of GRNY Official Florist:

(Complimentary Flowers)

Red Rose Florist | Ridge Rd.



Lead Donor

2013-2016:

Mr. & Mrs. Scott
Compton, Radnet

First 2016 Online Silver Donor to non-profit PLEA of GRNY:

Meri Atanas, M.D.

Last Silver Donor to non-profit PLEA of GRNY:

Mr. Kenneth Stanley (Lay)

Mrs. Elizabeth Elberfeld (Lay)

2016 PLEA of GRNY

Gold Donors:

Mr. & Mrs. Scott Compton, Radnet
Elizabeth "Betsy" Danforth

Morningstar, M.D., Women's
Gynecology & Childbirth Associates
Wegmans (Lay)

Rochester Regional Health

University of Rochester

Kamal Kothari, M.D.

Ambiance Design Gallery (Lay)

2016 PLEA of GRNY

Silver Donors:

The Links Incorporated

Meri Atanas, M.D.

Mr. Kenneth Stanley (Lay)

We thank all Bronze Donors & Contributors, Lay & Medical:

Look for full listing in the 2017
course syllabus

Top Lay Group in Attendance:

Rev. Dr. Vera Miller, Genesee Baptist
Church | Brooks Ave.

Organizers: Rose Mitchell, R.N.

Debbie Stamps, R.N.

2016 Laypeople and Medical Professionals in Attendance

180 Laypeople

40 Medical Professionals

ACKNOWLEDGMENTS

Other Groups in Attendance, Lay & Medical:

Women's Gynecology &
Childbirth Associates

Organizer & Sponsor:
Dr. Elizabeth "Betsey"
Danforth Morningstar

Trinity Interfaith
Organizers: Rev. & Mrs. Brenda
McEwen

Fonte Surgical
Organizer: Ms. Latoya Rock
Black Physicians Network of
Rochester

The Links Incorporated
Antioch Baptist Church
Sponsor: Louise Richardson, M.D.

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Breast Cancer Coalition of Rochester

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Organizer: Anthony Ragusa, MD

Technologists: Borg & Ide Imaging
Finger Lakes Health Systems Agency
Organizer: Patricia Cathey

University of Rochester/SNMA

2016 Exhibitors:

Mississippi Witness Project
Genesee Baptist Church
Rochester Regional Health

Ambiance Design Gallery
Breast Cancer Coalition of Rochester
Printing Plus

2016 Professionals from Health Systems, Private Practices and the Rochester Community:

Lamar Jackson Esq.
Genesee Surgical Associates
Rochester General Breast
Center/Rochester
Regional Health

UR Medicine/Wilmot Cancer
Institute

Borg and Ide Women's Imaging
Evangelisti Reconstructive &
Cosmetic Surgery

UR Breast Imaging
UR Labs/Department of
Pathology

Rochester Regional/Lipson
Cancer Center Radiation
Oncology

UnityHealth Oncology
and Hematology



ACKNOWLEDGMENTS

On behalf of our community of laypeople, PLEA of GRNY wishes to thank you all for this wonderful educational journey together, in partnership and as equals.



Mrs. Mina Schumacher Danforth

The 2016 seminar was dedicated to Dr. Betsey Morningstar's mother, Mrs. Mina Schumacher Danforth.

On behalf of the 180 laypeople, from all walks of life, and the 40 medical professionals who attended the 2016 Seminar, PLEA of GRNY wishes to thank everyone for supporting, attending and participating in this wonderful educational journey together, in partnership and as equals.

**See you October 11, 2017.
Same time, same place.**



Marguerite Dynski, MD



Douglas Belton, MD, MBA



Ruby Belton, MD



Avice O'Connell, MD



Nancy Gadziala, MD



Martine Backenstoss, MD



Stephen Evangelisti, MD



Victoria Nugent, PA



Meri Atanas, MD



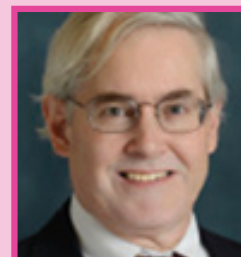
Kristin Skinner, MD



Bradley Turner, MD



LaMarr Jackson, Esq.



Timothy Woodlock, MD

2016 Sponsors

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Mr. Scott Compton
of Radnet

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Linked in Friendship, Connected in Service

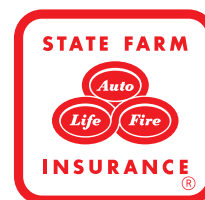
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Dr. Louise Richardson

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Sponsor of a full table this year
Rose Mitchell R.N.,
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