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Fran Drescher, Susan Holland: Cancer Schmancer



Fran Drescher is the award-winning star of *The Nanny* and *Happily Divorced* and a 12-year uterine cancer survivor. As the founder and president of the Cancer Schmancer Movement, Fran wants to shift America's focus toward prevention and early detection. **Susan Holland**, Cancer Schmancer's executive director, has a passion for connecting people through events that entertain and make a difference in women's health. Interviewed by **Winn Claybaugh**, Fran and Susan demonstrate the knowledge and celebrity power to educate the masses on these topics and more.

Winn: Hi, everybody. Winn Claybaugh here, and today is a really special day because to be able to use this wonderful platform that we have—especially within the beauty industry—to send out some incredible messages and raise awareness, raise money, and that's exactly what today is all about. And I'm so honored to be sitting with this amazing woman, Fran Drescher. Fran, welcome.

Fran: Hi, Winn. Thank you.

Winn: Now everybody knows who you are from your TV shows, *The Nanny* and your new one *Happily Divorced*, which—we're actually at CBS studios right now and got to hang out there in the parking garage while you filmed something. How long would that last? A little minute clip there that took about three hours, is that about right?

Fran: Oh, I know. And you know, that was our very first outdoor scene, so it was kind of momentous in the history of the series because we'd never actually busted out of the sound stage before. And of course it never rains in California, but when it pours, man it pours, as the song goes. And we were trying to work between raindrops.

Winn: And Joan Collins was there. I love Joan Collins. Alexis Carrington.

Fran: Yeah, that was awesome. Oh, she's so great, she looks amazing, she delivers her lines so great, she's got great charisma. She's a real star. It's no wonder that she is who she is, because she is really the definition of a star. And she's really lovely, easy to work with, and we're thrilled to have her recur this season of *Happily Divorced*.

Winn: That's great. Well, before we get into the real topic here today, you've been made famous with this voice, and some people think that this is a made-up voice.

Fran: What do you mean? *[Laughs]* Who could make this up?

Winn: Well, the whole purpose of us coming together is, you launched a wonderful organization, a foundation called Cancer Schmancer, and that's mainly out of your own experience of being diagnosed, or misdiagnosed, is probably the better term here, and just for you to tell your story of what that was all about and what it eventually turned into.

Fran: Well, it took me two years and eight doctors to get a proper diagnosis of uterine cancer. I got in the stirrups more times than Roy Rogers. And I ended up, by the grace of God, still being in stage one. And so a radical hysterectomy was all that was needed to cure me of the cancer. But what it did was put me onto a path that I never imagined I'd be on, and I began to heal emotionally by turning my pain into purpose. And so I first wrote the *New York Times* bestseller *Cancer Schmancer* because I didn't want what happened to me to happen to other people. And then that became not the end but just the beginning of what's a life mission, and it kind of morphed into the movement, the Cancer Schmancer Movement, which is a three-prong organization covering early detection—because if you catch it on arrival, 95% survival—and prevention, because over 90% of cancer is environmental, and so, you know, if you live a healthier, more toxic-free lifestyle, you can reduce your risk of cancer. And policy change, because the more pressure we can put on our elected officials to protect the nation and our overall health and well-being, the better off we are. So that's what Cancer Schmancer is all about. And I feel like, you know, turning pain into purpose is extremely healing, and it also helps to make sense out of the senseless. So it's different, it's new, it's optimistic, it's fun, it's exciting, and I think that it invites people into the cancer space in a very proactive kind of confident way that is maybe different from other cancer organizations.

Winn: Through your own experience you challenge people to become partners with their physicians. What do you mean by that?

Fran: Well, I think that all too often, and particularly in the last century, doctors were seen more as gods than people, and people were often either intimidated or just became very—kind of infantile around their doctors, and whatever they said, goes. But as we know, doctors are very busy people who are often bludgeoned by health insurance companies to go the least expensive route of diagnostic testing. In addition, their malpractice insurance forces doctors to not really devote as much time as they necessarily should. And so many of them subscribe to the philosophy, "If you hear hooves galloping, don't look for zebra. It's probably a horse." But if you happen to be a zebra, you know, you're going to start slipping through the cracks and the outcome may not be as good for you. And that's kind of what happened to me except I was lucky enough to have a very slow-growing cancer and was still at the very early stages. But a woman with ovarian cancer who's often misdiagnosed for irritable bowel syndrome may not be so lucky because she really doesn't have a moment to lose.

So we tell everybody from Cancer Schmancer to transform from being a patient into a medical consumer and learn what the early whispers are of the cancers that may affect you, and the tests that are available, so when you go to the doctor you can be better partners with them. Because some of the tests that you need may not even be on the menu at the doctor's office. So it's really important that you go in as a medical consumer armed with information and knowledge, because knowledge is power, and you never want to give your doctor power of attorney over your health because—you know, I say "power of attorney" because that's the term they use for people that let someone else handle their money. And I don't do that with my money, and I'm certainly not going to do that with my body. Because you know, when the doctor calls and tells you you have cancer, at the end of the day, he goes home and has dinner with his family while you go home and eat your heart out with yours. So whose life is it, anyway? It's your life; you've got to take control of the situation. We put more time and energy into the buying, selling, and repairing of our automobiles than we do our own bodies, and that's just unconscionable and it's got to stop. We're in the 21st century; we have to be more proactive.

Winn: You mentioned that people should become less a patient and more of a medical consumer. Have you found that the medical world is open to that? Like, doctors prefer it that their patients, their medical consumers come in and ask the right questions and challenge them?

Fran: Well, what I always tell people is if your doctor doesn't want to hear what you have to say or doesn't give you the time that you feel you need, that's not the right doctor for you. They don't deserve to have you as a patient. You know, they're charging top dollar, and this is important, and you're entitled to feel like you have his undivided attention for as long as you need it and you can have a dialogue with this person. And I think that this is also a fault of our medical schools, because I think that there isn't a whole lot of attention paid to bedside manner and how to respect the patient and how to appreciate that the patient knows best what's going on in their body. The patient knows best what they're feeling. And the patient knows when something is wrong. And they're not to be dismissed; they're to be listened to. Unfortunately I don't think there's a great enough emphasis on that as we continue to turn out young doctors into the medical world. I don't think that they are given the skill set to really be able to deal with patients in a way that invites conversation.

Winn: You said that the solution or the hope is in catching this in stage one, correct? Are there statistics out there about how many have missed that window, have missed that opportunity?

Fran: Yes, there are. You know, every different cancer has a different statistic. But like, for example, I can go back to ovarian cancer. Women with ovarian cancer, over 80% of them will find out in the late stages, and over 70% of them will die. The reason why we lose loved ones to cancer is almost always due to late-stage diagnosis, which is really unacceptable in a great nation

such as ours. But you know, Winn, the United States has been determined to be number 37 by the World Health Organization.

Winn: How is that possible? That's just—

Fran: It's really embarrassing. It's disgusting. And that's why I have been supporting President Obama in his healthcare program, because all the nations that have any kind of nationalized health care are much more prevention in spirit. Because at the end of the day, it's cheaper not to get sick in the first place. And so we have been a nation driven by the profit margin of big business, big pharmaceuticals, and big corporate health insurance companies. And you know, that has got to be reversed. It just doesn't work, and it's unsustainable. And I mean, do we want to be a nation that lives longer but sick and completely hooked on prescriptive drugs? I say no. You know, through lifestyle change, nutrition, and attention paid to stress reduction—a complete lifestyle overhaul that has an impact on not only ourselves and our families but our environment and our overall sense of calm and serenity, which has a huge impact on how stressed we are. And when you stress, you compromise your immune system. And you know, people think, “Oh, I'm a workhorse, I can just plow through this, no problem. Yeah, everything's falling apart in my life, but I'm just going to keep on trucking.” And it's like, you know, eventually your body is going to catch up with you because you really can't keep going and not stop and replenish and give your body more nutrients.

I tell everybody the more organic you can eat, the more natural you can go in what you clean and garden with, the more natural skincare products you use, the better off you're going to be in the long run. And we're working on a policy right now that was inspired by our Trash Cancer program, which is our latest program from Cancer Schmancer. And this policy is to encourage manufacturers to develop carcinogen-free products. And if they do so and can prove, at their own expense through an approved third-party lab, that they do have a particular product that's carcinogen-free, then they can pay a fee and earn the privilege of putting on their labels a carcinogen-free government seal of approval. That will last for a limited amount of time because, let's face it, standards are constantly changing, and as we learn more about the propensity of chemicals that we expose ourselves to each and every day.

So my advice to your listeners is err on the side of caution, and try and live as clean a lifestyle as you can, and follow TrashCancer.org or CancerSchmancer.org and take the Check, Choose, and Change Challenge. And as you start to replace things in your home, what you clean and garden with, your personal care items, as well as the foods you eat, start thinking about replacing them with healthier options, and you can effectively begin to reduce your risk of cancer for both you and your family because over 90% of cancer is environmental. And it turns out the most toxic place you spend the most time in is our home.

Winn: Our home. Wow.

Fran: And we don't have control over a lot of things, but we certainly do over what we bring into our home.

Winn: I've always liked your approach. It's not about—people study the ill, they study people who are sick, and what you're saying is why don't we study people who are healthy and well, and learn from that vantage point?

Fran: Totally. Trying to find a cure for cancer, well, frankly there hasn't been one since Nixon waged the war. And the President's Cancer Panel of 2010 came out with a 200-page report that essentially said that there is no cure for cancer, it's just going to become more and more prevalent as we continue to inundate ourselves with more and more toxic chemicals and carcinogens. So what is the best way to cure cancer? Well, how about not getting it in the first place. Isn't that the best cure?

Winn: Yeah, prevention. So what are your goals with Cancer Schmancer, and again, the new movement that you have called Trash Cancer? Because you're not this huge, \$100 million nonprofit foundation, you're kind of considered—

Fran: No, in fact we heavily depend on the generosity of your foundation, thank you very much. No, we're a lean, mean, small organization that actually has a very long reach because of our celebrity component, which enables me to do a massive amount of media and reach millions of people on a weekly basis. So we're not fat in the pocketbook, but our message is clean and clear, and it's very appealing to Americans. And we see that we're impacting consciousness, and people are beginning to change the way they think, and they're waking up. Because you know, once you wake up and smell the coffee, it's hard to go back to sleep. And we at Cancer Schmancer are sounding the alarm.

Now, if you go to TrashCancer.org you can see that we have an ability to—you can say what product you're questioning and we will tell you on a scale of 1 to 10, 10 being the worst, whether or not it's considered to be high in carcinogens. Then you can make your own decision whether or not this is something that you're ready to give up, or something that you want to replace.

You know, at the end of the day, manufacturers don't want to kill us, they just want to sell us. And so through the power of good old-fashioned, all-American consumerism, we can get a loud message to them, and in so doing, they will change their formulas. You know, we were very, very active in putting pressure on Johnson & Johnson with their No More Tears Shampoo because that is a shampoo that is touted as safe for children. It's designed for babies and yet it was very, very high in formaldehyde, which is a carcinogen. So they changed their formula.

Winn: Wow! Wow!

Fran: They changed their formula and that's a great victory for us, but it's also a great victory for the American people, and at the end of the day it's a great victory for Johnson & Johnson because it makes them look good and what they're doing on behalf of their customer is very important because I think that,

- you know, to be a big corporation nowadays has to include philanthropy and taking into consideration what is in the best interest of the consumer, not just what is in the best interest of your shareholders.
- Winn: If you were to try to guess, how much of your time now is divided between your career as an actress and producer and everything else, and how much of your time is spent in philanthropy, doing the work of Cancer Schmancer and being this very outspoken advocate of women's issues and cancer?
- Fran: You know, I would say that I work on both every single day, and one informs the other. You know, I had been encouraged to run for an elected office, but when the opportunity to get back on national television came through, I felt like, okay, this is a great platform for me to be able to reach a lot of different people through media and the attention that I'm going to get from being on a successful television show to spread the word and the message of the things that I'm passionate about. First and foremost, obviously, is better health for every American. But you know, I'm out there fighting for civil liberties, I'm very passionate about, and education, and arts in education, and of course ecology. So you know, it gives me a chance to really speak out on the greater good. And I think that it's my obligation as a celebrity. I mean, if you are blessed with celebrity whereby people actually want you to talk, to say something that's meaningful and important and in the best interest of the greater good, I think, is your obligation.
- Winn: I've said many times that one of the things that is heartbreaking for me about some of these reality shows that are really about nothing, or they're about really terrible things, it's not so much that they're offensive, it's just that where are the conversations that really matter? People know more about what's happening with the Kardashians than they know about the movement and the information that you're sharing with Cancer Schmancer, and that's what's heartbreaking.
- Fran: Well, you know—
- Winn: Are you going to defend the Kardashians right now?
- Fran: *[Laughs]* No, I'm just, you know—I think that there's room for everything and it's the people's choice. So again, exercising consumerism is really what it all boils down to. I actually think that, you know, what we do and what we say and the impact that we have socially is quite significant. And I have the benefit of being recognizable, so people tell me all the time, "Because of you, I made that doctor's appointment. Because of your organization, I knew to say this, I knew to ask for that, and you saved my life." And it's like it's not just me. It's me, it's the organization, it's everything that we stand for. And you know it's all the special interest groups that are out there fighting the good fight. So I think that the United States is the most philanthropic nation on the planet. And just this week, it was great to see this great nation in action in a presidential election, and every state voting on different propositions, and it's just very gratifying. Nothing is perfect, but at the end of the day, to see

America in action, it proves what Jefferson said, that we are the greatest experiment to the civilized world.

Winn: I've heard you speak many, many times on talk shows, face to face with you, and you speak very intelligently, you're very well informed about the topic. How much of this existed before your own diagnosis, or misdiagnosis?

Fran: Well, I think that I was often asked to participate in other people's events, and you know, I would walk red carpets and give opinions about whatever happened to be relevant in the news that week. I'm not about dissing anyone, really, or being negative or gossipy or anything like that but there's always a slant to take about something. I like to be a unifier rather than a divider. And I think that even as a young girl and still living at home with my parents, I had aspirations to be in politics or a public speaker, as well as a hairdresser, as well as a writer, as well as a producer, as well as an actress. And lucky for me, I've gotten to do it all. So I enjoy my life and I enjoy having so many diverse interests, and I'm grateful that I have an opportunity to explore all of them.

Winn: And you are a hairdresser?

Fran: I most certainly am.

Winn: You didn't just throw that out there. Our listeners need to know you are a hairdresser, so—

Fran: I am, I am. I went to beauty culture school. When I started working as a professional actress, it became a little difficult for me to pursue going to college, and yet I wanted to have some kind of a sheepskin to be as backup in the event that the acting didn't work out. So when I felt I needed to drop out of college, I decided to go to beauty culture school because that was something that had always interested me, and it interests me to this day. I'm very involved with my own hair and makeup in all the work that I do because I am a cosmetologist. And I also have always, throughout the years, given certain people haircuts. You know, friends and family, and I enjoy it. I usually like doing men more than women, so I always thought if I didn't make it in show business, I would've done a for-men-only haircutting business.

Winn: And done quite well, I'm sure.

Fran: *[Laughs]* Yes, well, I had a whole plan, and I always thought even if the acting didn't work out, you know, I wanted to be successful. So I thought if it didn't look like I was going to be successful, I was always going to struggle as an actress, then I would've shifted gears and moved back into hairdressing more full speed ahead. And when I was going to beauty culture school, Vidal Sassoon was the man. And I thought, "Oh, I could be like that someday." So I think it's a wonderful field and it's creative and it's kind of like living art. It's always changing and updating. And so I'm proud to be part of the cosmetology world, and I support all those people that decide to go into that field.

Winn: You mentioned Vidal Sassoon and that's kind of how he spent his last years was full-time in philanthropy: making a difference, using his name, using his

celebrity, his platform to raise money and awareness and giving back. I think in the world that we all live in, we all do what we can do. You've got the voice, you have the celebrity, you have the name. You could pick up the phone and make things happen that maybe some of us it would take a little bit more work to make that happen. But the message for everybody is you do what you can. Some people are really good at raising money. I remember Donny Osmond saying the first time that he went to a Children's Miracle Network Hospital— here he raises all this money, but when he went to the actual hospital, he was crying in the corner. He wasn't present and available. Some people, they can show up, and they can change diapers, and they can work with the needy, and they can serve the patients and do all kinds of things, but they're not good at raising money. So, do you have a final message to our listeners, maybe even a challenge along those lines of doing what they can do?

Fran: Well, I think that a lot of people always say that they don't really know what they want to do. And there are so many different options and causes out there, and I think that you have to kind of sit quiet and listen to your inner voice, because that's closest to your creator, and really think about your life and your loved ones, and how has life offered you an opportunity or touched you in a way, and possibly a negative or even a painful way, where you might feel like, "You know, it never occurred to me that I can do something to help other people that are going through something that I went through or my loved one went through. And in so doing that, not only will it give resonance to my life, a meaning and a purpose to my life, but I'll also be helping others. And I will make sense out of the senseless."

So I would say that that's a great way to start, to think about how you've been touched. Because nobody leaves this planet unscathed. And if you look at every experience as an opportunity for you to grow, to become a better person, then the opportunity may have already arisen, and you didn't see it as such. So that would be my advice to you. And what the Buddhists say is that people that try to make other people happy are happier than people that try to make themselves happy.

Winn: Well, your whole message of pain into purpose, I think that could be a title of a book, that could be a title of a whole campaign, and that just resonates with me so much. Thanks, Fran, you're beautiful. I love the passion that you have about this. You know, I've never been one that's star struck unless it was a celebrity who's doing good, who's doing well.

Fran: Well, bless your heart. Well, thank you so much. It's just an honor for me to associate myself with a company that walks the talk.

Winn: Thanks. We love you, sweetheart.

Fran: Thank you. Ditto.

[Music interlude]

Winn: Hey everybody, Winn Claybaugh here again, continuing this wonderful issue of MASTERS, which is going to bring about wonderful awareness. And I'm so grateful to Fran Drescher for the message that she delivers, the education that she provides, but I'm also very dedicated to her and grateful for the way she lives her life and the way she uses her celebrity power to make a difference. And right now I'm sitting here with someone who's been a good friend and supporter of Fran Drescher's for many, many years. Welcome, Susan Holland. Welcome.

Susan: Hi, Winn. Thank you.

Winn: Thanks for doing this. How long have you been friends with Fran?

Susan: Okay, friends with Fran. We were trying to talk about that the other night and think. It's over 30 years.

Winn: So before she did *The Nanny*, before she did—

Susan: Before anything.

Winn: Before she was married, before—

Susan: No, she was married. She was married to Peter already and they just moved out to LA when I met Fran. And we met through a mutual best friend that we still share to this day named Judy.

Winn: Wait, isn't Judy now a character in her new TV show, *Happily Divorced*?

Susan: She sure is.

Winn: Okay, I met the real Judy.

Susan: You did meet the real Judy, on more than one occasion.

Winn: And the character Judy. Okay, wow. I'm really in with the group now. I've met both Judys, I'm feeling pretty good. That's cool.

I asked Susan to be here and be a part of this interview because of the work that she also does with Cancer Schmancer. Fran gave us some great, great insight in what her passion is and why she's so committed to getting this message out there and making a difference. But you're part of this campaign as well, so I just wanted to get your ideas, like what's your personal passion for what Fran is promoting, what you're all about, and women's issues and causes in general. What's your passion behind all of this, besides the fact that you're a woman?

Susan: Well, that has a lot to do with it. Okay, let's just start out that passion goes like this. I'm friends with her 30 years, but I'd say almost 6 years ago when I was reinventing myself as a newly single woman and single mother of daughters, I took a year off of a company that I owned with my ex, and I was sitting around Fran's house one day where she said, "I just came off my book tour. I must start a foundation." I said, "Well, that's great, you absolutely should, it's perfect for you." She goes, "But I need someone to help me put on an event to launch this. What are you doing?" I said, "Nothing. I volunteer to help you

put on your luncheon because I want to empower women, I'm newly single, I want to change my journey," and I haven't looked back. And it will be 6 years June 21st, which is our birthday and Fran's wellness, which is 13 years, and Cancer Schmancer's inception of 6 years, and I've been there from the beginning. So the passion is multifaceted.

I was touched by cancer through my father, and unfortunately three extremely best friends of mine, one male, one female taken by cancer at a very early age. So I've always been passionate about the disease. But more important, I'm passionate about the niche that we've set, and that is not about research and cure, and that huge big picture. We're really about what can we do as non-doctors, non-scientists to really educate and empower women now? Well, that's simple. We can educate, teach, and create a lot of awareness with early detection and prevention. What to do now. And I'm passionate about all of it because I live the lifestyle.

Winn: What do you mean you live the lifestyle?

Susan: I'm extremely proactive in the medical field. My doctors, when they know I'm coming, they set aside at least two hours for Susan. I ask all the right questions.

Winn: *[Laughs]* They have a drink before you show up. "Oh, Susan's coming."

Susan: I know. I ask all the right questions and I'm extremely aware of what's around us because of, you know, genetics versus environmental. And not just cancer, but all disease and all auto-immune issues. It's really environmental, and that's 90% of our problems, and really 5 to 10 is genetic. So being a mother of daughters, I've kept as much of a sustainable, organic house as possible, and that's what I do.

Winn: You know, I think first of all, that gives you credibility. How would it be if you're running this nonprofit organization that is all about prevention and then we walked into your home and there everything lives and exists that is exactly the opposite of what it is that you're trying to talk about.

Susan: Exactly. And Fran and I are always, always conscious of that. And I don't know if this gets into another question you were going to ask, but what I can tell you now is that the nice thing about Cancer Schmancer—even though we seem like a very big organization because we've got a big celebrity and a large voice at the helm of it, but we're really a very lean little machine of four people, but we're transparent, which I think is really important, especially today, and especially with nonprofits.

Winn: I know what you mean by that, but tell our listeners what you mean by transparent.

Susan: Well, what you see is what you get. If you asked us where money goes, or yes, how do you live the preventative lifestyle, we'll be able to tell you and then some. We fund Fran Vans in the east and the west. Or under our prevention umbrella, you know, we get funding for a huge curriculum on how to live a healthy and nontoxic lifestyle, which is exploding and going global

soon. And transparent in the fact that we've turned down so many opportunities because we just can't believe in it or we can't preach it.

Winn: What do you mean by that?

Susan: Well, you know, just endorsements that people would love Fran to endorse on a daily basis. Inundated with major people that would love her to get behind certain things. And you know, if we're not eating it or breathing it or feeling it or putting it—you know, it's kind of like, I'm not sure if that's the right fit. You know, we could say yes to all of them but that wouldn't be honest. She's the go-to woman. She's the every-woman. She's got that clean bill. People love her like you do, for the reasons—what you see is what you get. I mean, she's a good girl. She's bipartisan. She's just a good girl. There's no weighing it out, one side, two sides. You know, so that's what I mean by that. I mean, we could be a much more wealthier nonprofit, but we just march the march and we do the fits that we believe in and work well, if that explains it.

Winn: Well, yeah, and that's the credibility factor.

Susan: That is.

Winn: Again, you could put a lot more money in Fran's pocket personally, but what would that do to the message of the nonprofit mission of Cancer Schmancer?

Susan: Exactly.

Winn: Why is she endorsing that if—?

Susan: We're very careful.

Winn: Love that. That's a very conscious decision that you have to make. And not just if you're a celebrity, but if you're a mom, if you're a human being on this planet. You know, does my life make sense? Does my behavior match what I value? And if I value wellness, if I value let's all gather together and fight against this horrible, horrific disease that has touched all of us—if that's what I value, well, then my behavior, the personal life that I live, even when nobody's looking and nobody knows whether or not I'm putting that into my body, nobody knows whether or not I'm watching that on TV, but credibility.

Susan: A human issue. We also say that we don't expect—you said a key word: behavior. Our platform is a lot about behavior change. But we preach, you know, don't change overnight. We're still human beings at all different ages. But if you did just a little bit of something, just one little thing weekly or monthly, just one, and it could be anything, then you're still making a difference. It's better than doing nothing.

Winn: We call that a little 10% shift. We could all handle a 10% shift. You don't have to go and throw out everything in your home. But why don't you start with the bathroom and one drawer? Just a little 10% shift and change that little routine.

Susan: Anything. Next time you go to the market, buy organic strawberries.

Winn: Right. Let me talk to you about the world of nonprofit, because I do know that you are running a lean operation, and that's important because you want the

money that we raise to go where it's supposed to go, and not in red tape or overhead or ridiculous expenses, which is so easy, easy in the nonprofit world, but it makes your job a lot more difficult, too.

Susan: *[Laughs]* Very difficult.

Winn: Can you imagine the good work that you could do if you didn't have to worry about where the next dollar was coming from? Know what I mean?

Susan: That's a dream. I dream it every day. It's a goal we work towards. And you know, slowly we'll get there. Yeah, nonprofit. It is a not only competitive field today, but difficult. And some of it disappointing. You've got some big engines—I'm not going to mention any names—that have been running for a lengthy period of time on the big bucks and unfortunately hit a wall because they did just what you said, and no one in nonprofit—and I always state—no one in nonprofit should really put monies towards—and they did spend fortunes on administrative and red tape and high expenses and became organizations that, you know, people started to question, "Where's that going?" And they couldn't show for it, and it hurt them publicly. Now they still probably have a ton more money than we have, but moralistically they've had to really refocus, change administration, tune it down a bit, and try again. But it can get the best of you. You know, some of these big organizations—it's very difficult to raise money. You have to build a reputation and credibility, and it takes a lot of time. And if you're not greedy, it will come.

Winn: How much of what you have to put into this personally, how much of it is a labor of love? How much of it is, "I'm serving my fellow human"?

Susan: Twenty-four hours a day. *[Laughs]* Twenty-four hours a day.

Winn: So where does that come from for you? Is that just who you are? Does that come because you love Fran and you see her nonstop?

Susan: Oh, it's a combination.

Winn: Does it come because you have two daughters and you want a better world for them? I mean, where does that come from?

Susan: You're answering my questions. It comes from being a mom of two daughters. It comes from being raised in an entirely different type of household that I kind of, you know, didn't love to be around. It comes from my passion for giving back and doing good and changing the lives of others. And, of course, Fran has a lot to do with it because she's my best friend and was touched by cancer. So I have an extra personal commitment. But even if it wasn't Fran, I feel that it's a waste of a lot of my productivity not to be doing something for the greater good.

Winn: Just something that drives you.

Susan: Drives me. Wild. If you ask my fiancée.

Winn: I know a lot of people are saying, "Well, of course it's easy for Fran." She can just pick up the phone and people hear that voice of hers and they're like, "Oh

my God, it's Fran Drescher on the phone, let's say yes. It's easy for Fran." But no matter who's listening to this, everybody has some influence. They have influence over total strangers standing in line at Starbucks. They could make that person's day or ruin that stranger's day. And you're choosing to use your influence, the amount that you have, for the greater good, as you said. Give a challenge out to our listeners about that, because I think people just kind of say, "Yeah, this is horrific, and someone should do something about that." I think the message is, well, whoever's listening to this, you are that someone. So can you give a challenge out to our listeners about getting involved? Is it volunteering for a local women's organization? Is it starting with your own home, going online, and learning about Trash Cancer through your website? I think people feel frustrated, and they're devastated by this horrific disease, cancer. Again, it's touched all of us. And I think that hope is born out of participation. When you don't do anything, that's when you feel hopeless. When you finally do something, whatever that something is, now finally hope is born. That was a mouthful, I know, I know. Welcome to my world.

Susan: Okay, let me try to back up and if I forget, just—first of all, I have to tell you that, yes, I've got Fran's voice. But let me just tell you it isn't easy. Yes to everyone that wants to talk to her, yes to anyone that wants to meet her, yes to taking phone calls and meetings and all of those yeses. But when it comes down to hard-earned money and the kind of people that we speak to on a daily basis, monthly basis, weekly basis, these are very busy philanthropists that have their hands in and on 25 other foundations as well, and they're interested in all of them. So I do want to say the challenge is—Fran has these challenges every day, raising the dough. Please know that. It's not pick up the phone and it's Fran, so yes to anything. We had this conversation yesterday, God it's so rough, you know? But that doesn't stop us because—challenge—I can tell you right now that the blessing of today, a lot in my opinion, is the global social media that's at our fingertips on a daily basis. And my—what I feel that's happened in the innovation of Internet and being able to work virtually or volunteer virtually, and doing fundraisers on a weekly or monthly basis on our own websites—is everyone can try to challenge themselves, and there's so many ways to fundraise online or help others online and volunteer online, or get involved in—well, of course, since it's me, I'll tell you to get involved with CancerSchmancer.org because there's many things you can do. Start chapters in your cities, whatever you're passionate about. If you're passionate about detoxing your home and detecting cancer early, become a Cancer Schmancer director of volunteers in your city. Hold yourself fundraisers. Change your community. Create what we call chapters, something eventually we'd love to see happen. Like the City of Hope. They have a chapter in every single town and little cities. I'd love to have Cancer Schmancer towns that run Cancer Schmancer fundraisers. You know how it is about grassroots fundraisers; your schools do them better than anyone. But you can dedicate yourself to something you're passionate about, you can create fundraising pages online that are all yours and, you know, whether you

raise 150 bucks after the month's end, or 5,000, you've done something. So that's what I would suggest.

Winn: See, I knew you would have an answer. I had a long question, and your answer was ten times longer than my question, so this is actually working quiet well for us, don't you think?

Susan: Yes.

Winn: This was exactly what I needed. This was exactly—to take Fran's message, which was perfect, and actually give it even more legs, so to speak, and call to action for our listeners. And I want this issue, I want this MASTERS issue to be one of advocacy and one of challenge for people to do something. If cancer hasn't hit your family or your circle of friends yet, then you must be living I don't know where, and unfortunately it's probably on its way.

Susan: Well, we have the Check, Choose, Change Challenge since you want to use the word *challenge*.

Winn: Check, Choose, and Change, and what's that about?

Susan: Check what you're doing in your home and in your little world.

Winn: Choose better, choose different.

Susan: Choose better, and make the change.

Winn: They can apply that to everything.

Susan: Everything.

Winn: Your marriage. Check, Choose, and Change.

Susan: It's my mantra. It's our mantra. I don't know about marriage, because you can't change it.

Winn: I meant change the dynamics of marriage, don't change partners. Okay. Susan, do you have a final message or challenge for our listeners?

Susan: Well, that would be selfish to ask, I would have everybody go on CancerSchmancer.org; start a chapter; Check, Choose, and Change your city and community; raise money for whatever you're passionate about. Engage—we're very engaging on our websites, anyway. We talk to our listeners, we talk to our members. Challenge yourself on a daily basis, change a little bit of something to better yourself and your environment.

Winn: That's perfect. Can't make a difference out there if you haven't made a difference in here, inside.

Susan: Exactly.

Winn: I love working with you guys.

Susan: I love you, Winn. You're the best, you're the best.

Winn: I love it that you're grassroots, I love it that you're proactive, I love it that you're about prevention, I love it that you're about embracing those that are affected by this. So thank you so much for what you're doing.

Susan: Pleasure. You know I'd do anything for you.

Winn: Love you, dear.

Susan: Love you.