

Join me in Solving the Mystery of... Cancer

Last November I held the Rosetta Down Under seminar in Sydney, Australia. Afterwards I rented a bicycle and blew off some steam on Down Under's bike trails.

I'm tooling along in a spacious, sumptuous park in Sydney and receive a text from my friend Bill Middleton. Bill is a long-time friend, client and confidant. His wife Laura is a fitness instructor, wellness coach and massage therapist. Not long ago she did a splendid job organizing Bill's 60th birthday party.

Bill's group text included several other friends:

Hey guys, Laura's got pancreatic cancer.

I stopped pedaling. Sat down under a tree. Called Bill. I'm thinking *this is not good*. My friend Tom Hoobyar died of pancreatic cancer a few years ago. It was harrowing and fast. Your pancreas is a vital organ. When it goes bad, things get ugly quickly.

Then in December, back home, I'm riding once again near Loyola Medical Center and I knew Laura Middleton had checked in. So I went to the hospital and hunted them down.

Laura was just starting treatment. Bill was trying to be strong. Christmas was drawing near. He tells me, "We're starting radiation and hopefully this will work." Fast forward to April... friends adorned in COVID masks held a social distancing prayer vigil for Laura on their front lawn on a Sunday morning. She passed a week later.

Most of us have ridden the cancer roller coaster. My first ride was when my dad got cancer when I was fourteen. He died at 44. Cancer is a monstrous energy and money suck. But we humans seem hardwired to climb on that coaster anyway. We can't help ourselves. Even if there's just a "12% chance," we lunge at it like a winning lotto ticket. It's a "bleeding neck" which is why any marketer can well understand why we are so willing to throw stacks of money at a problem so formidable.

Where we're at with cancer: If you catch it really early, three-fourths of the time you can knock it out. But if it gets to stage three or stage four? **You're chances of survival are no better today than they were in 1930.**

We are addressing this via the latest project of **Evolution 2.0** at the Cancer & Evolution Symposium:



www.CancerEvolution.org

The symposium will be in Boston, Massachusetts, October 14 to 16. Because of COVID, it will all be broadcast online. Two thirds of the speakers will present from remote locations. You *might* be able to attend in person, depending on how the pandemic goes, but you should definitely attend online and get the recordings.

We've brought together some of the smartest cancer researchers in the world, many being *both* renegades and rock stars. Most presenters agree that we've gotten the evolution story wrong. And we've got to get it right if we're ever going to solve cancer.

If you've been following my Evolution 2.0 project, you'll recognize names like George Church (Harvard's leading geneticist), Denis Noble (Oxford's leading physiologist), Azra Raza (Columbia oncologist in New York City, author of the bestselling book *The First Cell*) and Paul Davies (world renowned physicist and leader of the Beyond program at Arizona State University). All are presenting. A synopsis from the conference will be published in a peer reviewed science journal in 2021. I'm presenting as well. If all goes according to plan, it will be my first formal scientific publication.

The symposium is squarely aimed at science professionals, but lay people are certainly welcome to attend. If you're a layperson, you'll may only understand 25% of what they're saying, **and information is at a PhD level** (consider yourself warned) but that might be plenty. If you have a medical or biological background this will be up your alley. It is affordable (\$295 corporate; \$95 for individuals; \$25 for students and retired). Each presentation is 15-25 minutes long and we have about two dozen speakers from Harvard, Yale, University of Chicago, MIT, Johns Hopkins, Oxford, M.D. Anderson, National Cancer Institute and other elite institutions.

Many presenting at Cancer and Evolution Symposium are on the front lines of attacking the Stage 3 and Stage 4 problem. And, in my estimation, they are more accepting of the magnitude of this challenge than the rest of the profession. One person told me, "All those other cancer meetings are the same. Endless lectures about *chemical interaction X* and *therapeutic protocol Y*. But all they do is take last year's trendy approach and copy/paste this year's. It's the same story over and over again. But you can't reduce cancer to any single mechanism. It's guerrilla warfare."

Cancer does not follow a playbook. It constantly rewrites its own playbook, generates new playbooks and steals playbooks! There might be patterns, but no handy-dandy formula.

This requires new levels of thinking. Once I had a conversation with a cancer researcher who told me, "Cancer cells like to be talked to." I still don't know what to make of that. But it is somehow believable. It reminds me of visionary biologist Barbara McClintock imagining climbing inside the cell and reading its mind... which inspired her to ask in her Nobel Prize paper: "What does a cell know about itself?" Solving cancer takes rebels and mavericks.

Cancer is like a smart phone app that updates itself, if you can imagine such a thing. We don't know *how* that would work... at all. You can read *Evolution 2.0* and get my kindergarten, crayon-drawings version of how cells evolve. But do we really understand exactly how they do it? Not even close. The notorious physicist Richard Feynman said, "What I cannot create, I do not understand." No machine learning even comes remotely close to what cancer can do.

Materialistic thinking, which prevails in the scientific and medical community, will never reach an answer. Because we're not talking about something that can be broken down into smaller and smaller parts. We're talking about an architecture, a superstructure, a global strategy. So the solution is more likely to come through a viewpoint that regards this system holistically.

You are invited to join us online October 14-16. **Register at www.cancerevolution.org.**

