

# 25th Anniversary Special Edition **MACC FUND TODAY**



Volume 17 No. 1 Winter 2001  
www.maccfund.org

A PUBLICATION OF MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

## The MACC Fund's 25th, A Grand Event *Dr. Camitta reflects, looks forward to promising future*

The grand event literally drew a thousand guests. Four days after the tragic attack on America, these people, the MACC Fund "family," gathered at the Bradley Center to reminisce and reflect, to recognize and acknowledge, to hug and to cry - both tears of sorrow and joy - and to take a glimpse at what lay ahead during a celebration party for an organization that had touched each of them in a special way.

For Dr. Bruce Camitta, Director of the Midwest Children's Cancer Center, it was a chance to pause, step back and for just a little while soak in the moment for what so far has been quite an accomplishment.

"When I walked in early (to the Bradley Center) my jaw just dropped," Dr. Camitta said. "What a spectacular setting. What a wonderful evening and program. The people and just everything were so special. It made me feel proud to be associated with a group like this."

Dr. Camitta remembers 25 years ago when the MACC Fund was an ambitious idea with an unknown future and the Pediatric Cancer Center was nearly on the verge of becoming nonviable. It had only been two years earlier when Dr. Donald Pinkel secured a grant from the National Cancer Institute for \$150,000 to get the cancer center for children started. But when the funding guidelines changed and federal dollars were cut off, Dr. Pinkel and his staff, including Dr. Camitta, was

forced to cut back.

"We had just lost a huge hunk of funding," Dr. Camitta. "We had major concerns over what to do. We had to cut back to skin and bones."

It was at about that time the MACC Fund was being formed and a new funding source for the Center was on the horizon. The Milwaukee Bucks had hosted a retirement party at halftime for one of the team's original players, a dead-eyed, jump shooting guard named Jon McGlocklin. "Gentleman" Jon had befriended the Bucks colorful radio announcer Eddie Doucette, whose 2-year-old son, Brett,

\$30,000. From humble beginnings began a great thing.

"We were happy with whatever they could do," recalls Dr. Camitta. "It was really key to get that. Once we had local funding it was easier to attract people from the outside to come here...and for them to attract national funding."

The treadmill of success breeding success was turning. "It took us five or six years before we were really back up and running. But after a couple of years of being thin (curtailing lab research) we've done better and better each year."

Today, the MACC Fund Research Center has at least three times the staff with 14 Laboratory investigators and 11 Clinical researchers. The MACC Fund provides approximately one-third of the \$3 million annual budget of the Midwest Children's Cancer Center. Another third comes from federal grants and the remaining third from patient care reimbursement.

"When you look at what we started with (the \$150,000 grant) and look at where we are now, it has to be one of the best investments ever made," Dr. Camitta. "We are one of the strongest pediatric cancer centers in the country."

"Many advances over the last 25 years in pediatric oncology have originated at this center... we've been a part of advances in the treatment of cancers like Acute Lymphocytic Leukemia, Acute Non-Lymphocytic Leukemia and Wilm's Tumor. We

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From left: John Cary, MACC Fund Executive Director; Dr. Bruce Camitta, Director of the Midwest Children's Cancer Center; Jon McGlocklin, MACC Fund President; Mike Houser of Fresh Brands Inc. of Sheboygan and the Gala Chairman; and Jim McErlean of Fresh Express, Inc. of Salinas, Cal. proudly present the proceeds from the 25th Anniversary Celebration. Story on page 3.

was diagnosed with cancer.

The pair's dream of a charitable organization utilizing local athletes, celebrities and business people was designed to not only help the Doucettes and their son, but many other families with children stricken with cancer. The Milwaukee Bucks raised money with a basketball game. Other businesses started special events and joined the fight against childhood cancer. The first MACC Fund golf outing was held and raised



**T**he 25th Anniversary of the MACC Fund is a time to reflect on past accomplishments and look forward to new growth. You have played an important role.

I never dreamed of the success that the MACC Fund would have in the 25 years since it started in 1976 at a halftime ceremony during a Milwaukee Bucks game. The Bucks are our longest-standing sponsor and have always remained committed to defeating cancer in kids. In fact, there would be no MACC Fund were it not for the Milwaukee Bucks.

The kind of support that the MACC Fund has received is very humbling for me. This was readily apparent as we all "dressed up" for our 25th Anniversary Gala at the Bradley Center on September 15th. Over 1,000 people filled the incredibly adorned Bradley Center to pay tribute to a dream and to the people who helped make the dream come true -- the generous donors, brilliant researchers, doctors and their staffs. Seeing Brett Doucette in a tuxedo as a 28-year-old brought to mind memories of him in a hospital gown as a 3-year-old. He is our first success story. You embraced kids like him over the past 25 years to make the dream come true.

It was overwhelming to witness. I have seen many great events in the Bradley Center, but nothing can compare to this night. The Gala on September 15 followed one of the darkest days in our nation's history. It became the brightest day in the MACC Fund's history. Dr. Camitta said it well paraphrasing *A Tale of Two Cities* -- "It was the worst of times. It was the best of times." It is sort of like cancer -- the diagnosis and the cure -- the worst of times, and the best of times.

We wish there could be more success stories, but we know that without your help, we wouldn't have had any. Take a moment to reflect, and let the smile form. You deserve a pat on the back. You earned it because you gave "A Gift of Hope" through research to children with cancer. Thank you. Please continue to help.

Jon McGlocklin, President

## MACC Fund's 25th

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were one of the first centers to show the value of unrelated donor transplantation for both malignant and non-malignant disorders."

Staying ahead and cutting edge in cancer research continues to be the Center's focus. Dr. Camitta is recruiting for a MACC Fund Professorship in the area of molecular biology. Dr. Camitta said that in addition to losing hair and turning gray over the past 25 years, he has developed perspective.

The cure rate in childhood cancer has gone from a 20-30 percent success ratio in the 1960s to 40-50 percent in the 1970s/early 1980s and now up to about 70 percent overall. "The cure rate has gotten better, however the price of cure is sometimes very steep. Children who have lived through their experience and become adults may have some long-term side effects relating to their treatment. So one of our challenges for the future is to obtain the same cure rate but at less of a cost to the individual."

An area researchers are investigating is how to control tumors...how to turn them off. "We're trying to figure out what that ignition switch is," Dr. Camitta said. "I think we all laugh a little bit when we watch a Star Trek episode in which a hand-held machine diagnoses and cures what's wrong. That's probably a bit far-fetched in the immediate future, but hopefully

we're headed toward that 'kinder and gentler' type of treatment."

Dr. Camitta doesn't expect that to necessarily happen in his generation, "but I can see in the next 30-40 years we'll start to have some of these treatments." Twenty-five years ago survival was a big issue for children with cancer. Today researchers are facing new challenges: trying to understand what causes tumors, why bio-chemical and genetic pathways are a leukemia in one person and not another. The list goes on and on.

"We're trying to unlock the secrets," Dr. Camitta said. "We have a long way to go and it's very complicated."

Dr. Camitta will stay in the fight while at the same time passing on his knowledge so that advances in cancer research continue at a steady pace.

"At some point in your career you have to make way for younger people. You need to train them and give them the opportunity to get to a level where you are. If you don't do that...when you retire...there's a void."

"My future? I want to be able to teach young people and to get them excited about finding cures and discovering better treatments for children with cancer. But I'm not ready to retire yet."

For the 1,000 guests in attendance at the 25th Anniversary celebration and the thousands more whose lives were touched by Dr. Camitta and the Midwest Children Cancer Center that is good news indeed.

**T**he 17th Annual "It's In The Bag" program rang up \$90,000 in donations from grocery stores throughout Wisconsin and the Upper Peninsula this year!

Sponsored by the Brookfield, Wis. food brokerage firm of **Advantage Sales & Marketing**, and the manufacturers they represent, *It's In The Bag* has raised over \$1.8 million since its inception thanks to the support of the consumers, grocery warehouses, grocery retailers and manufacturers. Look for the *It's In The Bag* logo next April and May and make your grocery shopping more special by helping kids with cancer.

*It's In The Bag* introduced the MACC Fund to the grocery industry in 1985 thanks to the efforts of Doug Geske, long-time MACC Fund Board Member and President of Advantage Sales and Marketing, Wisconsin Division. The grocery industry has been a wonderful friend to the MACC Fund and the children with cancer. The industry was well represented at the MACC Fund's 25th Anniversary Gala at the Bradley Center in September - sponsoring 30 percent of the tables for the sold-out event that netted \$750,000.



The MACC Fund TODAY is the official newsletter of the Midwest Athletes Against Childhood Cancer, Inc. The MACC Fund supports pediatric cancer research primarily at the Midwest Children's Cancer Center, with research conducted in the MACC Fund Research Center of the Medical College of Wisconsin. Support is also provided to the Wisconsin Comprehensive Cancer Center in Madison. Cancer is the leading disease-related cause of death in children. Research offers hope to children with cancer. The MACC Fund is a Wisconsin non-profit corporation with offices at 1200 N. Mayfair Rd., Suite 265, Milwaukee, WI 53226, (800) 248-8735, e-mail maccfund@maccfund.org or visit our website at www.maccfund.org. Editor: Sean Callahan.

**Please remember the MACC Fund in your estate planning.**



## 25th Anniversary Gala Celebration of Hope

The MACC Fund turned 25 years old in style, but its roots are clearly in shorts and sneakers, bikes and balls, and clubs and racquets. The standard uniform of MACC Fund events -- golf shirts, running shorts, bike helmets and basketball shoes -- gave way to tuxedos and evening gowns as the Bradley Center took on a new look of its own. Like a jewel glistening under the sun, the building designed for great feats of athleticism became center stage for a wonderful night of reflections and expectations of the next 25 years. An intimate concert by five-time Grammy Award Winning Dionne Warwick capped off a night that will long be remembered by the 1,000 people in attendance.



Gary Dineen

You would never believe that this was the Bradley Center as chandeliers replaced the scoreboard and candles illuminated the tables at the 25th Anniversary Celebration.

Fresh Express, Inc. of Salinas, Cal., a leading processor of packaged salads and other similar products, generously underwrote the 25th Anniversary Gala in a cooperative effort with Fresh Brands, Inc. of Sheboygan, Wisconsin (Home of Piggly Wiggly and Dick's Supermarkets). Mike Houser, Vice Chairman, Chief Marketing Officer and Executive Vice President of Fresh Brands, and a member of the MACC Fund's Executive Committee, chaired the Gala.

A reception in the beautifully decorated Atrium featured the music of the Dan Dance Quartet. Guests enjoyed scrumptious hors d'oeuvres providing a glimpse of the wonderful meal they would soon enjoy. Regarded as the top sports and entertainment venue in the country for food and hospitality, the Bradley

Center was at its best for the MACC Fund and its guests. Bagpiper Rob McWilliam led the guests into the performance bowl that showed no signs of athletic competitions. Chandeliers hung from the rafters while a fiber optic curtain behind the stage created an incredible aura. The seats were concealed by a 50-foot high black curtain that blended with the black carpeted floor.

Jim Paschke, MACC Fund board member and the *television voice of the Bucks*, and Mike Gousha, the *Dean of Milwaukee's news anchors* from TODAY'S TMJ4, served as Masters of Ceremonies. Following Paschke's impassioned opening comments concerning the state of the nation and the subsequent moment of silence, "God Bless America" was solemnly and enthusiastically sung by all. Philanthropist Jane Bradley Pettit, whose generosity made the Bradley Center a reality, died earlier in the week and was fittingly remembered. Prayer was offered by 16-year-old Cheri Amore of Twin Lakes, Wis. Cheri has had cancer on numerous occasions since she was 3 in addition to having 3 bone marrow transplants. Her brother Andy was her marrow donor each time. He accompanied her on stage.

Dinner followed to the delight of all with guests enjoying a video scrapbook by long-time MACC Fund friends, Midland Video Productions of Milwaukee and Jacobson Rost Advertising of Sheboygan. As dessert was served, Paschke and Gousha returned to introduce the evening's sponsors, Fresh Express, Inc. and Fresh Brands, Inc., and to acknowledge the 16 Silver Sponsors who contributed \$10,000 each. Special videos produced by Jacobson-Rost Advertising of Sheboygan and 5th Floor Recording Co. of Milwaukee featuring the stories of children, young adults and adults who benefited from the MACC Fund were interspersed among the sponsor introductions to put a "face" on the evening.

A standing ovation followed the introduction of Senator Herb Kohl, owner of the Bucks, and Jim Fitzgerald, the former owner of the Bucks who helped get the MACC Fund started in 1976 during Jon's retirement from the Bucks.

Other guests of note included MACC Fund event and program sponsors who once again generously turned out to help the children. Young children as well as young adults who were MACC Fund success stories were guests at tables sponsored by the Bradley Center, Advantage Sales and Marketing and Value Advertising. They were joined by members of the nursing staff of Children's Hospital of Wisconsin.

Midland Video produced a poignant presentation paralleling the steps of the MACC Fund with those of its first success story, Brett Doucette, who was diagnosed as a 2-year-old. Its conclusion brought the now 28-year-old Doucette to the stage amidst enthusiastic applause as he was accompanied by his wife Melissa and parents Karen and Eddie. Brett thanked the crowd for the 25 years of support and implored the guests to continue to help fight the good fight to defeat cancer in kids. Karen Doucette shared some equally impassioned



Gary Dineen

16-year-old Cheri Amore prepares to offer the prayer at the MACC Fund's 25th Anniversary Gala. She is flanked by her brother Andy and the Gala's Masters of Ceremonies, Mike Gousha on the left and Jim Paschke on the right. Andy was the donor for Cheri's 3 bone marrow transplants.

thoughts as she thanked the guests from a mother's perspective. Eddie followed suit with the resonant voice that introduced Bucks basketball to Wisconsin radio 33 years ago. It was also the voice of a grateful father whose eyes moistened as he watched his son who had grown into a man during the 25 years of the MACC Fund. Following his wife's lead, Eddie offered appropriate thanks to all, especially MACC Fund Co-Founder Jon McGlocklin and his wife Pam.

*Continued on next page*

## 25th Anniversary Gala Continued from previous page

The McGlocklins then took the stage together as they have so many times in their pursuit of helping children through the MACC Fund. A resounding standing ovation gave way to Jon's emotional and heartfelt thoughts. He duly noted that "There would be no MACC Fund if it weren't for the Bucks." He sincerely thanked those who helped make the dream a reality noting all in attendance as well as all who were "with us in spirit." His comment "I love salad" when thanking Fresh Express (a leading processor of lettuce) for its generous sponsorship along with Fresh Brands filled the room with laughter. Like the Doucettes, he asked for everyone's continued support as the MACC Fund begins the next 25 years.

Dr. Bruce Camitta, Director of the Midwest Children's Cancer Center, had the enviable task of thanking everyone for the gifts that totaled over \$18 million to the Medical College of Wisconsin in the 25-year history of the MACC Fund. He likened the evening to the famous interlude from "A Tale of Two Cities" noting that "It was the best of times, and it was the worst of times". The dichotomy of good and evil was clearly present as we celebrated 25 Years of Hope in the shadow of the

horror of September 11th. Following his words of thanks, tempered with hopeful optimism for the future of research efforts, he introduced Jeremy Rosen. Jeremy is a freshman at the University of Wisconsin - Milwaukee. He was diagnosed with Ewing's Sarcoma, a form of cancer, while he was a senior at Homestead High School in Mequon. Jeremy spoke



A rightfully proud Pam McGlocklin smiles as her husband Jon prepares to speak at the 25th Anniversary Gala.

eloquently thanking all for the 25 years of support which helped him and others like him. His plea for continued support was met with an enthusiastic round of applause.

The stage was set for the concert by five-time Grammy winner Dionne Warwick, who performed in the intimate surroundings of the Bradley

Center. She evoked memories for many in the crowd who knew her songs in their younger days. She graciously invited folks to sing along, and many were pleased to oblige on such favorites as "I Say A Little Prayer", "Alfie", "Do You Know the Way to San Jose" and "Walk on By."

An evening that included many highlights ended with one that was difficult to top. A check for the Gala's net proceeds of \$750,000 was presented to Dr. Bruce Camitta, Director of the Midwest Children's Cancer Center, the primary beneficiary of MACC Fund support. Amidst the cheering approval of all, it was announced that the proceeds would help endow a research program to develop a cancer tumor vaccine! The applause continued until the smiling guests left the Bradley Center to the sounds of patriotic songs.

It was truly a night to remember. The MACC Fund and the children humbly thank all who helped make it possible, as well as all those who took part for the past 25 years in the "Gift of Hope" that has characterized the MACC Fund. Together, we can make miracles happen, and in many cases, we have!

Complete highlights on:  
[www.maccfund.org](http://www.maccfund.org)

## POTAWATOMI BINGO CASINO'S

### "Miracle on Canal Street"

Potawatomi Bingo - Casino in downtown Milwaukee's Menomonee Valley is almost as famous for its philanthropy as it is for its "Pays Big" promise. The list of beneficiaries of the Casino's gifts to the community is nearly as long as its list of winners. Each December, Potawatomi Bingo - Casino offers a "miracle" of sorts for thousands of people throughout the area. Its "Miracle on Canal Street" provides worthwhile non-profit organizations like the MACC Fund with a chance to benefit. The MACC Fund's day is **Friday, Dec. 7** along with long-time MACC Fund friend and one of Potawatomi's major media sponsors, AM620 WTMJ Radio. Make a date today to be part of the fun. Last year's program raised over \$26,000 for the fight against childhood cancer. Thanks to **Potawatomi** and **AM620 WTMJ** for helping make miracles happen for the MACC Fund and children with cancer.

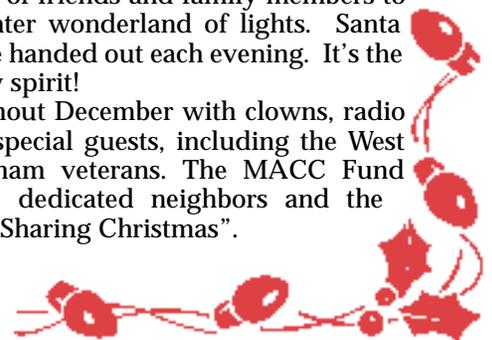


### 'Sharing Christmas' on Candy Cane Lane

A visit to Candy Cane Lane for Sharing Christmas is always a sure bet to brighten up your holidays throughout December. Lights galore glow to the enjoyment of thousands of people who drive through the area from 92nd to 96th Streets between Oklahoma and Montana all in the spirit of donating to the MACC Fund. Last year, a record \$107,000 was raised and used to light up the lives of children through cancer research.

Make a date to gather a group of friends and family members to stroll (or drive) through this winter wonderland of lights. Santa greets visitors and candy treats are handed out each evening. It's the perfect way to get into the holiday spirit!

Special events abound throughout December with clowns, radio and television personalities and special guests, including the West Allis Fire Department and Vietnam veterans. The MACC Fund thanks all of the hard-working, dedicated neighbors and the thousands of donors who join in "Sharing Christmas".





The 12th Annual TREK 100 continued its tradition of raising more money for pediatric cancer research than any event in the MACC Fund's history. As a matter

of fact, the 2001 TREK 100 produced record net proceeds of \$450,000 — \$90,000 more than last year's previous record-setting ride.

Trek Bicycle Corporation of Waterloo, Wis., is the nation's leading manufacturer of high-end bikes. The company has been a loyal and generous sponsor of the TREK 100 since 1990. The 12 TREK 100s have raised \$3.5 million in net proceeds! Additionally, the ride has been recognized as one of the "Best Rides in the Country" by *Bicycling* magazine.

Riders cycled 12, 25, 62 or 100 miles through the scenic Kettle Moraine state forest on a beautiful June day before returning to

Waukesha County Technical College.

Trek also provided great prizes from bike bags to bicycles for the dedicated riders who solicited pledges for every mile they rode in hopes of finding a cure for childhood cancer. The top fund raiser for the third straight year was



Janet Peshek

Trek President John Burke and "friends" including his children Richie & Cortney (right) present proceeds of the TREK 100 to Jon McGlocklin at the Bucks MACC Fund game.

Dan Boland of North Aurora, Ill., who raised over \$60,000. This was \$35,000 more than his championship performance in 2000.

Congratulations to Trek for providing Lance Armstrong and the U.S. Postal Service team the championship TREK 5200 that helped him dominate the Tour de France for the third consecutive year. Lance dedicated his victory to all of those who, like him, have fought cancer like the children who benefit from the MACC Fund.

The MACC Fund thanks its friends from Trek as well as the legions of donors who offered goods and services, the score of volunteers, the riders, and everyone who pledged support.

Join in the fun at next year's event on Saturday, June 8. For information on riding or volunteering for the TREK 100 bike rides, call the MACC Fund at (414) 456-5830 or 1-800-248-TREK. You can also check it out on the web at [www.maccfund.org](http://www.maccfund.org)



## A Record Slam Dunk for the WBCA



The Wisconsin Basketball Coaches Association (WBCA) has been a loyal supporter of the MACC Fund since the inception of the WBCA All-Star Games in 1978. Each June, the Boys and Girls All-Star Games are held in Madison and feature the top high school graduates in the state.

In addition to being the best on the court, the players and the coaches excel off the hardwood as well. The players in the game's four divisions solicit local support. Combined with the primary sponsor, Piggly Wiggly,

as well as other generous sponsors, donors and fans, the WBCA's contribution for 2001 was a record \$90,000!

The annual event not only gives the state's top players a chance to showcase their talents shortly after graduating from high school, the games also give these players a chance to reach out to help children with cancer.

The MACC Fund thanks Dan Bureson, Chairman of the Boys' games, as well as the Girls' Co-Chairs, Loren Homb and Kent Evenstad, for their continued dedication and

support. In addition, the MACC Fund thanks WBCA President Ken Barrett of LaCrosse Central High School and Executive Director Jerry Petitgoue of Cuba City High School for their commitment to the fight against childhood cancer.

The coaches presented their championship check at the 25th Anniversary Bucks MACC Fund Game.

[maccfund.org](http://maccfund.org)

## Hyatt's World's Largest Office Party!

The holidays must be upon us when we start making plans for the annual office party. The Hyatt Regency Milwaukee has thrown a very special office party for the MACC Fund since 1984. The Hyatt will once again be the place to be for its famous "World's Largest Office Party" on Thursday, Dec. 20, from 5 - 11 p.m.

The Hyatt's Grand Ballroom will be the scene of the festivities that have benefited the MACC Fund for 18 years in a row. Fun-loving people will dance to live music by *The Eddie Butts Band* and *The Heros* while enjoying great Hyatt food and exciting prizes presented by WKTJ radio personalities.

All proceeds and tips will benefit the fight against childhood cancer. The Hyatt Regency has hosted many different events for the MACC Fund and Women for MACC, in addition to being a generous donor as well. Its commitment under the leadership of General Manager Patrick Donelly is greatly appreciated by all, especially the children!



# Holiday Gift Ideas

## Wishing Upon A MACC★Star



This holiday season you can once again give someone a beautiful ornament and give a gift of hope to children with cancer. The 14th annual **TODAY'S TMJ4 MACC★Star** is a brightly-colored, porcelain ornament that will brighten the lives of children with cancer long after the holidays have past. Net proceeds support pediatric cancer research.

This year's MACC★Star was designed by 11-year-old Stephanie Proctor of Milwaukee. Stephanie has benefited from MACC Fund supported research since she was diagnosed with Osteo-Sarcoma in October, 2000. Stephanie's design features a patriotic look. Its message of hope and peace is in the hearts of all Americans.

The TODAY'S TMJ4 MACC★Stars are on sale for \$10 at **Quality Candy Shoppes** and **Buddy Squirrel Nut Shops**. They make the perfect gift for family, friends, customers, teachers, clients and business associates. MACC★STARS can also be ordered through the MACC Fund for \$11.50 which includes shipping by calling 414-456-5830 or 800-248-8735. You can also order on-line at [www.maccfund.org](http://www.maccfund.org). Thanks to TODAY'S TMJ4, Buddy Squirrel, Quality Candy and Stephanie.

## Introducing "MACC★Cards"

There is a new holiday idea whose genesis was the 2000 MACC★Star designed by Lindsay Neuhauser. A family friend developed a card featuring her design last year. The 2001 inaugural MACC★Cards will help keep Lindsay's memory and spirit alive. She died in August after a valiant fight with cancer. She touched all who came in contact with her. The 25th Anniversary MACC★Cards feature the 2001 MACC★Star with a holiday greeting and New Year's wishes inside. They will be sold in sets of 10 for \$10 at Quality Candy Shoppes and Buddy Squirrel Nut Shops to benefit the MACC Fund.



## "Cute Kids" Calendars for sale

**Mortensen Photography** and the **Lang Company** continue their important role in the fight against childhood cancer with the 2002 **Cute Kids Calendar**. The calendar features photographs of children for each month in poses sure to make you smile. Each month also features a story about a child dealing with cancer.

Calendars cost \$10 and can be purchased at Mortensen's in Waukesha, Lang Company Stores; New To You Kids in Milwaukee; Sentry in Muskego; Youth Town in Brookfield; or Laacke & Joys in Brookfield, Mequon or downtown Milwaukee; Spargo in Oconomowoc; the Medical College Bookstore and select Piggly Wiggly

Stores in Sheboygan. You can check the MACC Fund's website at [www.maccfund.org](http://www.maccfund.org) for locations or call the MACC Fund at (414) 456-5830 or (800) 248-8735.

All of the proceeds from the calendar are donated to the MACC Fund to support pediatric cancer research. Last year over 1,500 calendars were sold. Special thanks once again this year goes to **The Lang Company** for their generous support of The 2002 Cute Kids Calendar. The MACC Fund is indebted to Mary and Al Mortensen for this great special holiday program.

## Women for MACC Help the Fight



The MACC Fund and the children with cancer have been blessed by the great efforts of Women for MACC for nearly 20 years. The loyal members continued their dedication to the fight childhood cancer through a variety of enjoyable special events that support research for children with cancer. These event which combined for another wonderful year included Pasta Fest; the Couture for a Cure; the Tennis Tournament; a beautiful "Cute Kids"

calendar from Mortensen Photography; and another record-shattering \$70,086 "Shoot for a Cure" event with the Hartford Gun and Conservation Club

In addition, the MACC Fund can always count on Women for MACC to help out at different events. For instance, the children rely on Women for MACC for special gifts and books and the kind hospitality service offered at the Midwest Children's Cancer Center.

Thanks to Cheryl Sikora and

Bonnie Penegor whose terms as president covered the year's activities. Their commitment to children with cancer has been the hallmark of Women for MACC since its inception in 1982. Women for MACC was well represented at the MACC Fund's 25th Gala Celebration in September. The MACC Fund extends its appreciation to the dedicated board and members including Jan Lennon, who sits on the Women for MACC and MACC Fund boards.





# Bucks' "Bucks" Back MACC

NBA pre-season action brought life to The Bradley Center on Oct. 20 as the Milwaukee Bucks played the Minnesota Timberwolves. Nearly 16,000

fans cheered the Bucks under Coach George Karl's Bucks in the 25th Anniversary MACC Fund game. The Bucks traditionally win this game, but injuries kept several key players on the sidelines. Even though the Bucks lost, the real winners were the kids with cancer, many of whom were in attendance, thanks to generous donors. The children have more rea-

son to hope because of friends like the Bucks and their great fans.

The Bucks have played an integral role in the development of the MACC Fund, which was introduced on Jon McGlocklin's retirement night from the Bucks in 1976. The Bucks MACC Fund Game in 1977 was the first major, sponsored event. The Bucks have expanded their support through programs like Hoop It Up, the Halloween Hoopla and special marketing programs within the games

United States Senator Herb Kohl, the owner of the Bucks, and the dedicated Bucks fans for their generous support each year.

Prior to the game, Roundy's sponsored *The Bucks MACC Fund Game Halloween Hoopla* in the Bradley Center. Festivities included clowns, games run by enthusiastic volunteers from Mequon's Homestead High School and candy galore thanks to Roundy's. Hot dogs from Klement's and chips from Jays Foods gave all of the children a value-priced meal before the big game. A costume contest for kids of all ages added color and fun to a great pre-



Stephanie Proctor, the 2001 MACC\*Star designer gets ready to toss the honorary jump ball.



Halloween Hoopla contest winner.



Ray Allen, NBA All-Star and MACC Fund Board Member.

Janet Peshnek

with contributions totaling in excess of \$140,000 in 2001. The MACC Fund and the children with cancer thank

game party.

The past 24 Bucks MACC Fund Games have raised nearly \$900,000. This contribution is only a part of the Bucks' commitment to the fight against childhood cancer that the organization helped pioneer.

The Bucks have expanded their support each year through marketing programs. The televised games show *Piggly Wiggly* popping for every Bucks 3-Pointer. Radio marketing programs, in conjunction with **AM620 WTMJ**, the Bucks flagship radio station on the Bucks Radio Network, include the *Piggly Wiggly Tip-Off Payoff* for Bucks-controlled opening tips and *Piggly Wiggly* 3-Pointers and *The Pick 'n Save Advantage Payoff*, which contributes a Buck for every point scored throughout the season.

In addition, the Bucks sponsor the *Milwaukee Bucks Indoor 3-on-3 Tournament* in the winter as well as *Hoop It Up 3-on-3 World Tour* each summer.

The MACC Fund and the children with cancer thank Senator Herb Kohl, the owner of the Bucks, the generous Bucks sponsors and media partners as well as the loyal Bucks fans for their generous support each year.

## ROUNDY'S

### "Pennies for MACC"

Pennies have a way of adding up to big bucks. That's why it makes sense to purchase **Roundy's Private Label** products. During the month of October, for the 15th consecutive year, Roundy's gave the MACC Fund one cent for every Roundy's product purchased up to \$40,000. That's 4 million pennies! Thanks to our friends at Roundy's for turning pennies into a gift of hope.

Roundy's is also the proud sponsor of other MACC Fund programs including the John Dickson Memorial / Roundy's General Merchandise Division MACC Fund Open held each summer; the Milwaukee Bucks - MACC Fund Game Halloween Hoopla Party before the annual game; and Roundy's contributes for every interception by the Packers as well as for every point scored by the Bucks.

**Congratulations** to two of Wisconsin's "favorite sons" who have made a name for themselves nationally. Long-time Board Member **Bob Uecker** was recently installed in the *National Broadcasters Hall of Fame*. Affectionately known as "Mr. Baseball", Bob has been the Brewers' announcer for over 30 years. Rick Majerus, a loyal MACC Fund friend for years, was inducted into the *Wisconsin Basketball Coaches Association (WBCA) Hall of Fame*. The coach of the University of Utah "Running Utes" got his coaching start in Milwaukee. The MACC Fund benefits from the annual WBCA Boys and Girls All-Star Games. Both Bob and Rick have made a name for themselves by helping in the community as well, and the MACC Fund has been fortunate to be a beneficiary of their support.

[maccfund.org](http://maccfund.org)



The 2001 **MACC Fund Golf Tour** raised significant dollars as friends armed with irons, woods, wedges, putters and a few umbrellas did their best to beat par and help fight childhood cancer. Fittingly, 18 golf events made up the 2001 MACC Fund Tour netting nearly \$400,000.

The granddaddy of them all, **The MACC Fund Open** at Tuckaway Country Club was held on its traditional first Monday in June. Patrick Donnelly, General Manager of the **Hyatt Regency Milwaukee** played and then donated three "Chef's Tables" for 20 which garnered bids of \$7,500 each from three generous MACC Fund friends who will be wined and dined on haute Hyatt cuisine in the Executive Chef's kitchen! The Hyatt, long-time and generous donors, has offered these great dinners for auctions on several other occasions as well.

**The 15th Annual Piggly Wiggly Charity Tournament** continued its tradition of excellence at Sheboygan's Pine Hills Country Club. Loren Roberts, former Greater Milwaukee Open multiple champion and popular PGA Tour winner, drove with each group on the picturesque No.10 hole. A record \$60,000 was given to the MACC Fund following a great day.

**The Corporations Caring for Kids Charity Open** found that Chenequa Country Club was a beautiful venue on an equally beautiful October day. The friends of MACC Fund from the Lake Country area have embraced the fight against childhood cancer through this important annual event.

The 2001 Tour featured memorial tournaments like 10th annual **Roundy's General Merchandise Division's** in honor of **John Dickson**. The outing at The Springs filled 27 holes and raised a record \$50,000. Other memorial events paid tribute to **Mike Halvey**, a respected and loved grocery and mass merchandising manufacturer's representative,

**Jim Mech**, the founder of Autumn Ridge Golf Course, Dousman's **Tom Sweeney** and Kenosha's beloved **Papa Rosh**.

The construction industry came out in full force for the fourth year amidst September's winds and raised \$35,000 at the 4th annual **Miller Bradford Risberg Golf Classic**. A portion of the proceeds this year were donated to the New York City relief funds. The same was true for the Tom Sweeney Outing as people did their part to help.

Family and friends gathered once again for **Ken's MACC Fund Open** at Waterford and the **Max-Fly Open** at Edgewood. The 12th annual **Wind Mill Wood Working Open** in Sheboygan was another great success.

**Lazer 103's Bob and Brian Open** filled Silver Spring Country Club with record numbers while raising another record total of nearly \$20,000 for the MACC Fund. Over 600 golfers played in the morning and afternoon shotgun events. Participants had to be quick telephone dialers since the outing traditionally sells out quickly on one of Milwaukee's top-rated morning radio shows.

**Today's TMJ4's** televised weekly series **Beat The Pro** gave golfers at 10 public courses a chance to beat the pro while helping the MACC Fund throughout the summer. Speaking of pros, the MACC Fund once again benefited from the **Greater Milwaukee Open** thanks to **GMO Charities** as well as through **Kraft Foods** and several of its grocery customers—**Piggly Wiggly**, **Certco** and **Kohl's**.

**The Car Care for MACC Open** (formerly the BP AMOCO Dealers Open) and **The BP AMOCO Marketers Open** raised over \$100,000 to make it their best year ever. **Greenbrier and Russel**, one of the area's top computer resource firms, joined the Tour for a September event. The owners of several **Sentry Food Stores** came on board with an outing in October which was blessed by much better spirits than weather!

Thanks to everyone who drove, putted, parred and bogeyed as well as all of the great official sponsors, auction / raffle donors, organizing committees and volunteers who participated in the 2001 MFGT - **The MACC Fund Golf Tour**.

Our thanks to everyone who sponsored and played in the 25th Anniversary MACC Fund Golf Tour.

## The 2001 MACC Fund Golf Tour Events:

**The MACC Fund Open**, Tuckaway Country Club-Franklin; **Car Care for MACC Open**, Tuckaway Country Club; **BP/AMOCO Marketers Open**, Evergreen Golf Club-Elkhorn; **Piggly Wiggly Charity Tournament**, Pine Hills Country Club-Sheboygan; **The Max-Fly Open**, Edgewood Golf Course-Big Bend; **WLZR's Bob and Brian Open**, Silver Spring Country Club-Menomonee Falls; **Ken's MACC Fund Open**, Rivermoor Country Club, Waterford; **John Dickson Memorial Roundy's General Merchandise Division MACC Fund Open**, The Springs-Spring Green; **Corporations Caring for Kids Children's Charity Open**, Chenequa Country Club-Chenequa; **Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Club-Valders; **Windmill Wood Working Products Open**, Town and Country Golf Club-Sheboygan Falls; **Miller-Bradford & Risberg, Inc. MBR Golf Classic**, Ironwood Golf Course-Sussex; **The Tom Sweeney Memorial Open**, Western Lakes Golf Club-Pewaukee; **The Greater Milwaukee Open**, Brown Deer Golf Club-Milwaukee; **Papa Rosh Memorial**, Petrifying Springs Golf Course-Kenosha; **Mike Halvey Memorial Open**, Kettle Moraine, Dousman, **Greenbrier and Russel's Open**, Silver Spring-Menomonee Falls; **Sentry Food Stores Owners Open**, Western Lakes-Pewaukee and **Today's TMJ4 "Beat the Pro"** at Black Wolf Run in Kohler and 10 area courses.

Our appreciation goes out to all for making the 2001 MACC Fund Golf Tour a success. If you would like to play in or need information about a MACC Fund Golf Tour event - or if you are interested in starting your own outing to be part of the Tour in 2002— call the MACC Fund at (414) 456-5830 or (800) 248-8735.

[www.maccfund.org](http://www.maccfund.org)



## More from 4

**T**ODAY'S TMJ4 has been a very loyal and dedicated sponsor of the MACC Fund for nearly two decades.

The summertime *"Beat The Pro"* golf series and the annual holiday *TODAY'S TMJ4 MACC\*Star* have become pillars of support. The *"Story of Hope"* specials air during the year. Hosted by News 4's Mike Jacobs and Carole Meekins, the shows feature stories on the children, medical and research personnel fighting cancer. Viewers also have the chance to call in their pledges for their "gift of hope."

Mike Gousha of TODAY'S TMJ4 News was the Master of Ceremonies for the MACC Fund's 25th Gala in September along with Jim Paschke of Milwaukee Bucks television.

The *TODAY'S TMJ4 Sports Auction 4 MACC* on Saturday, Dec. 15, at 11:30 a.m. to 1 p.m. promises many unique sports items fit for any fan. Autographed items from the Bucks, Brewers, Packers, Admirals and Wave will go up for bid, along with signature items from sports personalities like Ray Allen, Shaquille O'Neal and Dan Jansen. Make a date today to tune in and bid on exciting sports items just in time for holiday gift giving.

[maccfund.org](http://maccfund.org)

# The MACC Fund HOPE TEAM

**T**he MACC Fund Hope Team is a very special program designed to appeal to companies and businesses considering making a direct donation to the MACC Fund in lieu of becoming involved through a special event.

Package levels include the \$7,500 **Superstar**, \$5,000 **All-Star**, \$3,000 **Captain** and \$1,000 **Starter**. In addition to making a significant donation to help children with cancer, Hope Team members can participate in other MACC Fund events such as the **MACC Fund Open** and the **Milwaukee Bucks MACC Fund Game**. Individuals may join the "Team" as a "Coach" for a \$500 donation.

Hope Team members also receive an attractive plaque plus "Hope Wear" designed especially for the Team. In addition, members receive research and MACC Fund updates plus the chance to attend an annual recognition event. For more information on the **Hope Team** please call Janet Peshek, The Hope Team Director at The MACC Fund at (414) 456-5835 or 1-800-248-8735 or email her at [jpeshek@maccfund.org](mailto:jpeshek@maccfund.org).

*2001 Hope Team members include: Hall of Fame - Liza Bates MacLeod Foundation; Superstars - Gordon Flesch Co. and MGS Tech Center; All-Stars—The King Family and The Nicholas Family Foundation; Captains—A.O. Smith Corp., The Schroeder Group, S.C., Attorneys at Law, and William Eisner & Associates. The Starters include Berghammer Construction Corp., Compuware, Encompass Electrical Technologies, Heinzelmann Family, Lands' End, Marshall & Ilsley Corporation, Metso Minerals, Mortgage Guarantee Insurance Corporation, Rockwell Automation, Stanek Tool Corporation, Strong Capital Management, Jansen Group, Western States Envelope Company, Bonnie & David Krill, and the McGlocklin Family.*

*Hope Team Coaches include Opus North Corporation (Coach Plus), Jan & Larry Barbera, Linda & Kent Bergemann, Mark & Anne Heinen, Ted Kellner, Jan Lennon, John McCarthy, Colleen & Shannon McGlocklin, Michael & Gail Polzin, Ken Reisch (R & R Insurance), Brenda Skelton, Tami & Joe Sweeney, and JD Townsley.*

# 40 + 40 = \$8,000

**R**obin and Dwight Ekenberg know how to throw a party. They also know how to care about children with cancer. Each December, they journey from their Lincolnshire, Ill. home with their four children to pass out gifts to the children on the H.O.T. Unit (Hematology Oncology Transplant) of Children's Hospital of Wisconsin. They were introduced to the MACC Fund following the untimely death of a friend, Emmett Steele, who left a legacy of love and \$100,000 for MACC Fund in 1995.

The Ekenbergs recently marked their 40th birthdays. To the delight of their many friends, they celebrated with a party at the Highland Park Community Center. The couple asked for contributions to the MACC Fund instead of presents for themselves. Their friends didn't let them down and they certainly did not let the children down either. The friends gave over \$8,000 in the name of Robin and Dwight to help kids with cancer. The Ekenbergs beamed as they danced the night away while visions of healthy children danced in their heads.

They will visit the children again in December knowing that the gifts given in their name truly are "A Gift of Hope" to children with cancer. Thanks to all of their generous friends who took the time to care for a child with cancer while celebrating with a purpose for two very special friends of the MACC Fund.



## Thousands Hoop it Up

**M**ore than 700 teams took to the streets in July as the Milwaukee Bucks presented their annual Hoop It Up 3-on-3 Tournament. The neighborhood around the Bradley Center resounded with the sound of dribbling and rebounding. Basketball junkies from ages 10 years and older took it to the hoop while helping the MACC Fund.

Host Events and Experiences of Dallas, Tex. produces and manages Hoop It Up throughout the country in conjunction with the NBA and NBC Sports. The Bucks and the MACC Fund thank all those who played as well as the generous local sponsors from Pepsi Americas, Sports Medicine Institute of Sinai-Samaritan, Milwaukee Journal Sentinel, CBS-58, The Milwaukee County Parks, AM620 WTMJ and V-100 FM.

The "winter" 2002 Milwaukee Bucks Indoor 3-on-3 promises to be a resounding rebounding success as well. The event will take place at the Milwaukee County Sports Complex in Franklin on February 23 & 24.



### "The Pig's" For MACC



# piggly wiggly

**F**resh Brands of Sheboygan, Wis. is the home of Piggly Wiggly and Dick's Supermarkets. Piggly Wiggly's generous support of the MACC Fund dates back to a Cher-Make Sausage Program in 1984.

Affectionately known as "The Pig", the Company's contributions range from the annual Piggly Wiggly Charity Golf Tournament which donated a record \$60,000 prize to the MACC Fund, to special vendor

marketing programs. Piggly Wiggly teamed up with Kraft Foods and donated \$8,000 through Kraft's Greater Milwaukee Open sponsorship. A long time sponsor of the Milwaukee Bucks, "The Pig" donated additional funds through 3-Pointers scored on both television and radio network games while the Piggly Wiggly Tipoff Payoff tips in bucks for every opening tip the Bucks control.

Fresh Brands' Executive Vice President and Vice Chairman, Mike Houser, Chaired the MACC Fund's 25th Anniversary Gala which netted \$750,000. Houser is a long-time member of the MACC Fund's Board of Directors and a member of the Board's Executive Committee.

### Holiday Gifts for MACC



MACC\*Star



MACC\*Cards



"Cute Kids" Calendar

See page 6 or visit [www.maccfund.org](http://www.maccfund.org)

## Where There's a Will..

**T**here are many ways to contribute to the MACC Fund. The most common ways are through a gift of time, participation or through a donation. The MACC Fund has prospered because of these types of commitments. You might want to make a memorial gift in someone's name upon their death, or you might make a gift in tribute to someone for a birthday, anniversary or other special occasion.

Friends who want to make a lasting gift to the MACC Fund might consider remembering the MACC Fund in their will. Your support will continue as your legacy to help children with cancer. Significant tax advantages can result. If you have designated the MACC Fund to be a charitable beneficiary in your will, please consider notifying the MACC Fund of your intentions.

A paid up life insurance policy can be a great way to support the MACC Fund. Other forms of insurance can also provide opportunities for both you and the MACC Fund.

The gift of privately held or public stock can be helpful with regard to capital gains taxes and estate taxes. Charitable trusts may be a great vehicle to accomplish this goal. For example, a bequest of growth stocks put in a charitable trust can provide you increased annual income as well as federal income tax savings, capital gains tax savings and estate tax savings in addition to providing a wonderful gift to the MACC Fund. Trusts can be structured to have the charity receive the "remainder" in the trust or the charity could be the "lead" beneficiary for a period of years and then the trust could be designed to benefit children or grandchildren.

Attractive tax benefits can be achieved through prudent planned giving. The MACC Fund encourages you to contact your financial adviser or call the MACC Fund to learn about ways to help the MACC Fund help children with cancer while also helping yourself.

**Please remember the MACC Fund in your estate planning**



### AID ASSOCIATION FOR LUTHERANS BACKS MACC

The #02 Aid Association for Lutherans (AAL) racecar made the rounds on the Short Track Late Model circuit this year. For the third year, driver and co-owner Charlie Thon, Jr. was the AAL Racin' For Kids ambassador. Conrad Morgan drove for the kids as well. Charlie and co-owner AAL General Agent Jim Fischer donate all of the team's purses to the MACC Fund. Charlie drove in circles throughout Wisconsin once again this season while raising a record \$13,000 in earnings for the MACC Fund.

AAL is a fraternal insurance company based in Appleton, Wis. The company offers a variety of financial services to its members. AAL and its General Agents Jim Fischer and Mark Sears have embraced the MACC Fund's fight against childhood cancer. Their agencies have spearheaded fund-raising events and programs throughout the year. Their efforts, in conjunction with other General Agents in Wisconsin, along with district representatives, branch leaders and AAL members culminated in a statewide raffle for a Chevrolet Monte Carlo donated by GMAC. Combined with other fund-raising efforts like the Runnin' For Kids Walk and Run at Wisconsin State Fair's "Milwaukee Mile" and the Racin' for Kids program, AAL programs gave a total contribution of \$125,000 in its second full year of MACC Fund support!

The MACC Fund and kids with cancer thank AAL for leading the "race against childhood cancer."

## Runners and Walkers for MACC

Spring and fall proved to be good times to get in step and help the MACC Fund through the Michael J. Gross Run/Walk and the Fall Color Fun Walk and Ride at the Cates Family Farm Walk.

An accomplished marathon runner, Mike Gross loved to run. He also loved children. His love for the sport inspired his friends and family to create the Michael J. Gross Run/Walk in his memory 10 years ago. In May, runners and walkers turned out to remember Mike doing what he loved to do—spending time with his family and running. Mike would have enjoyed it.

Peter Cates loved his special spot in the woods on his family's Spring Green farm. Family and friends welcomed others to join in a special walk and ride to pay tribute to Peter's memory. Once again this year, horses joined in on the fun as their riders enjoyed the trails lined with beautiful fall colors amongst enthusiastic walkers. A beautiful country setting gave 200 walkers and riders a memorable day on the farm as well as a time to remember Peter.

## Thanks A Million



The last two months of the year continue to be a great time to stock up on Pepsi products in the Milwaukee area during the annual **Pepsi Holiday Program for the MACC Fund**. Each Pepsi purchase promises great refreshment and guarantees a donation to the MACC Fund through the generosity of **Pepsi Americas**.

Since 1985, Pepsi has "popped" for \$1.2 million to support the kids with cancer in addition to providing product support for a variety of MACC Fund events. "Thanks a million" to the MACC Fund's great friends from Pepsi Americas.

Bradley Center patrons can enjoy Pepsi as they cheer on the Bucks, Admirals, Wave and Golden Eagles since Pepsi is the Bradley Center's official "pop"ular soda choice. Pepsi is also the soft drink of choice at Miller Park, the Milwaukee County Zoo and Summerfest.

## Coming Soon To A Computer Near You ... The new and improved [www.maccfund.org](http://www.maccfund.org)

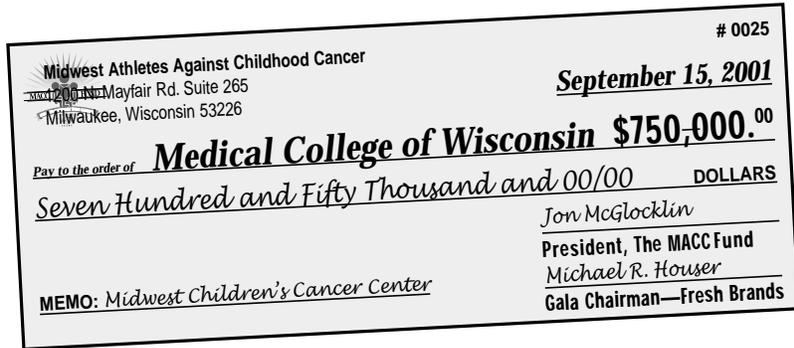
Have you visited [www.maccfund.org](http://www.maccfund.org) lately? If you haven't - you should! We are proud to feature many new enhancements including:

- \* Great holiday gift ideas with the ease of the Internet - you can purchase the annual TODAY'S TMJ4 MACC\*Star, Cute Kids Calendar and new MACC\*Cards on our secure site
- \* Online giving in a secure environment -- now a "Gift of Hope" is only a click away!
- \* See pictures of you and your friends having a good time for a good cause with our post-event features
- \* Sign up for our monthly E-Newsletter, @macctoday - keeping you current on all things 'MACC'
- \* More to come - online event registration, MACC E-cards & greetings, online community resources, and much, much more!

We recognize the power of the Internet and strive to present an informative, timely and fun online environment for our MACC Fund friends through our partnership with Johnson Direct of Brookfield, WI. Visit us often.

[www.maccfund.org](http://www.maccfund.org)

# For 25 years The MACC Fund has been caring for children with cancer.



## In just one special evening, the community again showed how much it cares for The MACC Fund.

Over twenty-five years, The MACC Fund (Midwest Athletes Against Childhood Cancer, Inc.) has contributed over \$18,000,000 to support research and provide hope for children and their families stricken by the devastation of childhood cancer. On the evening of September 15, 2001, the community gathered at the Bradley Center to pay tribute to The MACC Fund's considerable accomplishments.



Through the underwriting of Fresh Express Salads of Salinas, California, and Fresh Brands, Inc. of Sheboygan, Wisconsin, home of Piggly Wiggly and Dick's Supermarkets, together with many generous sponsors throughout the area, a check for \$750,000 was presented to the Medical College of Wisconsin by The MACC Fund . . . a landmark donation by an organization which gives so much to so many in Wisconsin and throughout the nation.



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Against  
Childhood  
Cancer, Inc.

*"Providing hope through research to children with cancer since 1976"*

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