



MACC FUND TODAY

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Dr. Sieber's photosensitizing dyes brighten the future of cancer therapy

When you buy a roll of film at your local photography store, does it ever cross your mind that a minor component of the film may one day play an important role in the fight against childhood cancer? Fritz Sieber, PhD, a Professor of Pediatrics at the Medical College of Wisconsin working in the MACC Fund Research Center, deals with light-activated drugs that were originally developed as additives for photographic film.

"The first light-activated drug I ever worked with was a dye called "Merocyanine 540" or "MC540". It came right off the shelf from Eastman-Kodak", said Dr. Sieber. Kodak and its competitors had synthesized thousands of merocyanine dyes. More by accident than by design, one dye (MC540) found its way into the Kodak catalog and became available to investigators outside the photographic industry.

Dr. Sieber initially tried to use MC540 as a diagnostic agent. Like his colleagues, he was annoyed that the dye killed the cells he tried to examine under the powerful lamp of the microscope. However, he soon realized that if he adjusted conditions in a certain way, the dye would kill leukemia cells but leave normal blood and bone marrow cells intact.

Dr. Sieber refers to photosensitizing dyes such as MC540 as "drugs-with-a switch." As long as the dye is kept in the dark, it does nothing. When the dye is exposed to light, it generates so-called singlet oxygen that kills tumor cells. As soon as the light is turned off, singlet oxygen production stops, and the dye reverts back to its inactive state.

"Because light is a crucial component of photochemotherapy, light-activated-drugs are of little use if one cannot deliver light to the tumor," Dr. Sieber said.

For this reason, Dr. Sieber initially focused on a clinical application where precise delivery of light is technically easy, the "purging" of bone



Dr. Fritz Sieber

marrow grafts. Leukemia patients who are not cured by standard chemotherapy can sometimes be cured by very intensive chemotherapy followed by a bone marrow transplant. If the patient lacks a suitable marrow donor, the patient can donate his or her own marrow for transplantation.

However, in many cases, there is concern that marrow collected from patients may be contaminated with live tumor cells. Dr. Sieber could show in preclinical models that by exposing contaminated bone marrow

grafts to the correct combination of MC540 and light, all tumor cells were eliminated while a sufficient number of normal cells survived. This "purging" technique is currently in a phase I/II clinical trial and shows the most promise for patients with acute myelogenous leukemia. Thirty patients have been enrolled, and the longest-term survivor is 16 years post transplant and free of disease.

MC540 was designed to meet the needs of the photographic industry, and the decision to make the dye commercially available was made well before anybody even suspected that merocyanine dyes might have medical applications. Therefore, in the late 1980s, Dr. Sieber began a collaboration with Dr. Wolfgang Gunther, head of the Kodak Dye Laboratories. Its goal was to design merocyanine dyes specifically for use in cancer therapy.

"The collaboration was successful beyond our wildest expectations," Dr. Sieber said. "Some of the new drugs were 100-fold more potent than MC540. However, we had a problem. Based on physical and chemical characteristics alone, we could not fully explain why the new dyes performed as well as they did."

A solution to the puzzle began to emerge in 1996 when a postdoctoral fellow from France joined Dr. Sieber's laboratory and began having a closer look at dyes that had been "bleached" by exposure to very high doses of light. Most dyes produced bleach products that were inactive. However, a small group of dyes (the most potent ones) formed bleach products that were extremely toxic to leukemia and lymphoma cells but well tolerated by normal cells.

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The daylight turns to darkness sooner as fall gives way to winter's chill. In many ways, I think there are similarities with the changing of the seasons and the journey of a child with cancer. The diagnosis sends a chill to the marrow. Darkness falls far too soon, and life will never be quite the same. Yet there is hope for the dawn. As we are promised a return to

longer, brighter days in a few months, the children and their families are promised hope, thanks to friends like you. You have taken the time to care for them by your support of the MACC Fund, and its quest to support research.

The holidays offer the chance for families to gather around the table sharing traditions that make their family special. Imagine how many children are at those tables thanks to the thousands of people like you who have supported the MACC Fund for the past 26 years. You have helped the MACC Fund contribute nearly \$20 million to childhood cancer research. At the same time, we are reminded of the children who have died, yet their spirit remains.

The MACC Fund has holiday traditions, too. These traditions all make up that important "Gift of Hope." The bright lights of "Sharing Christmas on Candy Cane Lane" in West Allis is a must on many people's holiday "to do" list. Mortensen Photography's Cute Kids Calendar benefiting Women for MACC and the 15th Anniversary TODAY'S TMJ4 MACC* Star, entitled "Friendship," designed by 8-year-old Sam Casey, make very special gifts and are on sale now. Both are guaranteed to brighten the holidays. The TODAY'S TMJ4 Sports Auction 4 MACC on Dec. 14 gives you a chance to shop at home while helping the MACC Fund as well.

And don't forget to stock up on Pepsi products for your holiday parties. Since 1985, each Pepsi holiday purchase helps the children thanks to the great support of Pepsi Americas. Speaking of parties, The Hyatt's World's Largest Office Party on Dec. 19 promises to put you in a holiday mood as only our friends from the Hyatt can.

As we close out our 26th year, we are reminded of so many friends over the years who have done so much to offer the promise of "hope through research to children with cancer." On behalf of those children and their families, it is my privilege to thank you for making a difference in their lives. An envelope is enclosed if you would like to make a holiday "Gift of Hope". We are proud and grateful to have you on the MACC Fund team. We wish you a wonderful holiday season.

Jon McGlocklin, President

"In other words, light was only required to bleach the dye," said Dr. Sieber. "Once the bleach products were formed, we had a new class of drugs that were active in the dark.

"Bleached merocyanine dyes are exceptionally fast acting anti-cancer agents. Usually, we have to expose cancer cells to a drug for several days to achieve a significant effect. With bleached merocyanines, one hour of contact is enough to reduce leukemia cells at least one million-fold while normal cells suffer little or no damage."

During the past four years, Dr. Sieber's team gradually unraveled the identity of the new anti-cancer drug.

"To make a long story short, it's a two-component system. One component is a protein; the second component is tiny particle of the element, selenium. The protein is the delivery vehicle; the selenium particle kills. Unlike normal cells, most tumor cells have a voracious appetite for protein. They use protein as a source of amino acids and energy. Tumor cells cannot tell if a small selenium particle is piggybacked onto the large protein molecule. In other words, the protein acts like a Trojan horse that smuggles deadly selenium particles into the tumor cell."

In preclinical models, the new selenium-based drug has shown promise for the treatment of leukemias, lymphomas, brain tumors, neuroblastomas, breast cancer, and prostate cancer. Leukemias, brain tumors and neuroblastomas are the three most frequent childhood cancers. Since leukemias are most responsive to the new drug, children with leukemia who fail to respond to standard therapy would be obvious candidates for a clinical trial of the drug.

"One effect of the new drug is that it impairs a tumor cell's capacity to defend itself against a wide range of anti-cancer drugs," said Dr. Sieber. "This makes the selenium-based drug an interesting candidate for combination therapy.

"The finding that selenium particles kill tumor cells flies in the face of what the literature had been teaching for many decades. The dogma has been that this particular form of selenium is inert. Watching it deplete tumor cells a million-fold per hour teaches you otherwise."

Dr. Sieber and his collaborators are excited about the new discovery and are looking forward to advancing it to the next level of preclinical and, eventually, clinical testing. The MACC Fund was instrumental in equipping Dr. Sieber's laboratory when he moved here from the Johns Hopkins University in 1985 and has supported his efforts throughout the years.

maccfund.org

The TREK 100



The 13th Annual TREK 100 continued its tradition of raising more money for pediatric cancer research than any event in the MACC Fund's history. In fact,

the 2002 TREK 100 produced net proceeds of \$450,000.

Trek Bicycle Corporation of Waterloo, Wis., is the nation's leading manufacturer of high-end bikes. The company has been a loyal and incredibly generous sponsor of the TREK 100 since 1990. The 13 TREK 100s have raised nearly \$4 million in net proceeds! The ride has traditionally been recognized as one of the "Best Rides in the Country" by *Bicycling* magazine.

This year, riders cycled 20, 35, 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 fundraiser for the fourth straight year was **Dan Boland** of North Aurora, Ill., who raised over \$55,000. He was presented a TREK Project One 5500 Custom Road Bike during the Bucks MACC Fund Game in October by Trek President John Burke. Dan was also the top fundraiser for Lance Armstrong's Ride for the Roses in Texas in the spring.

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 fourth consecutive year. Lance dedicated his victory to all of those who, like him, have fought cancer. The children who benefit from MACC Fund supported research through the TREK 100 know that with determination and hard work they

can accomplish anything if they persevere and are determined, just like Lance Armstrong.

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

Special thanks as well to these supporting sponsors: WKLH/96.5 FM Classic Hits radio, LaSalle Banks, Sells Printing Company, Silver Spur Texas Smokehouse Barbeque, Noodles and Company, Subway, and *Bicycling* Magazine. Very special thanks goes to the host of the TREK 100, WCTC, Waukesha County Technical College.

Join in the fun at next year's event on **Saturday, June 7**. For information on riding or volunteering for the TREK 100 bike ride, 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

TREK
WWW.TREKBIKES.COM



8-year-old **Courtney Burke** had reason to smile. She joined her dad **John, President of Trek Bicycle Corporation**, as he presented the proceeds of the TREK 100 to **Jon McGlocklin** at the Bucks MACC Fund game. Courtney thanked the crowd at the Bradley Center as well.

TREK 100
June 7, 2003

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. Players in the state's four divisions do fundraising to benefit the MACC Fund to help children with cancer. Combined with the primary sponsor, Fresh Brands, Inc. of Sheboygan, (Operators of Piggly Wiggly and Dick's Supermarkets), many generous sponsors, donors and fans, the WBCA's contribution for the 25th Annual Games was a record \$100,000!

The MACC Fund thanks Dan Burreson, 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 all of the WBCA coaches and its President Ken Barrett of LaCrosse Central High School and Executive Director Jerry Petitgoue of Cuba City High School.

Ken Barrett was the Association's President for the past four years. The Games raised \$45,000 in his first year. The \$100,000 goal that he set during his term seemed lofty, but thanks to the support of many, it was achieved. The MACC Fund and the children with cancer, as well as the coaches in Wisconsin, are indebted to Ken for his dedicated leadership. Terri Schumacher of Oshkosh West High School is the new WBCA President. The MF is looking forward to working with Terri and the WBCA Board.

The coaches presented their championship check at the 26th Annual Bucks MACC Fund Game.



Dan Burreson, Boys Games Chairman (left) and Ken Barrett, WBCA President with Jon McGlocklin and the Association's record check.



More from 4

TODAY'S TMJ4 has been a very loyal and dedicated sponsor of the MACC Fund for more than two decades. The station's commitment has provided an incredible "Gift of Hope" to a generation of children.

The summertime "**Beat The Pro**" golf series and the annual holiday **TODAY'S TMJ4 MACC*Star** have become pillars of support. The mini "**Story of Hope**" announcements aired throughout the year are hosted by News 4's **Mike Jacobs** and **Carole Meekins**.

The **TODAY'S TMJ4 Sports Auction 4 MACC** on Saturday, Dec. 14, 3:30 p.m. - 5 p.m., promises many unique sports items fit for any fan. Mike Jacobs and Carole Meekins host the live show with NEWS RADIO 620 WTMJ's **Jonathan Green**, the Show's professional auctioneer. The Auction features items from the Bucks, Brewers, Packers, Admirals and Wave along with signature items from sports personalities like Tiger Woods, Michael Jordan, Bonnie Blair, Dan Jansen, Sammy Sosa and Brett Favre. Make a date to tune in and bid on exciting sports items just in time for holiday gift giving like game-worn, autographed Sammy Sosa batting gloves, and a "Triple Crown" winners ball signed by Ted Williams, Mickey Mantle, Frank Robinson and Carl Yastremski. Plus, the always popular Barbeque with Bucks coach George Karl.

The 2001 Sports Auction 4 MACC raised \$43,000. This year's **Sports Auction 4 MACC** will be **twice** as good. All of the auction's proceeds will be **matched** by **Thrivent Financial for Lutherans, Southeast Wisconsin Region**. Aid Association for Lutherans and Lutheran Brotherhood recently merged, creating **Thrivent Financial for Lutherans**, a Fortune 500 organization that is the largest fraternal benefit society in the United States.

Jim Fischer, Thrivent's Southeast Wisconsin Managing Partner, embraced the MACC Fund's fight against childhood cancer in 1999, and his regional field office has spearheaded fundraising events and programs throughout for the past four years, including sponsorship of the Sports Auction's Red Board.

The MACC Fund is grateful that these two fine sponsors - **TODAY'S TMJ4** and **Thrivent Financial for Lutherans** - have teamed up to make the **TODAY'S TMJ4 Sports Auction 4 MACC twice** as good this year!





Women for MACC

For the past 20 years the MACC Fund and the children with cancer have been blessed by the great efforts of Women for MACC. The dedicated members continued their commitment to the fight against childhood cancer through a variety of enjoyable special events that support research for children with cancer. They include: **Pasta Fest**; the sold-out **Couture for a Cure** Fashion Show sponsored by Boston Store; the **Tennis Tournament**; a beautiful "Cute Kids" calendar from **Mortensen Photography**; and "Shoot for a Cure".

The **12th Annual Gene Johann Memorial Trapshoot "Shoot for a Cure"**, sponsored by the Hartford Conservation & Gun Club, raised a record \$75,647 this year for Women for MACC. That's over \$5,500 more than the previous best year and brings the 12-year total to \$472,682! Michael King of the Milwaukee Wave Indoor Soccer Team was the Honorary Chairman once again. This unlikely combination of allies - Women for MACC and the Hartford Gun & Conservation Club - has truly become a formidable force in the fight against childhood cancer.

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

Thanks to Bonnie Penegor and Mary Ramsay-Drow 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. This wonderful organization that is dedicated to helping the children with cancer has contributed \$2.2 million to the MACC Fund to support pediatric cancer research in the past 20 years.

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.

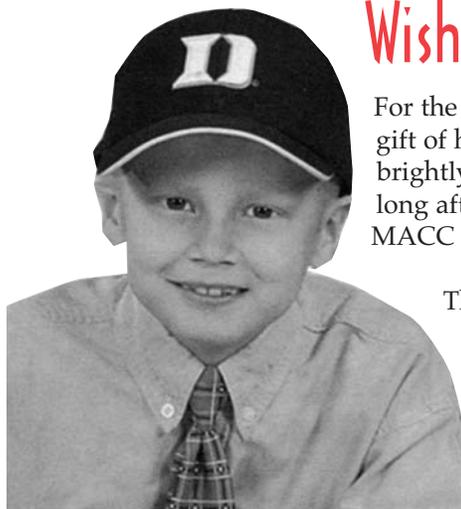
ROUNDY'S

SINCE 1872

Pennies for MACC

A whole lots of pennies have a way of adding up to big bucks. That's why it made sense to purchase **Roundy's Private Label** products during the month of October. For the 16th consecutive year, Roundy's gave the MACC Fund one cent for every Roundy's private label product purchased up to \$40,000, or 4 million pennies! Thanks to our friends at Roundy's for turning pennies into a gift of hope.

Roundy's and Pick 'n Save are also the proud sponsor of other MACC Fund programs including: the John Dickson Memorial / Roundy's General Merchandise Division MACC Fund Open each summer; the Milwaukee Bucks - MACC Fund Game Halloween Hoopla Party before the annual game; Pick 'n Saves contributions for every interception by the Packers and a "buck" for every point scored by the Bucks in the Pick 'n Save Advantage Payoff.



Sam Casey

Wishing Upon a MACC*STAR for the 15th Year

For the 15th consecutive year, you can give someone a beautiful ornament and give the gift of hope to children with cancer. The 15th 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 from the sale of MACC*Stars help the MACC Fund support pediatric cancer research.

This year's MACC*Star was designed by 8-year-old Sam Casey of Whitefish Bay. Sam has benefited from MACC Fund supported research since he was diagnosed with T-Cell Leukemia in February, 2002. Sam's design features the "Friendship" theme.

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. For information, please call 414-456-5830 or 800-248-8735 or order on-line at www.maccfund.org

Thanks again to **TODAY'S TMJ4**, **Buddy Squirrel**, **Quality Candy**, Sam and all those who will buy the 15th Anniversary Edition MACC*Star.





New name, same commitment

Aid Association for Lutherans and Lutheran Brotherhood recently merged, creating **Thrivent Financial for Lutherans**, a Fortune 500 organization. It is also the largest fraternal benefit society in the United States. With a combined 185-year history, the merged organization continues to provide high quality insurance coverage, financial products and services, and fraternal benefits to help enhance the lives of our members.

Jim Fischer, Thrivent's Southeast Wisconsin Managing Partner, has embraced the MACC Fund's fight against childhood cancer since 1999. Jim's regional field office spearheaded fund-raising events and programs during the year.

"The Racin' for Kids" race car made the rounds on the short track late model circuit in 2002. Conrad Morgan, winner of 11 track championships during his career, was the Racin' for Kids ambassador for the third year.

Thrivent's fundraising efforts this year included the "Runnin' for Kids Walk"; the Milwaukee Bucks "Player of the Month" award; a benefit performance of "She Loves Me" by the Shorewood Players; the Thrivent Financial Associates Golf Open, a special "dress-down" day program and sponsorship of the TODAY'S TMJ4 Sports Auction 4 MACC. The MACC Fund and the children are grateful for this wonderful support. With this year's efforts, they hope to bring the total raised for childhood cancer research to over \$400,000 in the past four years.

**A GIFT OF HOPE...ONLY A
CLICK AWAY**
www.maccfund.org

We hope you enjoy your visits to www.maccfund.org
We are proud to feature many new enhancements including:

- Great holiday gift ideas available for purchase in a secure environment benefiting childhood cancer research-holiday favorites including the TODAY'S TMJ4 MACC Star and Women for MACC's Cute Kids Calendar
- Online giving
- Event calendar and "Instant Replays" of MACC Fund good times for a good cause
- Sign up for our monthly e-newsletter, @macctoday
- Comprehensive Community Resources Section linking you to a wealth of resources
- New features coming soon including e-greetings and online event registration

The reach of the Internet is exciting. We are pleased to share the MACC Fund's vision of hope for children with cancer to new friends across the nation and the world.

HARLEY-DAVIDSON'S

100th Anniversary

Housing Program to benefit MACC Fund

Hundreds of thousands of Harley riders will roll into Milwaukee to celebrate the **100th Anniversary of Harley-Davidson** from August 25 to September 1, 2003. **Target Special Events (TSE)** has been selected as the exclusive housing provider for Mega Housing Management, the Official Housing Bureau for the Harley-Davidson 100th Anniversary. Target Special Events will make a donation to the MACC Fund for every housing contract it negotiates.

This unique program offers the residents of the Greater Milwaukee Area an opportunity to let TSE rent out their apartment or home to Harley's visiting guests. Many landlords have already approved this program that can be a "win-win" for everyone. TSE will pay apartment holders from \$700 to \$1,600 depending on the size, for the week. Apartment property owners will also be compensated. The rates for homes vary as well.

TSE will also pay for cleaning services prior to and after the anniversary. It will collect a \$500 security deposit from its customers in case of any damage in addition to being fully insured for damage over the \$500 mark. TSE has even arranged for a specially priced vacation on a weeklong cruise for its customers through Omega World Travel. You can use your new-found income to book a vacation, or you can stay with friends in the area and enjoy the Harley-Davidson 100th Anniversary events. If you are interested in this special program, simply call Target Special Events at 800-832-4242, ext. 4 to request an application or visit www.targetsport.com/sublet to download an application.

Target Special Events is no stranger to Harley-Davidson. It accommodated over 20,000 Harley-Davidson owners for the 95th Anniversary in 1998. Its **Riders Ranch** in Waukesha promises to offer all of the comforts of home for the riders who want to camp on the road to the 100th Anniversary. TES also provided full travel services during the 25th and 30th Anniversaries of Woodstock as well as to the 1996 and 2002 Olympic Games.

The MACC Fund is indebted to Harley-Davidson, Mega Housing Management and Target Special Events for the opportunity to be associated with the 100th Anniversary celebration.

Have a Pepsi Day

Since 1985, the last two months of the year have been 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**.



Pepsi has "popped" for nearly \$1.25 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, Marquette University, the Milwaukee County Zoo and Summerfest. Why not make it a "Pepsi Day" or a Pepsi month!

PEPSI  AMERICAS

It's In The Bag

The 18th Annual "It's In The Bag" program rang up a bagful of dollars 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 nearly \$1.9 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. Click on www.itsinthebagmaccfund.com to learn more.



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, Chicago - Wisconsin hub. The grocery industry as a whole has been a wonderful friend to the MACC Fund and the children with cancer for nearly 20 years, having been introduced to the cause by this great program.

Advantage
Sales & Marketing

"The Pig's" For MACC

Fresh Brands of Sheboygan, Wis., is the home of Piggly Wiggly and Dick's Supermarkets.



Piggly Wiggly's generous support of the MACC Fund spans nearly 20 years. The company's contributions range from the annual Fresh Brands Charity Golf Tournament - that donated \$50,000 to the MACC Fund - to special vendor marketing programs including It's In The Bag with Advantage Sales and Marketing of Wisconsin and The Pepsi Cola Holiday Program with Pepsi Americas. Piggly Wiggly teamed up with Kraft Foods once again this year and donated \$8,000 through Kraft's Greater Milwaukee Open sponsorship. A long time sponsor of the Milwaukee Bucks, "The Pig" donates additional funds through 3-Pointers scored on television games. The Piggly Wiggly Tipoff Payoff tips in bucks for every opening tip the Bucks control. New to the MACC Fund team this year is the Soccer Scramble with the Milwaukee Wave. Fans have a chance to win prizes if they can successfully throw mini-soccer balls at targets during game breaks. Proceeds of the mini-ball "rental" sales will benefit the MACC Fund. Thanks again to the "Pig" for helping the MACC Fund "bring home the bacon" to help kids with cancer.

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. 19, from 5 - 11 p.m.

The Hyatt's Grand Ballroom will be the scene of the festivities that have benefited the MACC Fund for 19 years in a row. Fun-loving people will dance to live music by *Front Page News*, and *Cold Sweat and the Brew City Horns* while enjoying great Hyatt food and

exciting prizes presented by WKTI 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 including the sold-out "Couture for a Cure" fashion show, sponsored by Boston Store. The commitment under the ownership of Gary Grunau and the leadership of General Manager Patrick Donnelly is greatly appreciated by all, especially the children!

The Hyatt's "Chef's Tables" give lucky diners a chance to enjoy a multi-course meal prepared and served by the Hyatt's Executive Chef in the hotel's kitchen. Nearly \$50,000 was raised through the sale of the Chef's Tables generously donated by the Hyatt to auctions throughout the year to benefit research efforts to help children with cancer.

2002 MACC Fund Golf Tour



The 2002 MACC Fund Golf Tour again raised impressive dollars as friends armed with irons, woods, wedges, putters and a few umbrellas did their best to beat par and help fight childhood cancer. Twenty-one golf events made up the 2002 MACC Fund Tour raising 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 with the generous sponsorship of the **Hyatt Regency Milwaukee**. Unfortunately Tuckaway received 1.25 inches of rain in 45 minutes and the golf portion of the event was cancelled. Hyatt owner Gary Grunau welcomed the guests for dinner and Patrick Donelly, General Manager of the **Hyatt Regency Milwaukee**, donated three "Chef's Tables" for 20 which garnered bids of \$8,000 each from three generous MACC Fund friends. They will be wined and dined on haute Hyatt cuisine in the Executive Chef's kitchen! The Hyatt, long-time friends and generous donors has offered these great dinners for auctions on several other occasions as well. The Hyatt also donated proceeds from their Client Appreciation Open's "reverse Bingo" game.

The 16th Annual Piggly Wiggly Charity Tournament was renamed the **Fresh Brands Charity Golf Tournament**. Fresh Brands operates Piggly Wiggly and Dick's Supermarkets. Despite the name change and a change of venue to Mequon's North Shore Country Club, the "Pig" and his friends continued the tradition of excellence it has enjoyed for 16 years. Hale Irwin, three-time US Open Champion and multiple Senior Open Tour Champion, teed off with each group throughout the day. Chicago Bears' legend and Hall of Famer Mike Ditka played as well. When the final putt was made, \$50,000 was donated to the MACC Fund and \$10,000 was contributed to the Sheboygan area's Gift of Adoption Fund.

The Corporations Caring for Kids Charity Open returned to Chenequa Country Club on Sept. 30 for a beautiful day of golf. The friends of the MACC Fund from the Lake Country area have embraced the fight against childhood cancer through this important annual event hosted by Kieth Burg, Sam Emanule, Paul Knoebel, Bruce Lesniak and Tim O'Malley.

The 2002 Tour featured memorial tournaments like the 11th annual **Roundy's General Merchandise Division's** in honor of **John Dickson**. The outing at The Springs filled 27 holes and raised a record \$60,000 as Roundy's special friends continue the tradition of helping the MACC Fund which the grocery firm started 20 years ago. Other memorial events paid tribute to **Jim Mech**, the founder of *Autumn Ridge Golf Course*, **Tom Sweeney** at Western Lakes, **Mike Halvey** at Kettle Moraine and Kenosha's beloved **Papa Rosh** at Petrifying Springs.

Dave Harris started as a laborer for the Milwaukee County Parks system 20 years ago. He retired as the Greenskeeper Supervisor for all of the Milwaukee County Parks golf courses. His work touched tens of

thousands of golfers each year. His death from stomach cancer in 2001 at the age of 48 touched his friends who started "**The Chubby Classic**" in his honor. They installed a bench in his memory on the 4th hole at Dretzka Golf Course, and they have decided to continue to raise funds for the MACC Fund in his name. Dave would undoubtedly be pleased that **The Chubby Classic** has joined the MACC Fund Golf Tour. The MACC Fund is pleased and grateful as well.

The Miller Bradford Risberg Golf Classic was on hiatus this year with hopes of returning in 2003. Family and friends gathered once again for **Ken's MACC Fund Open** at Waterford's Rivermoor Country Club and the **Max-Fly Open** at Edgewood on its traditional July 3rd date. The 13th annual **Wind Mill Wood Working Open** in Sheboygan was another great success in June. **The Exxon / Mobil Power Buying Dealers Open** returned to the Tour in July with a great outing at Silver Spring.

Lazer 103's Bob and Brian Open filled Silver Spring Country Club with a record number of golfers in August while raising nearly \$18,000 for the MACC Fund. The 625 golfers played in the morning and afternoon shotgun events on 36 holes. 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. Midwest Express Airlines offered golfers a chance to win a trip for two at each Beat The Pro stop. Combined with an inaugural auction and raffle, the event nearly tripled the proceeds this year.

Speaking of pros, the MACC Fund once again benefited from the **Greater Milwaukee Open** thanks to a special ticket program with *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 and **The BP Marketers Open** raised over \$100,000 to make it their best year ever for these outings hosted by the MACC Fund's friends from the oil and automotive fields.

The Tour proudly welcomed the **Chuck Jorgensen Memorial Open** that was played in June as well as the **Valley Green Invitational** that was played in July in Muskego. Rounding out the first year events was the **Mayfair Kiwanis Open** that raised nearly \$8,000 in August at Silver Spring.

Thanks to everyone who played as well as all of the great sponsors, organizing committees and volunteers who participated in the 2002 MACC Fund Golf Tour.

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 2002 The MACC Fund Golf Tour.

The Hyatt Regency Milwaukee MACC Fund Open, Tuckaway Country Club-Franklin; **Car Care for MACC Open**, Tuckaway Country Club; **BP Marketers Open**, Evergreen Golf Club-Elkhorn; **Fresh Brands Charity Tournament**, North Shore Country Club-Mequon; **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; **Mike Halvey Memorial Open**, Kettle Moraine Golf Course; **Corporations Caring for Kids Children's Charity Open**, Chenequa Country Club-Chenequa; **Exxon/Mobil Power Buying Dealers Open**, Silver Spring Country Club; **Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Club-Valders; **Windmill Wood Working Products Open**, Town and Country Golf Club-Sheboygan Falls; **Mayfair Kiwanis Open**, Silver Spring Country Club; **Chuck Jorgensen Memorial Open** North Prairie; **The Tom Sweeney Memorial Open**, Western Lakes Golf Club-Pewaukee; **Valley Green Invitational**, Valley Green Golf Course-Muskego; **The Greater Milwaukee Open**, Brown Deer Golf Club-Milwaukee; **Papa Rosh Memorial**, Petrifying Springs Golf Course-Kenosha; **The Chubby Classic**, Dretzka Golf Course-Milwaukee and **Today's TMJ4 "Beat the Pro"** at Black Wolf Run in Kohler and 10 area courses throughout the summer.

Thanks to everyone for making the 2002 MACC Fund Golf Tour a success. If you would like to play in or need information about the 2003 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 or on line at www.maccfund.org.



"Cute Kids" Calendars for sale

Mortensen Photography and the **Lang Company** continue their important role in the fight against childhood cancer with the 2003 **Cute Kids Calendar**. The calendar features photographs of children for each month in poses sure to make one smile. Each month also features a story about a child dealing with cancer with proceeds benefiting Women for MACC.

The calendars cost \$10 each or three for \$25. They can be purchased at *Mortensen's Photography* in Waukesha; Youth Towne in the Galleria West in Brookfield; Creative Flair in Delafield; Curve for Women and Art of Hair in Brookfield; and Laacke & Joys in Milwaukee, Brookfield and Mequon. Cute Kids calendars are also available at the MACC Fund office, in a secure online environment at www.maccfund.org or by calling the MACC Fund at (414) 456-5830 or (800) 248-8735.

All proceeds from the calendar benefit Women for MACC to support pediatric cancer research. Sales of the 2002 calendars raised \$15,000. Special thanks once again this year goes to **The Lang Company** for its generous support. In addition, thanks to **Precision Color** for the donation of the pre-press work on the calendar. Women for MACC and the MACC Fund are indebted to Mary and Al Mortensen of **Mortensen Photography** for this great special holiday program.



A Midsummer's Remembrance:

*Record number of friends turn out to
remember Emmett and raise \$33,000*

Timothy Emmett Steele was a very special man. He really didn't need a last name. *Emmett* sufficed. His family called him Tim or Timmy, as families are wont to do.

He was a highly successful representative for Northwestern Mutual Life. A native of Dubuque, Iowa, he adopted Chicago as his second hometown. As the song says, it was his "*kind of town.*" He knew so many people from captains of industry to shoe-shine men and parking lot attendants. He called them each by name.

Emmett died in 1995 at far too young of an age. He left a legacy of love for the children with cancer through a \$100,000 gift from his estate to the MACC Fund.

Emmett always went out of his way to help people. Now, each summer, many of his special friends go out of their way to help the MACC Fund in its efforts to help children with cancer. Over 600 friends got together again in August at Chicago's Saddle & Cycle Club to have a party in his honor and memory. They shared stories, laughs, and undoubtedly a few tears, as they remembered this very special man by doing what he loved to do, namely be with his many friends. Some did not know of Emmett when they arrived, but they felt like a special friend of his when they left. In the process, they raised an event record \$33,000! This brings the cumulative total for all of the parties to \$100,000 – the amount of Emmett's bequest. Thanks to his devotion to kids, his legacy of love continues to grow each year through this party in his memory.

Heartfelt thanks to the committee members of the Emmett Steele Memorial Foundation who organized the event. They are Jim Clary, Marty Crowe, Dwight Ekenberg, Peter Garvy, Bob Howington, Sean Hunter, Bill Kelly, Ed Murphy, Brett Opie, Dave Stewart, Tom White and Emmett's sister and brother, Brigid and Mike.

Special thanks are extended to Goose Island Brewery, Scalas, Lindemans and the Afrodisiacs who have provided musical entertainment for this party for years in addition to the Saddle & Cycle Club that provides its wonderful venue each year. Thanks to all who attended and made it a night to remember! Mark your calendar now for the 2003 edition on Friday, August 1 at the Saddle & Cycle Club, 900 West Foster, Chicago. Thanks for introducing your friends to the MACC Fund and its kids, Emmett!





Congratulations Steve Mech!

The MACC Fund's Very Own Ironman

Steve "Ironman" Mech swam 2.4 miles, rode his TREK bike 112 miles, and then ran a 26.2 mile marathon. It is exhausting just to think of! He was competing in the Ironman Wisconsin Triathlon in Madison on Sept. 15th. He finished his first Ironman triathlon in 14 hours and 13 minutes.

A longtime MACC Fund friend, Steve also hosts a golf outing each year in memory of his wonderful dad, Jim Mech, at Autumn Ridge in Valders, Wis. Jim developed the course of his dreams and died of a heart attack shortly after it opened. The MACC Fund benefited from its first outing in July, 1997.

Steve trained for over a year for the Ironman. He also took on the additional challenge of fundraising in conjunction with the athletic challenge for completing such a competition.

Janus Funds runs a program called the Janus Charity Challenge. The Challenge encourages the elite athletes to use Ironman North American events as a unique platform for raising financial support for charity. Janus challenges each athlete to raise money for the charity of their choice, rewarding the top three fund-raisers with additional donations to their favorite charity. Steve placed second, raising an amazing \$37,315 for the MACC Fund and children with cancer. His impressive finish also provided an additional \$5,000 that was awarded by the Janus Funds to the MACC Fund. Special thanks to Chris Abele for his continued, generous support of the MACC Fund through Steve's efforts and events.

The MACC Fund is indebted to Steve for his diligence, hard work and inspirational efforts on behalf of children with cancer. Also to be commended is his wife Joviann for putting up with Steve's many hours of training! Thanks to everyone who made a donation in honor of Steve's Ironman efforts. You made a good investment.

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 from Nov. 29 through Dec. 29. Lights galore glow to the enjoyment of thousands of people who drive by the area from 92nd to 96th Streets between Oklahoma and Montana --all in the spirit of the holidays while leading to a wonderful gift of hope to the MACC Fund.

Last year, \$87,000 was raised to light up the lives of children through cancer research. Lamplight Farms continued its generosity and Verizon Wireless answered the neighbors' call once again.

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 as well as, radio and television personalities. Other special guests, including the West Allis Fire Department also participated in the festivities. A grand ice carving display debuts on Saturday, Dec. 14. The Captain of the U.S. Snow Sculpting Team, Tom Queoff, and other talented carvers will transform ice blocks into art in front of thirteen homes in the neighborhood. Come out to see them before they melt away!

Olympic gold medalists Dan Jansen and Bonnie Blair will be on hand on Dec. 22.

The MACC Fund thanks all of the hard-working and dedicated neighbors whose efforts are coordinated by Ron Ziolecki as well as the thousands of donors who join in "Sharing Christmas."

The MACC Fund

HOPE TEAM

The MACC Fund's Hope Team is a unique way for community-minded businesses and individuals to get involved with the MACC Fund in lieu of becoming involved through a special event.

Team members choose from five packages including the \$7,500 **Superstar**, \$5,000 **All-Star**, \$3,000 **Captain**, and \$1,000 **Starter**. Individuals may also join the Team as a **Coach** for a \$500 donation.

Hope Team members participate in premier MACC Fund events throughout the year like the Hyatt Regency Milwaukee MACC Fund Open and the Milwaukee Bucks MACC Fund Game. Hope Team members also receive Hope Gear and are invited to attend an annual recognition luncheon.

For more detailed information about joining the Hope Team, please contact Janet Peshek at 414.456.5830 or via email at jpeshek@maccfund.org

The 2002 MACC Fund Hope Team Members:

SUPERSTARS

Gordon Flesch Company
MGS Tech Center
The Liza Bates MacLeod Foundation

ALL-STARs

The King Family
Nicholas Family Foundation

CAPTAIN

AO Smith Corp.
Supreme Structures, Inc.
The Schroeder Group, S.C., Attorneys at Law

STARTER

Berghammer Construction Corp.
Compuware
Douglass Design
Encompass Electrical Technologies
Dr. & Mrs. Conrad Heinzelmann
The Jansen Group, Inc.
Lands, End, Inc.
Marshall & Ilsley Corporation
Jon & Pam McGlocklin
Megal Development Corporation
Metso Minerals
MGIC Investment Corporation
Ted & Noelle Rulseh
Stanek Tool
Strong Capital Management
Western States Envelope Company

COACH

Larry & Jan Barbera
Jan Lennon
John McCarthy, McCarthy Kult
Financial Management
Shannon & Colleen McGlocklin
Opus North Corporation
Michael & Gail Polzin
R & R Insurance
Skelton-Bendsten Family

@macctoday

@macctoday is an electronic newsletter that gives timely news and updates on the MACC Fund from fundraising programs to medical advances. If you would like to get @macctoday monthly, simply email us at maccfund@maccfund.org

Where There's a Will...

There 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

Bucks' "Bucks" Back MACC

NBA preseason action returned to The Bradley Center on Oct. 11 as the Milwaukee Bucks beat the Dallas Mavericks. Nearly 14,000 fans cheered the Bucks under Coach George Karl in the 26th Annual MACC Fund game. In addition to the Bucks winning, the real winners were the kids with cancer, many of whom were in attendance. Thanks to the generous patrons of the game, the children with cancer have more reason to hope.

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 over the years. The MACC Fund and the children with cancer thank U. S. Senator Herb Kohl, the owner of the Bucks, and the dedicated Bucks fans for their generous support each year.

Prior to the game, *Pick 'n Save* 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's National Honor Society, 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-game party.

The 25 Bucks MACC Fund Games have raised nearly \$1 million. This contribution is only a part of the Bucks' commitment to the fight against childhood cancer that the organization helped pioneer. They sponsor the annual NBA Hoop It Up 3-on-3 tournament each summer. In addition, the Bucks participate in other programs with some of their sponsors to help the MACC Fund. The televised games show *Piggly Wiggly* popping for every Bucks 3-Pointer. Radio marketing programs, in conjunction with *News Radio 620 WTMJ*, the Bucks flagship radio station on the Bucks Radio Network, include the *Piggly Wiggly Tip-Off Payoff* for Bucks-controlled opening tips; *Miller Brewing Company's* 3-Pointers; and *The Pick 'n Save Advantage Payoff*, which contributes a Buck for every point scored throughout the season. The MACC Fund thanks these generous Bucks sponsors and media partners, the loyal Bucks fans and Senator Kohl and the team of course, for their loyal and generous support.



2002 Holiday Events & Programs

- Pepsi Holiday Program for the MACC Fund, thru December
 - Mortensen Photography's Cute Kids Calendar
 - Sharing Christmas on Candy Cane Lane, 11/29 - 12/29
- TODAY'S TMJ4 MACC*Star at Quality Candy Shoppes and Buddy Squirrel Nut Shops
- TODAY'S TMJ4 Sports Auction 4 MACC, 12/14 3:30 - 5pm
 - Hyatt World's Largest Office Party, 12/19 - 5 - 11pm

