



# MACC FUND TODAY

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## 'In our ignorance lies our greatest hope'

### Dr. Montgomery leads research on blood coagulation disorders

Robert Montgomery, M.D., Professor and Vice Chair for Research at the Medical College of Wisconsin's Department of Pediatrics, isn't exactly sure where or from whom this quote came from, but he is a believer in the message it sends. "If we knew everything and things were bad, there would be no hope," he says. "Because there are things we don't know, we have an opportunity to make things better."

Dr. Montgomery adheres to that philosophy in his work and approach in his specialty of blood coagulation disorders. His specific research is directed at a protein known as von Willebrand Factor (VWF). When this protein is deficient or abnormal, the disease is called von Willebrand Disease (VWD).

People with VWD may have a normal blood clotting system – and a normal number of platelets – but when a blood vessel is damaged, the platelets don't know that they should stop at that injury site. This causes a variety of problems, including bruising, or nosebleeds, or heavy menstrual periods.

Dr. Montgomery has been studying this particular blood disorder for more than a quarter of a century. He first developed his interest in pediatrics as a medical student at the University of Pittsburgh from where he graduated in 1969. Following his pediatric internship at Children's Hospital in Philadelphia and the University of Pennsylvania, he worked in the Indian Health Service on the Navajo Reservation in Arizona. Besides his clinical work with Navajo children, he also did his first research on a viral disease called cytomegalovirus – a disease that is also a problem for cancer and transplant patients. He then did his pediatric residency at Johns Hopkins University and then decided to further his study on hematology. Following his training as a Fellow in pediatric hematology at the

University of Colorado, he went on to a Research Fellowship at the Scripps Research Institute in La Jolla, California, and it was here that he began his research on VWD.



Dr. Robert Montgomery

Dr. Montgomery came to Milwaukee in 1980 because of the Midwest Children's Cancer Center and The Blood Center of Southeastern Wisconsin under the respective leadership of Dr. Bruce Camitta and Dr. Richard Aster. He helped establish a hemostasis reference laboratory that served the joint needs of the Blood Center and Children's Hospital and also made available specialized hemostasis testing that now serves many of the hospitals in Milwaukee as well as hospitals throughout the United States.

From the beginning of his career, Dr. Montgomery has focused on VWD, which is the most common hereditary bleeding disorder and affects 1% to 2% of the total population. "Most people who have it don't know they have it," Dr. Montgomery said. Besides the symptoms of VWD

described earlier, such individuals are at risk of postoperative hemorrhage and there is even a common childhood tumor, Wilm's tumor, that have been shown to have acquired VWD until the tumor is successfully treated.

"For many patients with tumors, leukemia, or who have had recent bone marrow transplants, they will have problems associated with blood clotting – both too little clotting or sometimes too much," he said. "There are also situations during chemotherapy, for example, when they lose many of the precursor cells in the bone marrow and they don't make platelets. If there aren't any platelets, then there is nothing for the VWF to work with to assist with the control of hemorrhage at a site of blood vessel injury.

"VWF isn't necessarily key to understanding cancer or leukemia, but as we treat with more aggressive therapies, it means we come face-to-face with more secondary problems, such as bleeding and clotting."

Dr. Montgomery has three grants that support his work on VWF.

- 1) How VWF is synthesized and stored in the cells of our blood vessels as well as our platelets;
- 2) How VWF helps to regulate Factor 8 (FVIII) (a blood coagulation factor);
- 3) How the receptors on platelets bind VWF.

Dr. Montgomery serves on many national and international committees. He is Chairman of the VWF Subcommittee of the International Society of Thrombosis and Haemostasis, is Chairman-Elect of the International Scientific and Standardization Committee, Chairman of the Hemostasis Subcommittee of the American Society of Hematology, and serves on the Hematology Study Section of the National Institutes of Health.

Continued on page 2



## Dear Friend:

The calendar tells us spring has sprung, but the unpredictability of Mother Nature often spins a different tale. However, one thing for certain is that spring is the season of hope. And hope is what the MACC Fund offers and truly what we're all about.

"Hope Through Research." You have heard it many times with the MACC Fund. Your support in 2002 led to \$3.6 million in research awards for the MACC Fund-supported investigators at the Midwest Children's Cancer Center. These researchers were also awarded 10 National Institute of Health grants. This certainly brings the promise of a cure that much closer. It has been your loyal and generous support of the MACC Fund that has made this possible. So many people from so many different walks of life have come together to help children with cancer. It is both humbling and exciting to witness.

The MACC Fund and everyone associated with our organization are very proud of the work being done and the progress being made. Your charitable dollars help fund our primary beneficiary, the Midwest Children's Cancer Center of the Medical College of Wisconsin, as well as The University of Wisconsin's Comprehensive Cancer Center. Both institutions are leaders in the field of finding a cure for childhood cancer.

We have many success stories. Just think of all of the children who had cancer, beat it, and who are now grown up and preparing to graduate or get married this spring.

We are always mindful of those who have left us before they could achieve these milestones. Yet we persevere and with your help we march together toward our goal of "Life for All Kids."

We wish you and yours all of the best as the cool breezes of spring give way to warm summer days. On behalf of all the children with cancer, thank you. Thank you for giving the children and their families a chance to enjoy the change of seasons together...and for giving them hope.

Jon McGlocklin, President

"We're not just interested in the diagnosis of VWD, we want laboratories throughout the world to offer comparable tests and to elucidate the DNA mechanisms of VWD."

He is also working with the National Institutes of Health to create the National Center for The Molecular (DNA) Diagnosis of VWD with this center being located here in Milwaukee.

"This program is only possible because of the close collaboration between the Medical College of Wisconsin, Children's Hospital of Wisconsin, and The Blood Center," said Dr. Montgomery, who serves as Director of Research at Children's Hospital and as Senior Investigator of The Blood Center. The MACC Fund is the College's largest donor. "These three organizations, working synergistically, really enable the creation of something better than any one organization could have done on their own."

Dr. Montgomery stresses the need to educate clinicians about VWD. "It's important for clinicians to not only understand bleeding disorders, but, in addition, to have laboratories that are capable of making the correct diagnosis.

"It is also important for doctors taking care of children with complex diseases including tumors, leukemia, or even other complex problems, that may be associated with hemorrhage (too little clotting) or thrombosis (too much clotting).

"What we have in the MACC Fund Research Center-- in the hematology, oncology, and transplant groups -- is a group of researchers and physicians who are trying to identify what complex clinical disorders for which we don't have easy answers today and then to pursue answering questions in the laboratory, so that we can offer treatment or better treatment tomorrow.

"Many times questions that one investigator is pursuing in his or her individual laboratory may offer opportunities to others working in an entirely different field of investigation. We need to be able to provide state-of-the-art treatment today but also pursue the hope for the future of things being even better.

"While I may be studying ways to put a better protein into a cell to correct a bleeding disorder, a similar approach might be used to introduce therapy that might cause a tumor cell to be destroyed."

The same cells that Dr. Jim Casper and Dr. Dave Margolis isolate to perform bone marrow transplants for leukemia patients might be used in the future as a means of gene therapy for children with bleeding or clotting disorders. "If we want to have the best physicians providing the best possible care for our children, they also need to be working in an environment that has phenomenal curiosity so that our treatment tomorrow can even be better than our treatment is today.

"The MACC Fund has have been responsible for bringing to Milwaukee, physicians who have a lot of curiosity and also a lot of compassion."

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

# The TREK 100

## One day that makes years of difference



**T**he TREK 100 is the largest fund-raising event in the 26 year history of the MACC Fund. On Saturday, June 7, cyclists will once again "ride for hope". Riders will challenge them-

selves while helping raise funds for children with cancer by biking the 100-mile, 100-kilometer (62-mile), the new 40-mile, or the 20-mile ride.

Nearly \$4 million has been raised since 1990. Last year's TREK 100 raised \$455,000. With your help, 2003 can produce an even bigger, record-breaking gift of hope.

Trek Bicycle Corporation of Waterloo, Wis., is the leading manufacturer of high-end bicycles. The company is the proud and generous title sponsor of the TREK 100 which has been voted one of the best rides in the country by *Bicycling* Magazine. The TREK 100 will once again begin and end at Waukesha County Technical College

(WCTC) in Pewaukee. Four routes will take riders through the beautiful Lake Country area. Joining Trek Bicycle Corporation in presenting the TREK 100 are WKLH/96.5 FM Classic Hits radio, LaSalle Banks, Sells Printing Company, Silver Spur Texas Smoke-house Barbeque, Noodles and Company, Prime Coatings, Bicycling Magazine, and the host of the TREK 100, Waukesha County Technical College.

The entry fee is \$30 per rider plus pledge amounts equal to \$1 per mile ridden. Participants receive a commemorative, 100-percent heavy cotton T-shirt, breakfast, lunch and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around from the Trek Wrench Force and local Trek dealers will also be on hand to assist riders.

A post-ride celebration and a cookout from our friends at The Silver Spur, along with live entertainment, tops off a terrific day of cycling and giving hope to kids with cancer.

Great Trek merchandise is offered as pledge incentives for those who "go the extra mile" to raise pledges to help a child with cancer. Items include: floor pumps, bags, headlights, tool packs, trainers, repair stands and a wide variety of Trek bikes.

To become part of the Trek 100 team - as a rider or a volunteer - please call the MACC Fund in the Milwaukee area at 414-456-5830. Outside the Milwaukee area, call the TREK 100 Hot Line at 1-800-248-TREK. On-line registration is at [www.maccfund.org](http://www.maccfund.org).

We hope you will join us and "pedal for a purpose" in what promises to be another enjoyable, memorable and successful ride of a lifetime in support of a child's lifetime.

**ride for hope™**

The annual ride to fight childhood cancer.

**TREK**  
WWW.TREKBIKES.COM

# TREK 100 June 7, 2003

**CLICK FOR HOPE AT THE  
NEWLY DESIGNED  
MACCFUND.ORG**

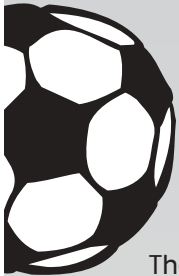
We invite you to CLICK FOR HOPE at the newly designed [maccfund.org](http://maccfund.org). The site provides an interactive environment where supporters can easily and quickly make a secure online gift, register for an event, view a comprehensive calendar of events and programs as well as learn more about the MACC Fund and the research we support. We are also pleased to offer a Childhood Cancer Resources section featuring links to topics ranging from Cancer Care, Research and Support Resources to name a few. So, CLICK FOR HOPE today at [www.maccfund.org](http://www.maccfund.org).



## The Ale House Brews Up a Winner

The popular **Ale House** in Milwaukee's Historic Third Ward did its part in making Winter more enjoyable by hosting its annual Brew Fest in February. Some great microbrewers showed off their best brews to an appreciative capacity crowd while raising a record \$12,000 for the MACC Fund. Cheers to the Ale House and all who gave a mid-winter "Gift of Hope."

The MACC Fund also appreciates the Ale House's support of the TREK 100. The Ale House's popular malt beverages make the miles on the bike worthwhile when the post ride fun begins.



# MACC FUND benefits from MISL Commissioner's Dinner

The best of the best of the Major Indoor Soccer League (MISL) came to Milwaukee for a weekend in March for the League's All-Star Game. A Legends Game, an All-Star Clinic Youth Skills Competition, the MISL All-Star Skills Competition, autograph and picture sessions, and visits throughout the community by the All-Stars preceded the Sunday nationally televised All-Star game.

A major part of the weekend was "The Commissioner's Dinner." The dinner was hosted by the Hyatt Regency Milwaukee, the MISL and the Milwaukee Wave. The Hyatt's general manager, Patrick Donnelly, served as the Chairman. It honored the All-Stars as well as Keith Tozer, the outstanding coach of the Wave. Tozer, "the winningest coach in the history of indoor soccer," wanted some of his favorite "Keith's Kids" charities to benefit from the dinner. The MACC Fund was fortunate to be one of the four beneficiaries along with The March of Dimes, The Cystic Fibrosis Foundation and The Make-A-Wish Foundation.

The dinner filled the Hyatt's Grand Ballroom to capacity. Auctions and raffles for prizes like a wonderful cruise from Fox World Travel and Carnival Cruise Lines, and travel to the San Francisco Hyatt Regency on Midwest Airlines, combined with proceeds from the table sales to net \$22,500 for each of the four Keith's Kids Charities.

The MACC Fund has had great support from the Wave since its first goal in Milwaukee years ago. The Hyatt Regency has been an outstanding supporter as well. The MACC Fund and the children with cancer are indebted to the Wave, MISL Commissioner Steve Ryan, the MISL and the Hyatt Regency for their "gift of hope" to children with cancer.



## Running for MACC

The **8th Annual Mad City Marathon** will be held on Sunday, May 25th. Runners can once again **RUN FOR MACC AND KIDS WITH CANCER**. To become a "Runner for MACC", - simply register for the Marathon either online at [www.maccfund.org](http://www.maccfund.org) or by mail. Please indicate that you are "Running for MACC", and you will receive a pledge raising kit to aid your efforts. Incentives from our friends at Noodles & Co. as well as Stop-N-Go Convenience Centers will be rewarded to those who raise in excess of \$250. Call **1-800-248-8735** to learn more, and start running!



### Thrivent Financial for Lutherans™

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 its members.

Jim Fischer, Thrivent's Southeast Wisconsin Managing Partner, embraced the MACC Fund's fight against childhood cancer five years ago. Jim's regional field office spearheads fund-raising events and programs throughout the year.

Thrivent's fundraising efforts last year included the "Racin' for Kids" program; the "Runnin' for Kids Walk"; the Milwaukee

### continue to "invest" in MACC

Bucks "Player of the Month" award; a benefit performance of "She Loves Me" by the Shorewood Players; the Thrivent Financial Associates Golf Open, and a special "dress - down" day program.

Thrivent was also the major sponsor of The TODAY'S TMJ4 Sports Auction 4 MACC matching all of the auction's proceeds from the live 90 minute broadcast on Milwaukee top-rated television station last December. Thanks to Thrivent's generous "match", the TODAY'S TMJ 4 Sports Auction 4 MACC raised a record \$86,000! Thrivent has a full slate of fund-raising ideas on tap for this year as well.

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 \$500,000.

## "It's In The Bag" for the 19th year



Spring is a great time to stock up on 350 specially marked grocery items through the 19th annual "It's In The Bag" program. During April and May, consumers throughout Wisconsin and the Upper Peninsula of Michigan can shop with a purpose and receive great values. They will also be helping the MACC Fund thanks to the manufacturers' donation for every "It's In The Bag" product purchased.

Shoppers get added value once again this year. Consumers simply need to purchase any of the participating products and send their store receipt, or a copy of it, showing the purchase of 5 products. They will receive a MACC Fund Reward Pack good for \$10 worth of manufacturer's coupons. Click on [www.itsinthebagmaccfund.com](http://www.itsinthebagmaccfund.com) or see the It's In The Bag ads in the Milwaukee Journal Sentinel on May 9 and local newspapers in April and May.

Competitors from throughout the grocery industry come together each year to help find a cure through this great program. Sponsored by **Advantage Sales and Marketing**, a Brookfield, Wis., food brokerage firm, and the manufacturers they represent, this annual promotion has raised nearly \$2 million since its inception in 1985.

Check out the following "It's In The Bag" items at your favorite grocery store:

### Dairy

Canola Harvest Margarine  
Country Crock 3 lb. Spread  
Kozy Shack Pudding  
Schneider Cheese

### Frozen

Birdseye Farm Fresh Frozen Vegetables  
Inland Valley Frozen Potatoes  
Klondike Ice Cream Bars  
Old Orchard 100% Juice, 12 oz.  
Pepperidge Farm Cakes  
Tyson Frozen Chicken Items  
Uncle Ben's Frozen Bowls

### Produce

Dole Packaged Salads  
Marie Callender's Croutons  
Sunkist Almond Accents

### Grocery

Act II 6-pack Microwave Popcorn  
All Liquid Detergent  
Brawny 3-count or 6-count Paper Towels  
Buffalo Don's Water  
Canola Harvest Spray or Oil  
Frank's Sauerkraut or Frank's Tomatoes  
Fuji Film-PPP Quick Snap/200 Count Film  
Johnson and Johnson Products  
Lipton Side Dishes  
Maruchan Ramen Noodles  
Mrs. Cubbison's Croutons  
Mrs. Dash Seasonings  
Orange Glo Household Cleansers  
Orville Redenbacher's Microwave Popcorn  
Pedigree 22 lb. Bag Dog Food  
Ragu 45 oz. Spaghetti Sauce  
Skippy 28 oz. Peanut Butter  
Tresemme Hair Care Products  
Western or Wishbone 16 oz. Salad Dressing  
Whiskas Homestyle Pouches Cat Food

**Advantage**  
Sales & Marketing

## Students Back MACC



The Wisconsin Association of Student Councils (WASC) has supported the fight against childhood cancer for many years. In 2002, the WASC contributed nearly \$5,000 to the MACC Fund. In addition, high school students from Brookfield Central, Wauwatosa West, Shorewood, West Allis Central, Pewaukee, West Allis Nathan Hale, Whitefish Bay and Mequon's Homestead make volunteering for the MACC Fund part of their extracurricular activities.

In June, high school graduates playing in the 26th Annual Wisconsin Basketball Coaches Association All-Star Games in Madison will help raise funds for the MACC Fund as part of their commitment to the All-Star Games.

Each year, students raise funds through a variety of bake sales, penny drives, book sales and other creative fund-raising opportunities. For example, a program at Merton School raised \$1,500 last year.

The future of the MACC Fund's fight against childhood cancer looks promising with support like this from the students. The MACC Fund thanks all of the school groups who have joined in the fight.

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



**FAMOUS DAVE'S RIBS  
NOW IN WAUKESHA**

A "Famous Dave's" Legendary Pit Bar-B-Que Restaurant opened in Waukesha on St. Patrick's Day. Ribs replaced Corned Beef at the ribbon cutting ceremonies that included a check for \$2,000 to the MACC Fund. Waukesha County dignitaries joined in for a fun-filled "Ribilicious" St Patty's Day."

Famous Dave's raised money for the MACC Fund through rib tastings at the Waukesha and Brookfield Pick 'n Save stores on March 8th, as well as through a VIP Lunch/Dinner held on March 15th. This was the 77th Famous Dave restaurant in the country and the first in the Milwaukee area. A ribilicious "thank you" to Famous Dave and his friends for their tasty Gift of Hope.

## The Bob Fish Pontiac Buick GMC Raffle for MACC

A stylish sports car and a 1/2 ton 4 wheel drive pick-up for \$100? These aren't scale models from the Franklin Mint, but the best that General Motors and Bob Fish have to offer. Bob Fish is the Midwest's largest GMC truck dealer and one of Wisconsin's top Pontiac and Buick dealers. Bob is also a great stock car racing fan. He was one of the original sponsors of the NASCAR Winston Cup champ, Matt Kenseth, a Wisconsin native. Bob and his West Bend, Wis. dealership have been great sponsors of the MACC Fund helping children with cancer for 11 years.

What does all of this have to do with \$50,000 worth of vehicles for \$100, and where does racing figure into this equation? The answer is simple. Bob Fish is offering the lucky winner of "The Bob Fish Pontiac Buick GMC Raffle for MACC" the all new 2003 Pontiac Grand AM GT / SCT and the 2003 GMC Professional Grade Sierra 4-wheel drive pick-up that will be used this season at Slinger Speedway, the Midwest's fastest quarter mile track. The odds are pretty good too, since only 800 tickets will be sold at \$100 each.

The Ram-Air V6 engine powers the stylish Grand Am Slinger Raceways Pace Car that features the impressive composite performance Ram-Air hood design and rear aero wing spoiler. Creature comforts include a sunroof, AM/FM Stereo CD and Cassette, power windows, automatic transmission and power door locks, to name a few of the highlights.

The V8 powered GMC Sierra 1/2 ton, 4 wheel drive pick-up is the Slinger Safety Truck. It comes equipped with locking rear differential, speed control, automatic transmission, the special handling and trailering suspension package plus dual zone air conditioning, transmission oil cooler and much more.

The MACC Fund will benefit from the net proceeds of this great raffle. You don't have to be a racing fan to enter, but it will add to the fun. You can watch them perform on the race track before they might add to your driving pleasure on the road. Tickets are available for \$100 each at Bob Fish Pontiac Buick GMC on Highway P in West Bend, 262-338-2235, at [www.maccfund.org](http://www.maccfund.org) or by calling the MACC Fund at 414-456-5830 or 800-248-8735.



The Piggly Wiggly Soccer Scramble for MACC brought added excitement to the Milwaukee Wave games, while it raised important funds for pediatric cancer research. Throughout the season, Wave fans had a chance to win prizes if they successfully threw mini-soccer balls they "rented" at the Piggly Wiggly and MACC Fund logo targets on the field. The grand prize was a 1-year lease of a Subaru Baja from Don Jacobs Buick, Subaru, Jeep and Toyota. Other prizes included a Funjet Vacations getaway to Cancun and a five-person spa from Master Spa. This unique program raised \$8,894 for the MACC Fund while it added to the fun of the Wave game. Thanks again to the Wave and their fans as well as to "The Pig" for helping the MACC Fund "bring home the bacon" to help kids with cancer.



## HARLEY-DAVIDSON'S

### 100th Anniversary

#### Housing Program to benefit MACC Fund

Hundreds of thousands of Harley riders will roll into Milwaukee to celebrate the **100<sup>th</sup> 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 100<sup>th</sup> 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, condominium or townhouse to Harley's visiting guests. Many landlords have already approved this program that can be a "win-win" for everyone. TSE will pay from \$700 to \$1,600 depending on the size, for the week.

TSE will also pay for cleaning services prior to and after the anniversary. It will collect a \$500.00 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 100<sup>th</sup> 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](http://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. They also provided full travel services during the 25<sup>th</sup> and 30<sup>th</sup> Anniversaries of Woodstock as well as to the 1996 and 2002 Olympic Games.

Their *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. You can enjoy the fun at Rider's Ranch will special "day" passes. To get a discounted \$5 day pass, simply visit [www.maccfund.org/news/events.cfm](http://www.maccfund.org/news/events.cfm) A special *Sunday Gospel Brunch* will feature a free-will offering for the MACC Fund.

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



# GOLF + MACC FUND = HOPE

## FOR CHILDREN WITH CANCER

This simple "equation" has been true since the first MACC Fund Open in 1977. Now, 26 years later, The **MACC Fund Golf Tour** features all kinds of golfers in a variety of tournaments and different venues. Golfers play the game they love so that kids with cancer can play the games they love.

The 2002 **MACC Fund Golf Tour** raised nearly \$425,000. The "prize money" was made payable to "Pediatric Cancer Research." Over 2,500 golfers drove, pitched and putted in an attempt to beat par as they beat cancer.

Working closely with the MACC Fund Golf Staff, individual tournament organizers proved that the MACC Fund's 26-year-old premise of "a good time for a good cause" is alive and well on golf courses throughout Wisconsin.

The **MACC Fund Golf Tour** is a proven and effective fund-raiser and friend-raiser. Companies have developed a special camaraderie among their associates after being part of the charity golf event to benefit the MACC Fund. Employees, vendors, customers, business prospects, family and friends tee off to help beat childhood cancer. They might also be fostering a business relationship, remembering a friend who died, or simply playing a round with their favorite foursome and meeting new friends.

Regardless of the reason for playing, one thing is certain – at the end of the day, golfers leave with a sense of satisfaction knowing they have helped give hope to a child with cancer.

If you, your company or organization are already a part of a golf outing, consider joining the MACC Fund Golf Tour to help make your event more meaningful and successful. If you would like to create your own event in association with the **MACC Fund Golf Tour**, our staff will work with you and your committee to help develop an event tailor-made for your needs. Key **MACC Fund Golf Tour** organizers receive benefits as well.

The MACC Fund and the children invite your company or group to be a member event of the **MACC Fund Golf Tour** that offers hope to children with cancer. There's always room for another golf outing, and there is certainly a need to support as much research as possible to help the children with cancer.

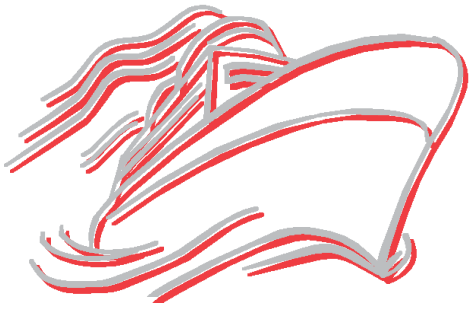
To learn more about the Tour, call the MACC Fund at (414)456-5830 or 1-800-248-8735 and get ready to *tee it up to help drive cancer out of kids lives "fore" good!*

### The 2003 MACC Fund Golf Tour events include:

**The Hyatt Regency Milwaukee MACC Fund Open**, Tuckaway Country Club in Franklin, June 2; **The Mike Halvey Memorial Open**, Kettle Moraine in Dousman, June 19; **The Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Course in Valders, June 20; **The Cheri Amore Memorial Open**, Twin Lakes Golf Club, June 23; **The Chuck Jorgenson Memorial Open**, Ironwood Golf Club in Sussex, June 28; **The Max-Fly Open**, Ironwood, July 3; **The Hooters Restaurant Open**, Fox Hills in Mishicot, July 7; **Ken's MACC Fund Open** at Rivermoor in Waterford; **The Fresh Brands Piggly Wiggly Charity Tournament**, at North Shore Country Club in Mequon, July 28; **The Valley Green Open**, Valley Green Golf Course in Mukwanago; **The WLZR "Bob and Brian Open"**, Silver Spring Country Club in Menomonee Falls, Aug.1; **The Car Care for MACC Open**, Tuckaway CC in Franklin, Aug.11; **The TODAY'S TMJ4's "Beat the Pro,"** weekly series at 10 courses culminating with a 30 minute television special at The Bog in Aug.; **The BP MACC Fund Open**, Evergreen Golf Club in Elkhorn, Aug. 18; **The Papa Rosh Memorial Open**, at Petrifying Springs in Kenosha, Sept. 6; **The Corporations Caring for Kids Open**, at Lac la Belle Country Club in Oconomowoc on Sept. 29; and **The Chubby Classic** at Dretzka Golf Course in Milwaukee.

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

**GMO Tickets for MACC** — Call the MACC Fund at 414-456-5830 or 800-248-8735 to order GMO tickets for \$22 each at 12 percent off the gate price. Packages include special MACC Fund Golf Tour gear and a chance to win Milwaukee Bucks tickets. Thanks to the GMO, the MACC Fund gets to keep all of your purchase price. Plus, the GMO Charities will give the MACC Fund an additional \$1,000 if we sell 100 tickets! If we sell 125 tickets, we will have a chance to win an additional \$5,000. The GMO is July 10-13 at Brown Deer Golf Course. The MACC Fund ticket deadline is May 30.



## Send childhood cancer cruising!

**Carnival Cruise Lines** and **Fox World Travel** are teaming up with the MACC Fund next January for a new and exciting *Cruise for Hope*.

Friends of the MACC Fund will sail the High Seas onboard the world's first and only non-smoking cruise ship, *The Carnival Paradise*. This floating resort will set sail on January 11, 2004 for a seven-night Western Caribbean Cruise. The ship will leave Miami, and make stops in Belize, Isla Roatan, Grand Cayman Island and Cozumel before returning to Miami.

The cost of the cruise is \$1,199 per person for an Inside Stateroom and \$1,299 for an Oceanview Stateroom. This price includes airfare, taxes, and seven fun-filled days of shipboard activities, exotic Caribbean ports, use of the spa and fitness center, superb meals, nightly Vegas-style entertainment and a donation to the MACC Fund. We look forward to having you onboard as we sail the Caribbean to raise funds to help cure childhood cancer.

The MACC Fund is grateful to these generous sponsors for this unique opportunity that you will hopefully consider for yourself, a top salesperson in your company, a special client or as an employee incentive. Please call the MACC Fund's great travel partner, Fox World Travel, at 800-690-4944 to get more information on this special "Cruise for Hope." Travel commitments are needed by June 1, 2003, however guests' names are not needed until October 15, 2003. A Carnival dream cruise offering a precious *Gift of Hope*, is only a phone call away.

## Friends still remember Emmett



T. Emmett Steele was a very special man who "filled the room"... wherever that room was. A highly successful representative for Northwestern Mutual Life and a native of Dubuque, Iowa, Steele adopted Chicago as his second hometown. He died tragically at far too young of an age in 1995. But he left a legacy of love for the children with cancer through a \$100,000 gift from his estate to the MACC Fund.

Each summer, some of his special friends get together in Chicago for a party in his honor and memory. His friends have carried on his legacy of love for the children with cancer by contributing proceeds from the event to the MACC Fund.

Last year's *Mid-Summer's Remembrance* raised a record \$33,000. Additional fund-raising efforts brought the Emmett Steele Memorial Foundation's total gifts for the year to the MACC Fund to \$43,000. The Foundation's cumulative contributions to date have exceeded Emmett's original gift, totaling \$110,000.

The MACC Fund is indebted to the committee members of the Foundation who organize the annual event, as well as help with other fund-raising activities. 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. A new member of the team is John Mickelson, Emmett's nephew and a 2003 graduate of the University of Iowa and a 2003 Orange Bowl participant. Emmett would be proud of his nephew John and his friends and family on the committee.

This year's gala event will be on Friday night, Aug. 1, at the Saddle & Cycle Club, 900 W. Foster, Chicago. If you are interested in this great event, contact a great MACC Fund friend, Dwight Ekenberg at EKEK1@AOL.COM. It will definitely be a night to remember! We know that Emmett's "spirit" will certainly "fill the room."

## The Hyatt Regency Milwaukee MACC Fund Open

The Hyatt Regency Milwaukee and the MACC Fund have been partners in the fight against childhood cancer for 20 years. The Hyatt has been the site of numerous MACC Fund functions; Women for MACC fashion shows; the annual Hyatt's World's Largest Office Party and the MACC Fund's 10th Anniversary Celebration in 1986. For years, The Hyatt's spectacular "Chef's Tables" have been outstanding auction items. The Hyatt has also been a sponsor of the TODAY'S TMJ4 Sports Auction 4 MACC.

The MACC Fund is pleased that the Hyatt will sponsor its original event, the MACC Fund Open, for the second year. The 27th annual Open -- The Hyatt Regency Milwaukee MACC Fund Open -- will be played on the beautiful Tuckaway Country Club championship layout on Monday, June 2. If you are interested in playing, please give the MACC Fund a call at 414-456-5830. The Hyatt and the MACC Fund invite you to share in the tradition and "tee it up against childhood cancer."

## Get your Syrup Running....

On Saturday, Aug. 30, the MACC Fund will be benefiting from the House of Harley's Reunion Bash Charity Pancake Breakfast. Join us at Mt. Carmel at 60th and Layton from 8-11 a.m. for a great morning of mingling with Harley riders from all over the world who have come "home" to celebrate Harley-Davidson's 100th Anniversary. For \$5, you can enjoy pancakes, sausages, applesauce, coffee, milk and juice. You'll leave with a full stomach and a full heart knowing you have helped children with cancer.



Volunteers are needed to help sell commemorative t-shirts at the House of Harley in Greenfield and at State Fair Park from 11 a.m. - 6 p.m. on August 20.

For more info visit our website at <http://www.maccfund.org/news/events.cfm> or call 414-456-5830. House of Harley and the MACC Fund, "Loud and proud, helping kids with cancer".





## Congratulations to . . .

**Bob Uecker**, longtime MACC Fund Honorary Athletic Board Member and announcer for the Milwaukee Brewers, for being inducted into the Broadcaster Wing of the Major League Baseball Hall of Fame in Cooperstown, NY.

**Keith Tozer**, coach of the Milwaukee Wave indoor soccer team for being honored as the *"Winningest Coach"* in indoor soccer history at the League's All-Star Game in Milwaukee. At time the of this printing, his team was playing for the League Championship. The Wave has won 3 championships in the past 5 years.

**Tom Crean**, MACC Fund Honorary Athletic Board Member and Marquette University Basketball Coach, on being named "Coach of the Year" in Conference USA for the second consecutive year. Crean's Golden Eagles won the conference championship and advanced to the NCAA's Final Four in New Orleans before losing to Kansas in the semi-final game. Crean was also the Clair Bee *"Coach of the Year"* which honors the active Division 1 coach who has made the most significant contributions to the sport during the year.

**Bo Ryan**, MACC Fund Honorary Athletic Board Member and Coach of the University of Wisconsin Basketball team, for being named "Big 10 Coach of the Year" for the second consecutive year as well. Ryan's Badgers also won the Big 10 title for the second consecutive year. This year they were the sole champions. The Badgers advanced to the NCAA "Sweet 16" losing a hard fought game to the nationally ranked, number 1 University of Kentucky Wildcats.

**Bruce Pearl**, MACC Fund friend and coach of the UW-Milwaukee Panthers basketball team for being named "Coach of the Year" in the Horizon League. Pearl joined Ryan and Crean as a repeat recipient of this award. His Panthers won the conference tournament and advanced to the NCAA Tournament for the first time in the 100 year plus school history, before losing a heart-breaker to Notre Dame.

**Joel Maturi**, longtime MACC Fund Honorary Board Member and the Athletic Director at the University of Minnesota, for the University's Hockey team winning the NCAA "Frozen Four" national championship for the second, consecutive year.

## Another colorful Candy Cane Lane

Tens of thousands of visitors once again enjoyed the spectacular holiday lights display of *Candy Cane Lane* in West Allis. Thanks to their donations, along with the support of area businesses, nearly \$95,000 was raised in the **Sharing Christmas** program during December. Lights galore brightened the lives of the children with cancer during this special time of the year.

The MACC Fund and the children with cancer extend their heartfelt thanks to all of the neighbors in the "Candy Cane Lane" area who decorated their homes and shared their neighborhood with the volunteers who gave of their time during the busy holiday season to collect donations each evening in December. Lamplight Farms once again generously donated \$10,000 to the neighborhood program while The US Ice Carving Team turned huge blocks of ice into masterpieces throughout the neighborhood.

The *Sharing Christmas Candy Cane Lane* neighborhood exemplifies and personifies the magic and spirit of the season. The MACC Fund is indebted to the neighbors and all of those who generously gave a gift of hope to children with cancer. Ron Ziolecki did another wonderful job directing the program this year as he has for nearly the entire lifetime of *Candy Cane Lane*.

# The MACC Fund

# HOPE TEAM

**T**he MACC Fund Hope Team provides a great opportunity for companies and businesses to get involved with the MACC Fund and help kids with cancer.

Annual giving 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 receive rewards for membership including opportunities to participate in premier MACC Fund events such as the Hyatt Regency Milwaukee MACC Fund Open and the Milwaukee Bucks MACC Fund Game. Individuals and families are also encouraged to join the "Team" as a "Coach" with a \$500 donation.

Hope Team members also receive an attractive plaque plus "Hope Gear" 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, Director of The MACC Fund Hope Team, at (414) 456-5835 or 1-800-248-8735.

## The 2002-2003 MACC Fund Hope Team members:

### SUPER STAR ~ \$7,500

The Gordon Flesch Company  
Marlene King Family  
MGS Tech Center  
Nicholas Family Foundation

### ALL STAR ~ \$5,000

Liza Bates MacLeod Foundation  
The Morris Family in Memory of Ted

### CAPTAIN ~ \$3,000

AO Smith Corporation  
The Schroeder Group, S.C.—  
Attorneys at Law  
Supreme Structures

### STARTER PLUS ~ +\$1,000

Benjamin Franklin the Punctual Plumber  
Lands' End, Inc.  
Ted & Noelle Rulseh

### STARTER ~ \$1,000

Kim & Lou Banach  
Berghammer Construction Corporation

### Compuware

Douglass Design  
The Jansen Group  
David & Bonnie Krill  
Marshall & Ilsley Corporation  
Jon & Pam McGlocklin  
Megal Development Corporation  
Metso Minerals

MGIC Investment Corporation  
Payne & Dolan  
Strong Capital

Town & Country Electric  
Western States Envelope Company

### COACH PLUS ~ +\$500

Opus North Corporation

### COACH ~ \$500

Larry & Jan Barbera  
Dr. & Mrs. Conrad Heinzelmann  
Jan Lennon  
Michael & Gail Polzin  
R & R Insurance  
Rockwell Automation  
Skelton-Bendtsen Family

## Where There's a Will...

**P**eople contribute to the MACC Fund in many ways. It may be a gift of time, participation in, or sponsorship of an event, gifts of insurance or stock or through a direct donation. Many people make memorial gifts or gifts in honor of birthdays, anniversaries, graduations or special occasions. Remembering the MACC Fund in your will and prudent estate planning can be beneficial for the donor as well as the MACC Fund. The MACC Fund encourages you to contact your financial advisor or call the MACC Fund to learn more ways to help children with cancer through proper planning while also helping yourself.

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



## FOR THE MACC FUND

Stop-N-Go Convenience Centers, based in Madison, support the MACC Fund and childhood cancer research through year-round promotional programs. When you visit any Stop-N-Go Convenience Center in Southeast Wisconsin and Illinois, you can purchase a "Golf-Fore-Free" Book featuring great savings on golf such as "buy-one / get-one-free" greens fees at many great courses. \$5.00 from the sale of each book benefits the MACC Fund.

Stop-N-Go Convenience Centers also have a MACC Mugg Refill program where each time you refill your MACC Mugg, children with cancer benefit through the research it supports. Thank you Stop-N-Go!

# WBCA STARS 'Best of the Best'

The state's best high school basketball players will again converge in Madison on Saturday, June 21 for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games** sponsored by **Piggly Wiggly**. The boys and girls games are played at the University of Wisconsin's Kohl Center and at Madison Area Technical College respectively. This year's tournament once again promises exciting games featuring the "best of the best" in Wisconsin.

In addition to great action on the court, the games also provide a gift of hope to children with cancer through the WBCA's support of the MACC Fund for the 26th consecutive year.

The players and coaches solicit support and sponsorship for the MACC Fund from local sponsors and businesses, as well as family and friends. These efforts, combined with the income generated from the games, have yielded nearly \$800,000 for the MACC Fund since 1978. Last year's games raised a record \$100,000.

The MACC Fund thanks the WBCA, Piggly Wiggly and all of the players, coaches, sponsors and fans for their continued commitment to children with cancer.

You, too, can be part of the great "team" supporting the games and the MACC Fund by advertising in the All-Star Games' souvenir program. You can also receive free tickets to the games. For information, please call the MACC Fund at 414-456-5830 or 800-248-8735. Tickets can also be purchased on game day.

## "Hooping it Up!"



Basketballs will be bouncing around the Bradley Center once again this summer. That's when the Milwaukee Bucks and Host Communications present NBA Hoop It Up, the 3 on 3 Basketball Tournament benefiting the MACC Fund on July 26 - 27. NBA Hoop It Up is the official 3 on 3 tournament of the National Basketball Association and is produced by Host Communications of Dallas. Players of all levels will compete on the streets in pursuit of the coveted NBA Hoop It Up Division Title.

Local sponsors from the Aurora Sports Medicine Institute, Pepsi-Cola, the Milwaukee County Parks, Miller Brewing Company, and the Milwaukee Journal Sentinel join with national NBA Hoop It Up sponsors to host a weekend of basketball action sure to satisfy the most devout hoops fanatic. The entry fee is \$120 per team and includes a T-shirt for each player, a guarantee of at least three games, plus the chance to win other great prizes. The fee for Top Gun teams is \$185. This year, each court will have a referee.

Last year, nearly 700 teams filled the streets while helping to raise \$25,000 for the fight against childhood cancer. Get your outdoor team together now to be part of the streetball fun in the sun in downtown Milwaukee. For entry forms, call the MACC Fund at 414-456-5830 or 800-248-8735 or check out [www.nbahoopitup.com](http://www.nbahoopitup.com) to register on line.



## TODAY'S TMJ4 Continues to Care

**TODAY'S TMJ4** continues to help the MACC Fund raise funds while also sharing the MACC Fund story. The **TODAY'S TMJ4 Sports Auction 4 MACC** featured a unique collection of 25 auction items which were up for bids throughout the 90-minute show on Dec. 13. Milwaukee Bucks Coach George Karl's Barbeque led all bids for the fourth consecutive year, closing out at \$6,000. Volunteers took auction bids and pledge calls. A record total of \$43,000 was raised thanks to generous bidders and sponsor dollars from TREK, Thrivent Financial for Lutherans, Sargento Foods, Women for MACC and The Medical College of Wisconsin. Thrivent Financial for Lutherans "matched" all of the proceeds taking the Auction's totals to a record \$86,000. Thanks to all of the donors, bidders, volunteers and the MACC Fund's friends at TODAY'S TMJ4.

Continuing in the tradition of two decades of support, TODAY'S TMJ4 will present 60-second mini **"Stories of Hope"** in addition to running other **MACC Fund Moments** throughout the year. These 30 and 60-second spots will give viewers a chance to give a gift of hope to children with cancer while learning about the children and their families, along with the medical personnel dedicated to helping them. The station will also help promote upcoming MACC Fund events

Nearly 4,600 special **TODAY'S TMJ4 MACC\*STARS** helped brighten holiday decorations throughout the country as people continued this annual tradition of giving and caring for the 14th consecutive year. The TODAY'S TMJ4 MACC\*STAR holiday ornament was designed by 9-year-old Sam Casey of Whitefish Bay, who has diagnosed with T-Cell Leukemia in February 2002. Thanks to Sam and his family as well as to all who purchased the Star. Special thanks again this year to **Quality Candy Stores** and **Buddy Squirrel Nut Shoppes** for their cooperation in selling the MACC\*Star.

The MACC Fund continues to be indebted to **The Journal Broadcast Group** for its commitment to children with cancer.

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

# Bucks Buck\$

The Milwaukee Bucks continue to be a cornerstone of the MACC Fund dating back to the beginning of the MACC Fund in 1976. Their play this season has helped children with cancer in many ways. Each 3-point basket generates a donation from Miller Brewing Company for each 3-pointer broadcast on the Bucks flagship station Newsradio 620 WTMJ, and the rest of the Bucks radio network.



In addition, televised games yield a donation from the *Piggly Wiggly MACC Fund Power Pop for Research*. "The Pig" also contributes for every opening tip the Bucks control.

The Bucks points add up to wins as well as bucks for the MACC Fund through the *Pick 'n Save Advantage Payoff*. Roundy's donates a "buck a point" for each point the Bucks score. **Go Bucks!**

The summertime Hoop It Up 3-on-3 tournament on July 26 and 27 and the annual Bucks MACC Fund Game in October round out a great year of support. The Bucks players and coaches brighten the children's day as they visit at the hospital each year through Women for MACC.

## Women for MACC



Helping children with cancer has always been at the forefront of Women for MACC since its inception in 1982. Their efforts have been responsible for generating over \$2.2 million in donations and millions of smiles. In addition, Women for MACC members have brightened the days and shortened the hours for the children and their families at the cancer clinic.

Women for MACC has been busy starting with Pasta Fest in February at Serb Hall. It was a record-breaking day. Throughout April, award-winning Mortensen's Photography sponsored its "Cute Kids" children's portrait contest. Mortensen's, great friends of Women for MACC and the children with cancer, make a generous donation to Women for MACC with each portrait sitting and then market the Cute Kids Calendar each fall.

The annual tennis tournament takes place on May 30 at the courts of the Greater Milwaukee Indoor Tennis Association clubs. This signature event puts new meaning in the word "Love."

The popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 23 - 24 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's record donation of nearly \$76,000 will be the target this year.

The Hike for Hope is a new event that will take place on Sept. 27 at Lapham Peak in Delafield. Get ready to lace up your boots for a hike for a cure. The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, takes place on Oct. 10 at the Hyatt Regency Milwaukee. In addition, Women for MACC members always find time to help with MACC Fund events.

The MACC Fund and the children thank Mary Ramsay-Drow for her term as President, as well as the entire Board for all they have done and are doing to provide hope through research. Their efforts combined for a wonderful record-breaking year of support in the fight against childhood cancer.