



MACC FUND TODAY

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A PUBLICATION OF MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

MACC Fund broadens support for research of blood related diseases harmful to children

Midwest Athletes Against Childhood Cancer, Inc. is synonymous with wiping out a dreaded disease that kills thousands of children every year.

In its efforts to find cures, the research conducted at the MACC Fund Research Center can have cross applications to closely related blood diseases other than cancer that can gravely harm children...and vice versa. One such instance is the MACC Fund's recent collaboration and support in the area of sickle cell disease.

"There are many reasons for broadening the scope of research," said Dr. Bruce Camitta, Director of the Midwest Children's Cancer Center. "One is the overlapping findings in cancer and non-malignant diseases. Another is the overlapping use of techniques for treating both types of disease."

There is increasing evidence that many congenital and acquired diseases of the blood and bone marrow as well as cancers are due to genetic defects. Researchers have also found that the techniques used to study these problems are the same regardless of the category of the disease. "Current treatments use rather blunt therapies - that is, the treatment cannot be focused just on diseased cells, i.e. Damage to normal cells results in unwanted problems (side effects)", said Dr. Camitta. "By discovering the molecular causes for diseases we will be able to create new treatments that are specific for diseased cells.

"Also, the knowledge of molecular biology gained from research in one area may be applied to the other areas." Hence the reason for the MACC Fund to work in conjunction with the leadership of the Midwest Children's Cancer Center to include non-malignant diseases of the blood and bone marrow. This approach is similar to ones underway at other centers, including St. Jude's Children's Research Hospital in Memphis, Tenn. which adopted a similar approach to research many years ago, as well as the Dana Farber Cancer

Center in Boston which is supported by the Jimmy Fund.

Sickle cell disease is caused by a genetic disorder of hemoglobin in red blood cells. People with sickle cell disease commonly experience "crises" due to stoppage of blood flow in their vessels, which can result in injury to any of the body's tissues or organ systems. This includes stroke in approximately 20% of children with sickle cell disease.



Dr. Cheryl Hillery

"We currently have a poor understanding of how 'vaso-occlusive crises' occur in patients with sickle cell disease," according to Cheryl Hillery, M.D., Associate Professor of Pediatrics at the Medical College of Wisconsin and Investigator at the Blood Research Institute of the Blood Center. "Because of this, there are currently few choices for effective treatment or prevention of these crises in patients with sickle cell disease."

Dr. Hillery and the other staff of the Sickle Cell Disease Comprehensive Center follow about 400 children with sickle cell disease, along with about 200 adult patients. The children suffer permanent organ damage, and

can die in childhood or early adulthood. The average life expectancy for patients with sickle cell disease adults is only forty or fifty years.

Dr. Hillery is anticipating that her work will provide a better understanding of how the combination of the abnormal stickiness of the sickle red cell, the over-activity of the blood clotting system, and vessel wall damage contribute importantly to blood vessel occlusion and crises in sickle cell disease.

"Any type of a dramatic genetic cure without toxicity for sickle cell disease appears to be a very long way into the future," Dr. Hillery said. "Our hope is that a better understanding of these disease processes will result in improved therapy for the prevention and treatment of vaso-occlusion in patients with sickle cell disease."

In addition, many of Dr. Hillery's findings regarding how red cells can injure the blood vessel wall may be important in understanding how cancer cells, which need a blood supply to live, can grow and spread within the human body.

"Dr. Hillery's findings may be extended to the study of the attachment of cancer cells to blood vessel walls," said Dr. Camitta. "This could lead to a better understanding of why some tumors spread (metastasize) while others do not."

Thanks to the MACC Fund's support, Dr. Hillery is part of an impressive team of clinicians and researchers who are recognized worldwide for their work in blood diseases in children.

"The MACC Fund's history is rooted in fighting childhood cancer," Dr. Hillery said. "To have the MACC Fund 'broaden out' its support to closely related blood diseases that can also severely harm and take the life of vulnerable children has been absolutely critical in developing and reaching our research goals. I can't thank them enough."

maccfund.org



Dear Friend:

Happy Holidays. This year the MACC Fund reached new milestones. The 27th Annual Bucks MACC Fund Game brought the total from all the games to \$1 million. The MACC Fund dream started with the Bucks in 1976 when owner Jim Fitzgerald embraced the idea. Senator Herb Kohl kept the MACC Fund ball in play when he bought the Bucks in 1985. I can never properly thank them - and the loyal fans - for believing in the need to help the children with cancer.

Another million bounced its way to the MACC Fund on the high school basketball courts as well. The Wisconsin Basketball Coaches Association's (WBCA) All-Star Games have raised money for the MACC Fund since 1978. The 2003 version of the Games raised their 26 games total to \$1 million.

It didn't stop there. The highly successful 2003 TREK 100 brought the total from the 14 Rides to \$4.4 million! Trek is a Wisconsin success story that started in 1976, the same year that we started the MACC Fund. Like the Bucks and the Coaches Association, Trek has made the MACC Fund part of their culture, for which I am very grateful.

Women for MACC's dedicated commitment over nearly 22 years has added \$2.5 million, and so much more, to the Gift of Hope. They have touched the families and the children with their efforts on the Hospital's HOT Unit while raising record amounts each year.

We have a lot to look forward to in 2004 as well, including the 20th Annual "It's In The Bag" program that will surpass \$2 million in the spring thanks to the dedication of Advantage Sales and Marketing, the grocery manufacturers they represent, wholesalers, retailers and consumers.

Thanks to all of you who support the MACC Fund in any way. I thank you for your loyal and dedicated support. Thanks a million!

Jon McGlocklin, President

PS I hope you make the TODAY'S TMJ 4 MACC*Star part of your holiday shopping. Happy holidays.



Wishing Upon a MACC*STAR

Looking for the perfect holiday gift that keeps on giving? You can give someone a beautiful ornament and give the gift of hope to children with cancer. The 16th 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 7-year-old Nick Pucek of Hartland. Nick has benefited from MACC Fund supported research since he was diagnosed with rhabdomyosarcoma in November, 2001. Nick's design features the "Celebrate Life" theme incorporating a sailboat and the words "Peace" and "Hope" as well.

Nick enjoys sailing, the Bucks and the Packers and riding his new Trek bike. He and his friends led the 1,700 riders in the TREK 100 this June. He donated \$101 from his Harley-Davidson 100th Anniversary lemonade stand as well. In September he amazed his parents Linda and Barry and big brother Mark by returning to school only days after surgery. His perpetual smile brightens the room even during chemotherapy treatments.

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, Nick and all those who will buy Nick's MACC*Star.

The TREK 100



The 14th
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 2003 TREK

100 produced proceeds in excess of \$450,000 for the third straight year.

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 14 TREK 100s have raised nearly \$4.4 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, 40, 62 (100k) or 100 miles through the scenic Kettle Moraine 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 fifth straight year was Dan Boland of North Aurora, Ill., who raised over \$55,000. He was presented a specially made TREK bike, befitting his incredible performance both on and off the bike. Dan was also one of the leading fundraisers for Lance Armstrong's Ride for the Roses in Texas in the fall.

Congratulations to Trek for providing Lance Armstrong and the U.S. Postal Service team the championship TREK that helped him win the *Tour de France* for the fifth 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, Prime Coatings and *Bicycling* Magazine. Our appreciation also goes to the host of the TREK 100, WCTC, Waukesha County Technical College.

Please join in the fun at next year's event on **Saturday, June 5.**

For information on riding or volunteering for the TREK 100 bike rides, call the MACC Fund at (414) 456-5830 or 1-800-248-TREK. You can also check it out on the web at www.maccfund.org

TREK
WWW.TREKBIKES.COM

TREK 100 June 5, 2004



THANKS FOR ANOTHER WINNING RIDE.

Our thanks go out to everyone who made this year's Trek 100 a success. Together, riders and volunteers have raised more than \$4.4 million for the fight against childhood cancer. To find out how you can help support the 2004 ride, call **800.248.TREK**. Or visit us online at www.maccfund.org.

ride for hope

The annual ride to fight childhood cancer.

TREK
WWW.TREKBIKES.COM



A Record Slam Dunk for the WBCA brings total to \$1 Million, Thanks a Million!!!

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 to the 26th Annual Games was a record \$101,000. That total raises the cumulative total for the 26 games to \$1 million!

The MACC Fund thanks Dan Bureson, chairman of the Boys' games, as well as the Girls' co-chairs, Loren Homb and Kent Evenstad, for their continued dedication and support. In addition, the MACC Fund acknowledges and thanks all of the WBCA coaches and its President Terri Schumacher of Oshkosh West High School, Executive Director Jerry Petitgoue of Cuba City High School, and Assistant to the Director and Past President Ken Barrett of LaCrosse Central High School.

The coaches presented their championship check at the 27th Annual Bucks MACC Fund Game joined by Mike Houser, Vice Chairman of Fresh Brands and a MACC Fund board member. Piggly Wiggly's "Mr. Pig" was on hand as well as the coaches "brought home the bacon for kids with cancer." Thanks a Million, Coaches!

WBCA coaches and Mr. Pig look on at halftime as Executive Director John Cary thanks the Wisconsin Basketball Coaches Association, the Bucks and the loyal fans who attended the Bucks MACC Fund Game.
Photo by Dale Stonek



MACC Fund Match Features PUMA "Kits for Kids"

A "Kit" is a soccer jersey. A "Pitch" is the field where a soccer team plays. On Oct. 1, PUMA Kits worn on the UWM Pitch at Engelmann Field helped raise funds for the MACC Fund as the UWM Panthers played the University of Wisconsin Badgers in a big intra-state game. The Panthers wore a special PUMA Orange "Kit" and auctioned them off for the MACC Fund. Although the Panthers lost a 1 - 0 heart breaker, they made sure the children with cancer were the real winners through the bids that totaled \$3,171. Thanks to Panthers head coach Louis Bennett and his fine staff and players, as well as PUMA, all the generous sponsors and fans who made the 1st Annual UWM Panthers Soccer "MACC Fund Match" a big success.

Congratulations to the Panthers on winning the Horizon League crown. The Panthers beat Butler 1 - 0 to secure the title. The highly regarded squad also got a berth in the NCAA Soccer Tournament for the third consecutive year and the sixth time in the past 24 years. The Panthers beat Western Michigan University 4-1 in the first round. At the time of printing, they were preparing to play Notre Dame at South Bend.



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 air throughout the year and are hosted by TODAY'S TMJ 4 anchors Mike Jacobs and Carole Meekins.

TODAY'S TMJ4 was the television sponsor for the Bucks MACC Fund Game, creating an awareness program through its website as well as many promotional announcements.

The **TODAY'S TMJ4 Sports Auction 4 MACC** on Saturday, Dec. 13, 12:30 p.m. - 2:30 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 acting as the show's professional auctioneer. The auction features items from the Bucks, Brewers, Packers, Admirals, Marquette and Wave along with signature items from sports personalities like Tiger Woods, Joe Dimaggio, Jack Nicklaus, Arnold Palmer and the Packers great running back, Ahman Green plus legendary NBA stars Bill Russell, Wilt Chamberlain and Michael Jordan. Make a date to tune in and bid on exciting sports items just in time for holiday gift giving

The 2002 Sports Auction 4 MACC raised \$43,000. It was matched by Thrivent Financial for Lutherans bringing the total to \$86,000. This year's Sports Auction 4 MACC will be twice as good once again! All of the auction's bids will be matched by

Thrivent Financial for Lutherans, Southeast Wisconsin Region. The merger of Aid Association for Lutherans and Lutheran Brotherhood created 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, embraces the MACC Fund's fight against childhood cancer. His regional field office has spearheaded fund-raising events and programs throughout for the past five 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 who have teamed up to make the TODAY'S TMJ4 Sports Auction 4 MACC twice as nice once again this year!





Women for MACC

Women for MACC has been a wonderful friend of the children with cancer and the MACC Fund for the past 21 years. 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** that raised over \$18,000; the **"Cute Kids" calendar** from Mortensen Photography; **"Shoot for a Cure,"** and a new event **"Hike 4 Hope"** that raised nearly \$8,000.

The **13th Annual Gene Johann Memorial Trapshoot "Shoot for a Cure"** sponsored by the Hartford Conservation & Gun Club, raised nearly \$68,000 this year for Women for MACC. That brings the 13-year total to over \$500,000!

Michael King of the Milwaukee Wave Indoor soccer team was the honorary chairman once again. This unique combination of allies - Women for MACC and the Hartford Gun & Conservation Club - has truly become a formidable force in the fight against childhood cancer.

Women for MACC recently hosted the accomplished and beautiful Jane Seymour at its "Couture for a Cure" fashion show presented by Boston Store at the Hyatt Regency Milwaukee. The gala event sold out two weeks early, and for good reason. The Hyatt did its usual great job with the food and environs and the hotel's efforts were matched by Boston Store with its dynamic fashion show. Jane Seymour introduced her St. Catherine's Court line of furnishings and clothing and read from one of her children's books.

The truth be told though, 7-year-old Nick Pucek stole the show! He is the 2003 MACC*Star designer who took to the runway for an interview with the event's Master of Ceremonies, Mike Jacobs of TODAY'S TMJ4. Nick wore his familiar Nike "beret" on his head and his trademark smile on his face. He reinforced what the gala event was all about. "Couture" raised a record amount of nearly \$76,000.

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 Mary Ramsay-Drow and Gayle Denton 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 dedicated to helping the children with cancer has contributed \$2.5 million to the MACC Fund to support pediatric cancer research in the past 21 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 and is the secretary of the MACC Fund Board.

womenformacc.org

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 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

Where There's a Will...

People 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

It's In The Bag

The 19th Annual "It's In The Bag" program rang up a bagful of dollars, \$80,000 to be exact, from grocery stores throughout Wisconsin and the Upper Peninsula! 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 \$2 million since its inception.

The MACC Fund extends its sincere appreciation to all of the consumers, grocery warehouses, grocery retailers and manufacturers who supported the program. Look for the It's In The Bag logo next April and May and make your grocery shopping more special by helping kids with cancer. It will be the \$2-million year culminating its second decade of hope. 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 20 years.

Advantage
Sales & Marketing

maccfund.org

The Ale House Brews Up a Winner

Winter in Wisconsin can get a little long, even a mild one like this past year's. But thanks to the popular **Ale House** in Milwaukee's Historic Third Ward, February was more enjoyable due to the restaurant's annual Brew Fest. Some great microbrewers showed off their best to an appreciative capacity crowd while raising a record \$11,700 for the MACC Fund. Cheers...to the Ale House and all who hoisted a mid-winter "Gift of Hope." Plan on joining the fun this year on Sunday, Feb. 8. Visit maccfund.org and click on the interactive calendar to learn more.



"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 20 years. The company's contributions range from the premier, annual Fresh Brands Charity Golf Tournament raising \$45,000 for the MACC Fund in 2003 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. Last year, these two programs alone accounted for nearly \$50,000. For those of you who are keeping score, the Bucks made 619 "3s".

New to the MACC Fund team last year was the Piggly Wiggly Soccer Scramble with the Milwaukee Wave indoor soccer team. Fans had a chance to win prizes if they successfully threw mini-soccer balls in the target during game breaks. Proceeds of the mini-ball "rental" sales will benefit the MACC Fund once again this season. Last year's program raised nearly \$9,000 – a good target to try to hit and beat!

Thanks again to the "Pig" for helping the MACC Fund "bring home the bacon" to help kids with cancer.





Thrivent Financial for Lutherans continues to "invest" in MACC

Aid Association for Lutherans and Lutheran Brotherhood recently merged, creating **Thrivent Financial for Lutherans**, a Fortune 500 organization. It is 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 philosophy fight against childhood cancer five years ago. Jim's regional field office spearheads fund raising events and programs throughout the year.

The Thrivent "Racin' for Kids" race car made the rounds on the short track late model circuit in 2003. Thrivent's fundraising efforts included the "Thrivent Day with the Brewers" and the Milwaukee Bucks "Player of the Month" award as well as the Thrivent Financial Associates Golf Open. Thrivent also provided support to other events including the Waupun Trucker's Jamboree, the Martin Luther High School Run and Walk and the Thomas Perra Memorial Open sponsored by Lemberg Electric.

Thrivent will once again be the major sponsor of The TODAY'S TMJ4 Sports Auction 4 MACC by matching all of the auction's bids from the live two hour broadcast on Milwaukee's top-rated television station on Dec. 13. Thanks to Thrivent's generous "match", the TODAY'S TMJ4 Sports Auction 4 MACC raised a record \$86,000 in 2002!

Thrivent's full slate of fund-raising efforts brought the cumulative five year total of support to \$500,000! The MACC Fund and the children are grateful for this wonderful support.

THE WAR (WALK AND RIDE) AGAINST CHILDHOOD CANCER

Nearly 200 people who support the cause of fighting childhood cancer came out to the beautiful Cates Family Farm in Spring Green, Wis., on Oct. 12, and enjoyed a beautiful warm autumn day on the groomed trails. Some early risers headed out for a five-hour horseback ride while others enjoyed a more leisurely two-hour ride or a 5k hike through the woods to a picturesque look-out point atop a hill. Afterwards, everyone enjoyed a hearty barbeque by Heaven City Restaurant, Bark River Bistro and the Harvest Restaurant in Madison. Live music, cowboy poetry and wagon rides added to the down-home good time for a great cause!

Dick and Kim Cates, along with their children Eric and Shannon, invited everyone to their farm for a great day of fun family activities to benefit the MACC Fund. The MACC Fund is very special to the Cates family. This day on the farm was a loving tribute to their son and brother, Peter, who lost his battle with leukemia on May 11, 1994.

Proud sponsors of this event include Gingras, Cates & Luebke, S.C., Kraemer Brothers General Contractor, the Kraemer Company, Cardinal CG Company and Braes Feed Ingredients. Thanks to the generous support of these sponsors and event participants who collected pledges of over \$4,600 to support childhood cancer research.

Thousands 'Hoop It Up'



Nearly 500 teams took to the streets in July as the **Milwaukee Bucks** presented the annual **NBA Hoop It Up 3-on-3 Tournament**. The neighborhood around the Bradley Center resounded with the sounds of bouncing balls. Basketball aficionados from ages 10 years old on up took it to the hoop while helping the MACC Fund raise funds as well.

Host Communications of Dallas, Texas produces and manages Hoop It Up throughout the country in conjunction with the **NBA** and **NBC Sports**. The Bucks and the MACC Fund thank all those who played as well as the generous longtime local sponsors from the Aurora Sports Medicine Institute, CBS58, The Milwaukee County Parks and V-100, 100.7 FM Jams.



2003 MACC Fund Golf Tour

The 2003 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 golf events made up the 2003 MACC Fund Tour raising nearly \$300,000 in net proceeds.

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**.

A sold-out field of golfers enjoyed the day which saw the wind change in mid-afternoon. Knowing they helped children helped keep them warm, despite the wind. Patrick Donnelly, General Manager of the **Hyatt Regency Milwaukee**, received the annual Don Contardi Commitment Award. He also donated three "Chef's Tables" for 20 which garnered bids of \$7,500 each from three generous MACC Fund friends. They will be wined and dined on haute Hyatt cuisine in the Executive Chef's kitchen! In addition, the Wave, Greater Milwaukee Open and Porterhouse Restaurant sweetened the auction pot with great additions to the Hyatt fare. 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 Golf Open's.

The 17th Annual Fresh Brands Charity Open filled the fairways of Mequon's North Shore Country Club on August 4. The "Pig" and his friends continued the tradition of excellence it has enjoyed for 17 years. Peter Jacobson, one of the PGA Tour's most popular and personable players, teed off with each group throughout the day. His smile was bigger than ever, despite being a little tired following his Greater Hartford Open win the day before. When the final putt was made, \$45,000 was donated to the MACC Fund.

The Corporations Caring for Kids Charity Open moved to Lac La Belle Golf Club on Sept. 29 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 Emanuele, Paul Knoebel, Bruce Lesniak and Tim O'Malley.

The 2003 Tour featured memorial tournaments like the **Mike Halvey Memorial Open** at Kettle Moraine and **The Chuck Jorgenson Memorial Open**. **The Jim Mech Memorial Open**, in honor of the founder of the venue on which it was played, *Autumn Ridge Golf Course*, returned in June with generous support once again from Chris Abele and The Argosy Foundation. **The Chubby Classic**, in memory of Dave Harris, was played at Dretzka Park, one of the Milwaukee County Parks courses

he oversaw as Greenskeeper Supervisor.

Two new Memorial Tournaments joined the Tour. **The Cheri Amore Memorial Open** was held at Twin Lakes Country Club on June 23. It memorialized a beautiful, young girl who touched so many people during her 14-year battle with cancer. Family and friends sold out this inaugural event en route to raising \$25,000 in the community who knew her first and loved her most. **The Thomas Perra Memorial Open** sponsored by Lemberg Electric Company honored its beloved Chief Financial Officer. The event was held on Sept. 13 at Muskego Lakes and was a great success thanks in part to Thrivent Financial For Lutherans which matched the proceeds bringing the total to \$8,000.

Family and friends gathered once again for **Ken's MACC Fund Open** at Waterford's Rivermoor Country Club as well as for **The Max-Fly Open** at Ironwood. **The Mobil Oil Dealers / Mobil Open** returned to Silver Spring Country Club in July with a generous new sponsor, **Lakeside Oil**. **The Valley Green Invitational** returned to the Tour and introduced another event to it, **The Hooters Restaurant Open**, held at Fox Hills in July.

WLZR's 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 Airlines offered golfers a chance to win a trip for two at each *Beat The Pro* stop. Combined with an auction and raffle, the event raised over \$6,000 capped by a great outing at The Bog in Saukville.

Speaking of pros, the MACC Fund once again benefited from the **Greater Milwaukee Open** thanks to a special program with *GMO Charities* as well as through *Kraft Foods* and several of its grocery customers - *Piggly Wiggly*, *Certco* and *Kohl's*. In addition, the GMO continued its generous charity ticket program.

The Car Care for MACC Open and **The BP Marketers Open** raised over \$105,000 to make it another great year ever for the MACC Fund thanks to its friends from the oil and automotive fields.

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 2003 MACC Fund Golf Tour.

The 2003 MACC Fund Golf Tour events included:

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**, Ironwood Golf Course-Sussex; **WLZR's Bob and Brian Open**, Silver Spring Country Club-Menomonee Falls; **Ken's MACC Fund Open**, Rivermoor Country Club, Waterford; **Mike Halvey Memorial Open**, Kettle Moraine Golf Course, Dousman; **Cheri Amore Memorial Open**, Twin Lakes Country Club, Twin Lakes; **Corporations Caring for Kids Children's Charity Open**, Lac LaBelle Golf Club-Lac La Belle; **Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Club-Valders; **Chuck Jorgenson Memorial Open** North Prairie; **Valley Green Invitational**, Valley Green Golf Course-Muskego; **Thomas Perra Memorial Open**, Muskego Lakes Country Club, Muskego; **The Greater Milwaukee Open**, Brown Deer Golf Club-Milwaukee; **The Chubby Classic**, Dretzka Golf Course-Milwaukee and **TODAY's TMJ4 "Beat the Pro"** at The Bog in Saukville and 10 area courses throughout the summer.

Thanks to everyone for making the 2003 MACC Fund Golf Tour a success. If you would like to play in or need information about the 2004 MACC Fund Golf Tour event — or if you are interested in starting your own outing to be part of the Tour in 2004-- call the MACC Fund at (414) 456-5830 or (800) 248-8735 or check out the MACC Fund Golf Tour on line at www.maccfund.org.



"Cute Kids" Calendars for sale

Mortensen Photography, Precision Color Graphics, LTD and the Lang Company continue their important role in the fight against childhood cancer with the 2004 Cute Kids Calendar. The calendar features photographs of children who won the "Cute Kids" contest for each month in poses sure to make one smile. Each month also features a picture and a story about a child dealing with cancer.

Cute Kids Calendars are \$10 each or three for \$25. They are available at Mortensen Fine Art Photography, Bellini in Brookfield, Art of Hair and metro-Milwaukee Laacke and Joys locations. You can also purchase Cute Kids Calendars at the MACC Fund offices by calling (414) 456-5830 or online through the MACC Fund's Shop for Hope @ www.maccfund.org.

All proceeds from the calendar benefit Women for MACC to support pediatric cancer research. Special thanks once again this year goes to The Lang Company for printing the 2004 Cute Kids Calendar as well as to Precision Color for the donation of the pre-press work. Women for MACC and the MACC Fund are indebted to Mary and Al Mortensen for this great special holiday program.

womenformacc.org



A Midsummer's Remembrance

*Record number of friends turn out to
remember Emmett and raise \$50,000*

You may have read about Timothy Emmett Steele in past newsletters. He was a very special man who only needed one name. If you said Emmett, everyone knew who you were talking about. His mom and sister called him Tim, which, but to most of his friends, Emmett was all you needed to say.

He was one of the leading representatives for Northwestern Mutual Life. A native of Dubuque, Iowa, he adopted Chicago as his second hometown. His list of friends ranged from the parking lot attendant and shoe-shine man to the top names in the Windy City, and throughout the country. He called them each by name and always had time to ask about family, jobs and other things many overlooked.

Emmett died very tragically 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. A record, capacity crowd of over 650 friends got together again on Aug. 1 at the Saddle & Cycle Club on West Foster in Chicago 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 to 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 \$50,000 thanks in part to an inaugural major sponsor program. This brings the cumulative total for all of the support in Emmett's name to \$160,000! Thanks to his devotion to kids, his legacy of love continues to grow each year through this party in his memory.

Our heartfelt thanks goes out to the committee members of the Emmett Steele Memorial Foundation who organized the event. They are the Board of Directors: Jim Clary, Peter Garvy and Dwight Ekenberg, along with committee members Marty Crowe, Bob Howington, Sean Hunter, Bill Kelly, Ed Murphy, Brett Opie, Dave Stewart, Tom White, Emmett's sister and brother, Brigid and Mike and his nephew John Mickelson. Dwight Ekenberg was the Trustee of Emmett's estate and Emmett would be proud of how Dwight he has "kept the dream alive" by spearheading the Foundation's efforts to help children with cancer. In addition to the Party, the Foundation solicits support through an annual holiday solicitation program in November.

Special thanks are extended to the food and beverage sponsors: Goose Island Beer Corporation, Scalas, Lindeman's Wines and Deerfield Ranch Winery as well as to the Afrodisiacs who have provided musical entertainment for this party for years. Extra special thanks to the Saddle & Cycle Club that provides its wonderful venue each year. Our sincere appreciation to all who attended and made it a night to remember! Mark your calendar now for the 2004 edition on Friday, Aug. 6 at the Saddle & Cycle Club, 900 West Foster, Chicago.



Thanks for introducing your friends to the MACC Fund and its kids, Emmett!

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 2003 MACC Fund Hope Team Members:

SUPERSTARS

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

ALL-STARs

The Morris Family in Memory of Ted

CAPTAIN

AO Smith Corp.
Benjamin Franklin - the Punctual Plumber
The Schroeder Group, S.C., Attorneys at Law
Supreme Structures

STARTER

Kim & Lou Banach
Berghammer Construction Corporation
Compuware
Homestake Properties
David & Bonnie Krill
Cam & Carol Kurer
Marshall & Ilsley Corporation
McCarthy Financial Group
McGlocklin Family
Megal Development Corporation
Metso Minerals
MGIC Investment Corporation
Payne & Dolan
Strong Financial Corporation
Western States Envelope Company

COACH

Larry & Jan Barbera
Dr. & Mrs. Conrad Heinzelmann
Jansen Group, Inc.
Jan Lennon
Michael & Gail Polzin
R & R Insurance Services, Inc.
Skelton-Bendtsen Family

A GIFT OF HOPE IN YOUR DRIVEWAY?!

The MACC Fund is pleased to collaborate with **Ranch Community Services** of Menomonee Falls to extend a gift of hope through research to children with cancer through the donations of cars and other vehicles.

The donation of your drivable vehicle offers you a tax deduction and provides revenue to both the MACC Fund and Ranch Community Services. Proceeds from the sale of vehicles support programs for developmentally disabled clients at The Ranch, as well as provide a special gift of hope to children with cancer through research.

The Ranch is a licensed dealer, offering all donation services: title transfers, tax deduction paperwork, donation receipt, and maintenance and resale of the vehicle. When you identify the "MACC Fund", we will receive revenue from the sale of the vehicle and recognition as a program provider to the Ranch.

For more information about this unique collaboration of Milwaukee-based charities, please contact Janet Peshek at the MACC Fund, 414-456-5835 or via email at jpeshek@maccfund.org.



Visit www.maccfund.org for details

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ADAMM'S Greater Milwaukee Auto Show Gala Auction to Benefit MACC

The MACC Fund is pleased to partner with ADAMM (Automotive Dealers Association of Mega Milwaukee) to present a premier silent auction in conjunction with the **2004 Greater Milwaukee Auto Show Gala**. This "good time for a great cause" will take place on Friday, Feb. 20 at the Midwest Airlines Center in downtown Milwaukee amidst the hottest cars at the Greater Milwaukee Auto Show.

Gary and Sharon Newman of Newman Chevrolet are Chairs of the Gala. They have the opportunity as Chairs to designate a charity to be the beneficiary of the Silent Auction. The MACC Fund is grateful that they chose the MACC Fund. The Newman's know first hand the good work of the researchers and doctors at the MACC Fund Research Center and HOT (Hematology/Oncology/Transplant) Unit at Children's Hospital of Wisconsin. Their daughter began her nursing career there in bone marrow transplantation.



Their selection of the MACC Fund was inspired by their admiration for those who care for children with cancer, and those who do research and support that critical research. They have also been longtime friends of Jon McGlocklin, president of the MACC Fund and have been generous benefactors as well.

We invite you to join us! Please contact our offices at 414-456-5830 or via email at jpesh@maccfund.org to receive a formal invitation. The MACC Fund thanks ADAMM and the Newmans for the opportunity to benefit from the Greater Milwaukee Auto Show's Silent Auction.

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. 28 - Dec. 28 lights galore will 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, donations totaling \$95,000 lit up the lives of children through cancer research. **Lamplight Farms** once again continued its generosity.

Active outdoors folks will want to buy a raffle ticket for a 4-wheel ATV that is sure to make heads turn as they pass by while visiting Candy Cane Lane. Only 1,000 tickets will be sold at \$10 each so you can't beat the odds!

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

Special events abound throughout December with clowns, radio and television personalities and other special guests. "Mascot" night is Dec. 17. It will include Bango The Buck and members of the Bucks Energiee dance team, Bernie Brewer and the Klement's Racing Sausages and Piggly Wiggly's "Mr. Pig" to name a few. The Tripoli Temple Shriners will be on hand on Dec. 19 and the West Allis Fire Department will be out in force on Dec. 20. A grand ice carving display returns on Dec. 13. The MACC Fund thanks all of the hard-working and dedicated neighbors and friends whose efforts are coordinated by Ron Ziolecki - as well as the thousands of donors who join in "**Sharing Christmas.**"

Bucks' "Bucks" Back MACC

NBA preseason action returned to The Bradley Center on Oct. 24 as the Milwaukee Bucks played the Detroit Pistons. Nearly 14,000 fans cheered the Bucks under new head coach, Milwaukee native and NBA Star, Terry Porter, in the 27th Annual MACC Fund game. Although the Bucks weren't winners on the court, they were in the eyes of the children 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, **Piggly Wiggly** 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 The Pig, hot dogs from Klement's and chips from Jays Foods. All of the children received 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.

Proceeds from this year's game put the total contributions of 27 MACC Fund Games to over \$1 million. Thanks a Million Bucks!!!

This contribution is only a part of the

Bucks' commitment to the fight against childhood cancer that the organization helped create. The Bucks visit the children annually at Children's Hospital. They also sponsor the annual NBA Hoop It Up 3-on-3 tournament each summer; The Bucks also participate in other programs with some of their sponsors to help the MACC Fund. 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; and *Miller Brewing Company's 3-Pointers*. The MACC Fund thanks these generous Bucks sponsors and media partners, the loyal Bucks fans, Senator Kohl and the players and coaches for their loyal and generous support.



*Nick Pucek, the 7-year-old 2003 TODAY'S TMJ4 MACC*Star designer, is surrounded by Bucks as he listens intently to instruction from NBA referee Danny Crawford before tossing up the honorary ball for the 27th Annual Bucks MACC Fund Game. Photo by Dale Stonek*



MACC-To-Go

MC2, Inc., a Small Business Times Future 50 company, has provided phones for the TREK 100 for the past two years. As the new official Wireless Company of the MACC Fund, MC2 provides the MACC Fund staff the best in cellular service for "MACC-To-Go." Thanks to MC2 for joining the MACC Fund team in our fight against childhood cancer. To learn more about MC2 for your wireless needs, visit www.mc2wi.com across the nation and the world.