



# MACC FUND TODAY

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## Alternative Donors BMT Program Increases Patients' Options Assistant Professor Dr. Julie Talano exploring new protocol

When opportunity knocked in the early nineties for Julie Talano, she wasn't sure how she would answer. After all, who would have known that what began as a simple part-time job would lead to a career in the treatment and research of childhood cancer. But that was the case for the newest member of the Midwest Children's Cancer Center.

"When I was an undergraduate at Georgetown University, the National Cancer Institute happened to be hiring," said Dr. Talano, who eventually wrote her senior thesis on tumor invasion and metastasis based on research conducted during her NCI externship.

Inspired by her experience in the laboratory, the Glen Ellyn, Illinois native returned home to medical school at Northwestern University in Chicago. She stayed in Chicago for the next three years for her pediatric residency at Children's Memorial Hospital, devoting as much time as she could working on the pediatric-oncology floor.

"I just fell in love with it," said Dr. Talano, who began her Fellowship at the Medical College of Wisconsin and now is an Assistant Professor of Pediatrics in Pediatric Hematology/Oncology/Bone Marrow Transplant. "What brought me to Milwaukee for the fellowship was the well rounded pediatric/hematology/oncology section and the strong bone marrow transplant program. I've been here five years and I have recently joined the faculty."

Each workday for Dr. Talano starts with a one hour drive from her home in Gurnee, Illinois, where she and her Chicago-based attorney husband have two small children. When her attention turns from family matters to her profession, she's probably focusing on a project like the alternate donors bone marrow transplant program.

The survivability and quality of life for unrelated BMT patients has improved steadily since the first one was conducted in Milwaukee in 1983. As Dr. Talano explained, "With bone marrow transplants, the best donor is a matching sibling – a brother or sister. Unfortunately, only 25 percent of the population has that option. For

the remainder, we look for alternative sources of marrow, including unrelated donors and umbilical cord blood. If those sources are unavailable, another alternative is using one of the patient's parents — considered a 'half match' or 'Haploidentical transplant'."



*Dr. Julie Talano and a grateful patient*

"If you are able to do transplants with a half-match you can have something to offer the patient who otherwise has no other options," Dr. Talano said. However, she explained that these transplants currently require high doses of stem cells with a very low dose of T-cells, used to overcome the barrier of having only "half" a match for the patient

"Dr. Margolis has developed this treatment protocol and we have been very successful in getting the graft into the patient," Dr. Talano said. "Because we take out so many T cells to have the graft accepted by the patient, this treatment severely depresses the patient's immune system for many months afterwards, requiring strict care and monitoring to control the risk of viral infections."

Dr. Talano and others are also taking a keen interest in CD4 cells in their clinical research. "We're focusing on ways to help boost the immune system after they've had a transplant," to help increase the chances of success. Additionally, to help increase the T-cell count, an open protocol has been started to give patients

human growth hormone, which has been proven in the laboratory to boost the immune system. As she explains, "We're studying the immune system and comparing the effect on T-cells with patients who didn't get the growth hormone, to see if the initial laboratory success can be replicated in the clinical environment."

Dr. Talano's responsibilities include caring for inpatient services at the hospital four months a year. Her typical day includes conducting rounds on the five to ten patients on the floor who are undergoing or have already had a BMT. Patients may range in ages from three months to 19 years old.

As part of the overall care philosophy, the bone marrow transplant team invites the patient's parents to participate in rounds. "The parents hear everything, even if they don't quite understand all the medical language," Dr. Talano said. "For most parents, this gives them the opportunity to ask questions and, perhaps more important, become familiar with roles and responsibilities of the numerous people on our team that are involved in their child's care. That way, they hear everything that is going on, and know whom to ask if they don't understand or need more information about what they have heard." The family's full understanding of the situation, coupled with a very extensive interdisciplinary caring process "where everybody has input" makes for very effective care delivery system.

For a typical patient undergoing a BMT, they can expect to be in the hospital about 40 days, assuming all goes well. If there are complications it could be significantly longer. Even once out of the hospital, a patient can expect to come to the clinic a minimum of three to four days a week.

"Day 100 after a bone marrow transplant is a milestone," Dr. Talano said. "Once they get to that point – and they're not having complications – we can start to wean their immune suppression medicine."

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

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## Dear Friend:

You have heard these three words many times with MACC Fund - the phrase "Hope Through Research." Your support in 2003 led to \$2.5 million in additional research awards for the MACC Fund supported investigators. These researchers were also awarded nine National Institute of Health (NIH) grants bringing the hope of a cure much closer. Significantly, one of these grants is new for an investigator who received preliminary support from the MACC Fund.

In this edition of the *MACC Fund Today*, you will read what your loyal and generous support of \$33 million over the past 27 years has done to impact childhood cancer research. Two thirds of that, or \$22 million, has been contributed to pediatric cancer research with the remaining third being invested in the MACC Fund's endowed research fund and administrative expenses. We are proud of our ability to return 82% of your gift to research.

It continues to be both humbling and exciting for me to witness the incredible support for the fight against childhood cancer from so many concerned and caring people. We are all very proud of the work being done and the progress being made. Your support of our primary beneficiary, the Midwest Children's Cancer Center of the Medical College of Wisconsin, as well as at The University of Wisconsin's Comprehensive Cancer Center, has helped make these institutions national leaders.

Spring is a season of hope. It is also a season of weddings, graduations and other milestones in life. There are many children who had cancer and are preparing for these significant events.

We are always mindful of those who have left us before they could achieve what so many of us blessed with good health take for granted. Through giving, and in working together to find a cure, we march together toward our goal of "Life for all kids."

We wish you the best as the promise of summer looms. Thank you for giving...and giving again and again, the children and their families a chance to enjoy the change of seasons together. Thank you so much for giving them hope.

Jon McGlocklin, President

"I tell patients ahead of time that we can't predict what will happen during the transplant. Ending up in the intensive care unit is a possibility. It's not something I like to surprise people with, but they need to be aware of the seriousness of this undertaking."

She's also attempting to change one of the most basic reasons why children, and any age person for that matter, dislike treatment: bad tasting medicine. "There's an immune suppression drug - cyclosporin - which tastes horrible and kids hate taking it," Dr. Talano attests. "We are investigating another medication, tacrolimus (FK506) that works as well and actually tastes good."

Leaving a good taste in one's mouth and a warm feeling in the people she cares for is a benefit to both the patients and their families, as well as the staff who care for them.

"We're very dedicated in what we do today with our BMT program, but recognize that we need to continue to explore and develop new cutting edge treatments." Dr. Talano said. "Thankfully we have support from an organization like the MACC Fund that provides funding and allows us to be creative in coming up with novel ideas to improve care for children with cancer."

## MACC Fund supports UW Cancer Center

The MACC Fund has supported research at the University of Wisconsin Comprehensive Cancer Center since 1985. Recently, Bill Steinberg, Vice President of the MACC Fund's Board of Directors, presented a check for \$200,000 to support several research projects conducted in the laboratory of Paul Sondel, M.D., Ph.D., Division Head of Pediatric Hematology and Oncology. The MACC Fund has contributed over \$1.5 million to the University's Pediatric Oncology research efforts in the past 20 years.

The grants are recommended for funding by the MACC Fund's Scientific Review Board. This board provides independent oversight by three nationally renowned scientists who are enlisted to review the research the MACC Fund supports at its primary beneficiary, The Midwest Children's Cancer Center of the Medical College of Wisconsin and its other beneficiary, the University of Wisconsin Comprehensive Cancer Center.



Pictured from left to right: Alexander Rakhmilevich, MD, PhD-Senior Scientist, Christine Seroogy, MD-Assistant Professor, Bill Steinberg, Vice President MACC Fund Board of Directors, Paul Sondel, MD, PhD-Professor, George Wilding, MD-Director, UW Comprehensive Cancer Center, Jeannie Yang, MD-Fellow, Jacquelyn Hank, PhD-Senior Scientist, Ilia Buhtoiarov, MD-Fellow, Stuart Helfand, DVM-Associate Professor, Joe Matloub, MD-Associate Professor, Clinical Director

# The TREK 100

## One day that makes years of difference



The TREK 100 is the largest fundraising event in the 27-year history of the MACC Fund. Cyclists will once again "ride for hope" on Saturday, June 5, in the 15th Annual TREK 100. Riders will challenge themselves

while helping raise funds for children with cancer by biking the 100-mile, 100-kilometer (62-mile), the 37-mile, or the 20-mile ride.

Nearly \$4.5 million has been raised from this event since 1990. Last year's TREK 100 raised a record \$460,000 in net proceeds. With your help, 2004 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 the site of our host, 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 longtime supporters LaSalle Banks, Sells Printing Company, Hanson-Dodge, Noodles and Company, and Wave United. GE Healthcare is new to the team this year along with the official media sponsor of the TREK 100, WRIT radio.

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 as well as local Trek dealers will also be on hand to assist riders.

A post-ride celebration sponsored by Silver Spur Texas Smokehouse BBQ, along with live entertainment, tops off a terrific day of cycling and giving hope to kids with cancer.

Great Trek merchandise is offered as an incentive 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 contact the MACC Fund. In the Milwaukee area, call 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 5, 2004**

## TREK 100 CENTURY CLUB

The TREK 100 Century Club provides riders who raise at least \$1,000 and turn in their pledges by May 21 a chance to join this elite group.

Century Club members will lead the way in the fight against childhood cancer by riding in a private ride with three-time Tour de France champion and Honorary MACC Fund Board Member Greg LeMond. They'll receive a commemorative windvest and socks as well as a chance to enjoy a cocktail reception and pasta dinner. An intimate concert featuring the BoDeans' Sammy Llanas and Kurt Neumann is also part of the festivities. Additionally, each rider will have a chance to win great Trek prizes including a Trek Travel Trip for two to see Lance Armstrong at the 2004 Tour de France.

Speaking of Trek Travel, check this out for a great warm-up ride for the TREK 100. Trek Travel Wisconsin is offering a week-long ride along some of the most beautiful back roads in the country including Door County. The trip departs from Green Bay on May 30 and arrives in Milwaukee on June 4, just in time for the Century Club festivities and ride in the TREK 100.

If you sign up for both the Trek Travel Wisconsin trip and the TREK 100, Trek will donate \$300 in your name to the MACC Fund. You can ride in style too on your TREK Travel bike.

**For all of the information, visit [maccfund.org](http://maccfund.org)  
or call 414-456-5830 or 800-248-TREK.**

# The MACC Fund

# HOPE TEAM

The 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 2003-2004 MACC Fund Hope Team members:

### SUPER STAR ~ \$7,500

The Gordon Flesch Company  
Marlene King Family  
MGS Tech Center  
Mid-America Steel Drum, Co.  
Nicholas Family Foundation  
US Bank Technology Services

### ALL STAR ~ \$5,000

The Morris Family in Memory of Ted Lands' End, Inc.

### CAPTAIN ~ \$3,000

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

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

Ted & Noelle Rulseh

### STARTER ~ \$1,000

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  
Strong Financial Corporation  
Tushaus Computer Services  
Western States Envelope Company  
Nancy Wagner  
Diane M. Wisniewski

### COACH ~ \$500

Larry & Jan Barbera  
Cheryl & Jeffrey Chapman  
Patrick & Kelly Ciriacks  
Dr. & Mrs. Conrad Heinzelmann  
Christian & Sara Hubertz  
Jansen Group, Inc.  
Jan Lennon  
Michael & Gail Polzin  
R & R Insurance Services, Inc.  
Skelton-Bendtsen Family  
The Wagner Family

## DVDs and VHS all around

A visit to the MACC Fund Research Center and the HOT Unit of Children's Hospital by some generous donors turned into a windfall for children on the unit. Dr. Dave Margolis, who heads the bone marrow transplant program, and was giving part of the tour, commented on the length of time the children undergoing the transplant process spend in their rooms. Stays of 25 to 35 days are typical. He said he wished that each room could have a DVD/VHS player.

Dr. Margolis' offhand remark started a chain of events that culminated with that wish coming true. Greg Klimek, one of the visitors on the tour, took on the challenge and led the effort to secure funds for 24 DVD/VHS players to make the hospital stay a little more enjoyable. Klimek knows about a challenge in his role as Co-Chairman of the BP MACC Fund Open committee. The group's August golf outing at Evergreen Golf Club in Elkhorn leads the MACC Fund Golf Tour in dollars raised each year.

The MACC Fund staff worked closely with Greg and Children's Hospital of Wisconsin personnel to coordinate the installation effort. The Fagan Company, distributors of Zenith products, came up with some great pricing and compatible equipment to make it all work. Two MACC Fund friends, Tom Joerres and Jodi Siewert, donated a library of DVDs to complete the deal to help the kids.

Joerres is President of the Milwaukee Radio Group. One of his stations, WLZR Lazer 103, sponsors the Bob and Brian Open held in August. The charity golf outing benefits the MACC Fund, and is reputed to be the largest one-day outing in the state with about 625 golfers. One of The Milwaukee Radio Group's other stations, 96.5 WKLH, sponsors the Children's Miracle Network Radio Marathon to benefit Children's Hospital of Wisconsin each May. It is one of the nation's most successful local fund-raising efforts on radio.

If you would like to donate some new, age-appropriate DVDs or VHS tapes to the HOT Unit's library, please contact the MACC Fund by calling 414-456-5830 or 800-248-8735 or visit [www.maccfund.org](http://www.maccfund.org). Thanks to everyone involved for listening to Dr. Margolis and helping a child pass the time with their favorite movie on the new DVD / VHS units.



Left to right: Dr. Margolis, Eileen Clark-Child Life Specialist, Amanda Quesnell-RN Nurse Manager, Janet Peshek-MACC Fund Staff, Tom Joerres, Jodi Siewert and Greg Klimek

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

# Evelyn Zealley, A Wonderful Volunteer, Friend and Teacher

By John Cary, Executive Director



Evelyn D. Zealley  
1913-2004

The MACC Fund lost a very dear friend on April 23 when Evelyn Zealley passed away at the age of 91, following a stroke in March. Ev, as the staff called her, was a fixture in the MACC Fund office for many, many years. She was a wonderful woman in every way and inspired all with whom she came in contact. She would volunteer whenever the MACC Fund needed her and some times when we didn't! If we didn't call for a while, she would call and ask if she had done something to offend us. She proudly kept a daybook of her efforts from year to year and if we didn't call as we did the year before, she called us to find out why!

Ev did mailings, folded T-shirts, opened and sorted the candy for Candy Cane Lane, filled TREK 100 goody bags and gave sage advice,

at times reluctantly. In her "younger" days, she passed out Pepsi at the TREK 100 while encouraging riders to eat pasta for the carbohydrates they needed, always noting that she was a nurse. Surprised riders would smile, and take the pasta! "Honey" and "sweetie" were her common modifiers.

Ev was widowed with two daughters, a 6 and a 16-year-old, at the age of 47. She was a registered nurse who worked in a doctor's office since the hours were better for raising the girls. She mastered being a single mom. She was justifiably proud of her girls, "My Joanie" and "My Susie," she would say. She was also proud that they both went on to become educators. Stories of her beloved husband Maurie became familiar. They are together again after 44 years.

Ev lived by herself prior to the stroke and drove a white Saturn. She cooked every night and had a Fleischmann's Vodka martini late each afternoon.

Always a stylish dresser, Ev was young at heart, and sharp as a tack. She always took care of others. Mike Gousha and Jim Paschke, well known Milwaukee broadcasters and the Masters of Ceremonies for the MACC Fund's 25th Anniversary Gala three years ago at the Bradley Center, acknowledged her great work to the delight of the capacity crowd of 1,000. All in attendance stood and gave her a well-deserved ovation. Her surprised face filled the 25-foot wide screen. She shyly waved and slid back into her chair. She said that night was one of the highlights of her life.

Ironically, and perhaps fittingly, Ev's daughter Susie was going to come to the office on the day she died to get some work for them to do at the nursing home where she was rehabilitating. She had planned to live with her daughters.

Ev was a MACC Fund volunteer until her final breath. She died during National Volunteer week. She loved children and was dismayed that they would be so sick from cancer. She did what she could to help them, and she did it well. She said the MACC Fund kept her young, yet we all knew that she in fact kept us young and taught us so much.

The family asked for memorials to the MACC Fund. She was buried from her beloved chapel at Mount Zion Lutheran Church, which was filled to capacity.

Ev shared the commitment of helping children with cancer through the MACC Fund. She made the most out of every day. Like the children she helped, she had an unbridled youthful optimism and love of life. We are all better for having known and loved her. She will never be forgotten, and will be dearly missed.

The MACC Fund staff all loved Ev, even though she was nearly 40 to 70 years older than each of us. Sadly, the staff has more experience in dealing with the death of children than golden-agers like Ev. Hopefully we are working to change that.

If you would like, please use the enclosed envelope to make a gift in her name. We know that Ev would say "Thank you honey!"



**Thrivent Financial for Lutherans™**

**continues to "invest" in MACC**

Thrivent Financial for Lutherans, a Fortune 500 organization, is the largest fraternal benefit society in the United States. With a combined 185-year history from Lutheran Brotherhood and Aid Association for Lutherans, the merged organization provides high quality 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 and the fight against childhood cancer five years ago. Jim's regional field office spearhead numerous fund raising events and programs throughout the year.

2003 saw The Thrivent "Racin' for Kids" race car making the rounds on the short track late model circuit. Thrivent's fundraising efforts included the "Thrivent Day with the Brewers" and the Thrivent / Milwaukee Bucks "Player of the Month" award. This award gives kids with cancer a chance to get up

close to the monthly winner by being on hand to present the award. The Thrivent Financial Associates Golf Open has become a popular fall event. 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.

The Southeast Wisconsin firm of Thrivent was a major sponsor of The TODAY'S TMJ4 Sports Auction 4 MACC on Dec. 13. by matching all of the auction's bids from the live two-hour broadcast on Milwaukee's top-rated television station. Thanks to TODAY'S TMJ4, its generous viewers and the auction donors, Thrivent's generous "match" brought the TODAY'S TMJ4 Sports Auction 4 MACC proceeds to nearly \$80,000 in 2003.

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.

# WBCA STARS 'Best of the Best'

The state's best high school basketball players will again converge in Madison on Saturday, June 19, for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games** sponsored by **Piggly Wiggly**. The boys games are played at the University of Wisconsin's Kohl Center while the girls call Madison Area Technical College their home court. This year's games once again promise exciting contests 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 27th 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 over \$1 million for the MACC Fund since 1978. Last year's games raised a record \$101,000.

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.

## 20th ANNUAL BROOKFIELD JAYCEES BASKETBALL MARATHON

The Brookfield Jaycees proudly presented the **20th Annual Basketball Marathon for the MACC Fund**.

Local companies, church groups, families, friends and other organizations got teams of all ages and levels together playing hard and raising pledges for the MACC Fund and kids with cancer.

The Brookfield Jaycees have raised more than \$185,000 for the MACC Fund through this basketball marathon event over the past 20 years. "Getting together, playing a game we love and having fun...it's a great way to raise money for kids fighting cancer," said Jeff Hansen of the Jaycees.

## 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 two decades. The Hyatt has been the site of many 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. 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 honored that the Hyatt will sponsor its original event, the MACC Fund Open, for the third year. The 28th annual Open -- The Hyatt Regency Milwaukee MACC Fund Open -- will be played on the beautiful Tuckaway Country Club championship layout on Monday, June 7. 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."



## TODAY'S TMJ4 and Steinhafels partner for MACC

**TODAY'S TMJ4** has supported the MACC Fund's fight against childhood cancer in a variety of ways since 1981. Recently, the station produced the latest in a series of vignettes featuring the Stories of Hope of children with cancer.

Steinhafels Furniture will sponsor the special vignettes. This is one more example of Steinhafels commitment to the community. MACC Fund president and co-founder Jon McGlocklin noted "Steinhafels has been an important part of this community for many years. We are happy that they have joined the MACC Fund team in this unique partnership made possible by our longtime friends from TODAY'S TMJ4."

The Story of Hope vignettes feature success stories showing children fighting cancer each day. Carole Meekins and Mike Jacobs of TODAY'S TMJ4's News 4 team are the hosts. They are the newest example of TODAY'S TMJ4's commitment to the fight against childhood cancer.

Steinhafels has the fastest growing and most innovative furniture stores in Wisconsin, centered on old-fashioned values of courtesy, honesty, outstanding service and commitment to its customers and the community. These values have been the hallmark of the family business for more than 65 years. There are Steinhafels stores in Milwaukee, Madison, Kenosha and Waukesha while a new store will open in Waukesha this summer.

Steinhafels has been generous in its support of a wide range of charitable causes that have had a broad community impact. Last year alone, the company donated furniture to over 70 different charities. Steinhafels is a major sponsor of "Race for the Cure" for Breast Cancer Research. It has been associated with Meta House which provides service for poor women with substance abuse disorders and their children since 1996. Recently it supported the Ronald McDonald House with mattress sets for its guests.

TODAY'S TMJ4 has embraced the work of the MACC Fund making a significant difference in the lives of many children for more than two decades. Other annual TODAY'S TMJ4 programs benefiting the MACC Fund include the Sports Auction 4 MACC, the MACC\*Star and the summertime Beat The Pro weekly series. In addition, it is the official media sponsor of the Milwaukee Bucks MACC Fund Game and the Women for MACC Hike 4 Hope.

This partnership between TODAY'S TMJ4 and Steinhafels will enhance the efforts to advance MACC Fund supported research while providing a real life "Story of Hope" for many children with cancer and their families.

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



# GOLF + MACC FUND = HOPE

## FOR CHILDREN WITH CANCER

This simple "equation" has been true since the first MACC Fund Open in 1977. Now, 27 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 2003 **MACC Fund Golf Tour** raised over \$300,000. The "prize money" was made payable to "Pediatric Cancer Research." Over 2,000 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 27-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 fundraiser 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 reasons 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 part of a golf outing, consider using the MACC Fund Golf Staff 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 will receive several 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. You can also visit [www.maccfund.org](http://www.maccfund.org) and get ready to *tee it up to help drive cancer out of kids lives "fore" good!*

### *The 2004 MACC Fund Golf Tour events include:*

**The Hyatt Regency Milwaukee MACC Fund Open**, Tuckaway Country Club in Franklin, Monday, June 7; **The CA Short Company / MACC Fund Open**, Western Lakes Golf Club, Pewaukee, Tuesday, June 15; **The Daily Reporter Golf Open**, Fire Ridge Golf Course, Saukville, Wednesday, June 16; **The Mike Halvey Memorial Open**, Kettle Moraine in Dousman, Thursday, June 17; **The Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Course in Valders, Friday, June 18; **The Max-Fly Open**, Ironwood Golf Course in Sussex, Saturday, July 3; **Ken's MACC Fund Open at Rivermoor** in Waterford; **Mobil-Lakeside Oil Open**, Silver Spring Country Club in Menomonee Falls, Tuesday, July 13; **The US Bank Championship in Milwaukee**, Brown Deer Golf Course, July 22-25; **WOZZ / Kristi Lee Open**, Butte des Morts Country Club in Oshkosh, Monday, July 26; **The WLZR Bob and Brian Open**, Silver Spring Country Club in Menomonee Falls, Friday, Aug. 6; **The Car Care for MACC Open**, Tuckaway CC in Franklin, Monday, Aug. 9; **The BP MACC Fund Open**, Evergreen Golf Club in Elkhorn, Aug. 16; **The TODAY'S TMJ's "Beat the Pro,"** weekly series at 10 courses culminating with a 30 minute television special at The Bog in August; **The Corporations Caring for Kids Open**, at Lac La Belle Golf Club on Monday, Sept. 27.

**U.S. Bank Championship in Milwaukee Tickets for MACC** — Call the MACC Fund at 414-456-5830 or 800-248-8735 to order tickets for \$22 each at 12 percent off the gate price. Packages include a chance to win Milwaukee Bucks tickets. The MACC Fund gets to keep all of your purchase price. Plus, the U.S. Bank Championship in Milwaukee 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 Tournament is July 21-25 at Brown Deer Park. The MACC Fund ticket deadline is June 25.



## 20 Years of It's In The Bag

One of the sure signs of spring in Wisconsin is the kick-off of the "It's In The Bag" grocery program. Spring is a great time to stock up on 350 specially marked grocery items through the 20th anniversary "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 five products. They will receive a grocery gift card. Click on [www.itsinthebagmaccfund.com](http://www.itsinthebagmaccfund.com) or see the It's In The Bag ads in the Milwaukee Journal Sentinel and local newspapers in 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 will exceed \$2 million in net contributions 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

Inland Valley Frozen Potatoes  
Old Orchard 100% Juice, 12 oz.  
Tyson Frozen Chicken Items  
Uncle Ben's Frozen Bowls

### Produce

Dole Packaged Salads  
Marie Callender's Croutons  
Reser's Potato Express  
Sunkist Almond Accents

### Grocery

All Liquid Detergent  
Arm & Hammer Detergent  
Brawny 3-count or 6-count Paper Towels  
Frank's Sauerkraut or Frank's Tomatoes  
Kudos Granola Snack Bars  
Lipton Side Dishes  
Maruchan Ramen Noodles  
Mazola Oil 48 oz.  
Mrs. Cubbison's Croutons  
Pedigree 22 lb. Bag Dog Food  
Ragu 45 oz. Spaghetti Sauce  
Skippy 28 oz. Peanut Butter  
Uncle Ben's Country Inn Rice  
VO5 Oasis Shampoos and Conditioners  
Western or Wishbone 16 oz. Salad Dressing

**Advantage**  
Sales & Marketing

## Where There's a Will...

People contribute to the MACC Fund in many ways. It may be a gift of time, participation in an event, sponsorship of an event. Gifts of insurance or stock, or a direct donation are also popular. Many people make memorial gifts or gifts in honor of birthdays, anniversaries, graduations or special occasions.

Prudent estate planning and remembering the MACC Fund in one's Will 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.

Donate your car @

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

800-248-8735

**Super Dave's Race**  
Against Childhood  
Cancer

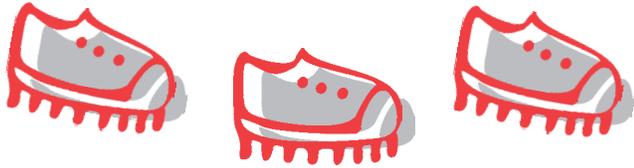


## Super Dave's race began at Daytona

Motorcycle road racer Dave Rosno of Eagle, Wis. began his racing season at Daytona International Speedway in Daytona Beach, Fl. Rosno, who teaches a motorcycle racing school and has actively raced since 1987, is racing under the banner "Super Dave's Race Against Childhood Cancer."

At 36, Dave modestly says he does not have any aspirations of setting the world on fire, but he is happy to do what he can as a motorcycle racer. The father of two and known in the motorcycle racing community, Dave wanted to make a difference. He is no stranger to cancer, having lost his mom to the disease on Mother's Day in 1995. It was hard enough to endure with his mom, but the thought of cancer in kids led Dave to do something to help. He developed "Super Dave's Race Against Childhood Cancer." He will compete primarily in the Formula USA National Road Racing Series in an effort to raise awareness about pediatric cancer and to raise funds for the MACC Fund.

Dave's efforts will involve the sales of "Super Dave's Race Against Childhood Cancer" T-shirts and the donation of a portion of his racing purse money. We think that's Super, Dave!



## Running for MACC

The 9th Annual Mad City Marathon will be held on Sunday, May 30th. Runners can once again **RUN FOR MACC AND KIDS WITH CANCER**. To "Run for MACC", – simply register for the Marathon online at [www.madcitymarathon.com](http://www.madcitymarathon.com) or via mail and indicate that you are "Running for MACC" on the official race application. You will receive a pledge raising kit to aid your efforts. Top fundraisers will receive a prize. Call 800-248-8735 to learn more, and start running!



The Piggly Wiggly Soccer Scramble for MACC brought added excitement to the Milwaukee Wave games for the second consecutive year, while raising 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 during the halftime promotion. The grand prize was a 1-year lease of a Subaru Baja from Don Jacobs Buick, Subaru, Jeep and Toyota.

This unique program raised \$9,000 for the MACC Fund in its inaugural season last year and \$10,000 this year. It also added to the fun of the Wave game for its fans of all ages. Thanks again to the Wave, Don Jacobs, all of the Wave fans and to "The Pig" for helping the MACC Fund "bring home the bacon" to help kids with cancer.



## ADAMM'S Silent Auction Benefits MACC Fund

The "Stars" of the night just sat there. They were all decked out looking shiny and sophisticated under the spotlights. No one seemed to mind that they didn't say anything. Just looking at them was fine. Some people even summoned up the courage to sit in them.

The Stars were the new cars and trucks on display for the Greater Milwaukee Auto Show. The night they starred in was The Greater Milwaukee Auto Show Charity Gala in downtown Milwaukee at the Midwest Airlines Center. A cold, February night was warmed by the bright lights as 1,000 people in tuxedos and glittering gowns received a wonderful preview of the Auto Show presented by ADAMM, the Automobile Dealers Association of Mega Milwaukee, Inc.

Vying for attention with the cars and trucks were nearly 100 silent auction items assembled on "Main Street" for the bidding entertainment of all. There were trips to sunny climes, autographed sports collectibles, beautiful jewelry and even a voting machine from Florida from the 2000 presidential election.

The cars had good cause to make room for the items. The MACC Fund benefited from the silent auction as the charitable guests of the Gala's proud chairpersons, Sharon and Gary Newman of Newman Chevrolet in Cedarburg. Each year, the chairpersons choose the beneficiary of the proceeds of the silent auction. Longtime friends of Pam and Jon McGlocklin, co-founder of the MACC Fund, the Newmans have supported the MACC Fund for years. They chose it based on their first hand experience from their daughter Heather who worked as a registered nurse on the HOT (Hematology Oncology Transplant) Unit of Children's Hospital of Wisconsin. MACC Fund supported research gets its first clinical application in Children's Hospital.

The Greater Milwaukee Auto Show Charity Gala is an annual benefit for the United Way of Greater Milwaukee. Bountiful food, cocktails and music among the cars set the stage for sumptuous desserts and dancing until midnight to the band "Hot Sauce." ADAMM and its dedicated dealer members produced another great night with a record crowd enjoying the Stars of the show and much more. They supported the United Way and all of the good programs it supports while also raising \$30,000 for the MACC Fund. Thanks ADAMM!

# Fourth Annual Journey of Hope

Saturday, August 21

The MACC Fund and Margaret Ann's Place will present the Fourth Annual Journey of Hope on Saturday, Aug. 21. The annual bike ride along Lake Michigan begins and ends at Lake Andrea in Prairie Springs Park in Pleasant Prairie. The course will loop through the beautiful countryside to the breathtaking shores of Lake Michigan. This event is organized to be fun, yet challenging for riders of all levels with the 2.5, 25 or 40 mile route options.

The entry fee is \$15 per rider and includes a pre-ride breakfast and post-ride festivities. The Journey of Hope requires that riders raise pledges. The money raised will help the MACC Fund support childhood cancer research, and support Margaret Ann's Place, a center for grieving children, teens and families. Last year more than \$5,000 was raised for each organization. As an added bonus, Trek Bicycle Corporation will reward the top fund-raiser with a beautiful new bike!

This ride provides unrivaled support for all riders, with rest stops every 10-12 miles, stocked with water, fresh fruit, and a variety of high-energy snacks. Bike mechanics and support staff will be present along the route. Registration is limited so don't delay. The deadline is Aug. 12. Call 1-800-248-TREK for information on riding or volunteering or visit [www.maccfund.org](http://www.maccfund.org).

## Friends still remember a special friend



T. Emmett Steele was a very special man who left a mark on everyone he met. A representative for Northwestern Mutual Life and a native of Dubuque, Iowa, he made Chicago his home away from home. Emmett died tragically at far too young of an age nine years ago. 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, a cadre of his special friends host a party in his honor. They carry on his memory and 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 \$60,000 in net proceeds. Additional fund-raising efforts brought the T. Emmett Steele Memorial Foundation's total annual gifts to the MACC Fund to \$70,500. The Foundation's cumulative contributions to date total \$170,000. 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 as well as his nephew John Mickelson. Emmett would be proud of his special friends and everyone on the committee and all of those who joined them.

This year's gala event will be on Friday night, Aug. 6, at the Saddle & Cycle Club, 900 W. Foster, Chicago. If you are interested in this great event, contact Dwight Ekenberg at [EKEK1@AOL.COM](mailto:EKEK1@AOL.COM)

Dwight works tirelessly to help the MACC Fund help children with cancer while perpetuating his friend Emmett's memory. The 2004 party will definitely be another night to remember as Emmett's friends set to break the \$200,000 mark.

## @macc today

Wondering where you can get the latest information on an upcoming MACC Fund event? Where you can make a donation in a matter of minutes without leaving the privacy of your home? Where you can find a directory of resources related to childhood cancer? [@maccfund.org](http://@maccfund.org)

Visit us today and make us a "favorite" - subscribe to the @macctoday enewsletter to keep informed of all things MACC!!

[maccfund.org](http://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 \$13,400 for the MACC Fund. *Cheers* to the Ale House and all who imbibed in a mid-winter "Gift of Hope."

## By the numbers, and impressive numbers at that

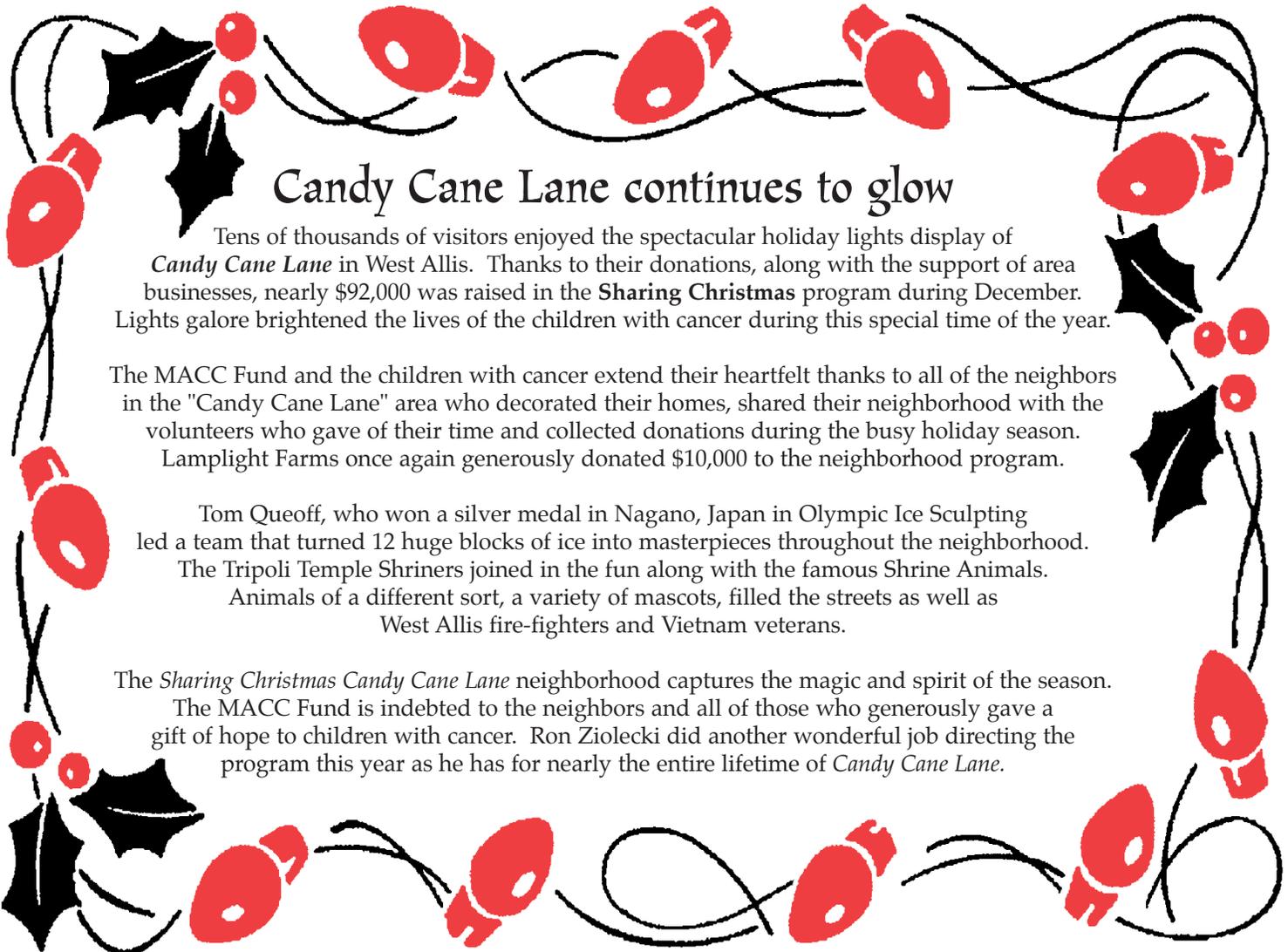
The MACC Fund has been dedicated to raising funds for pediatric cancer research since 1976. For the 27 years of the MACC Fund through December 2003, the total amount raised for the fight against childhood cancer is \$33 million!

Pediatric cancer research contributions total \$22.5 million. Of this amount, nearly \$21 million has been contributed to the primary beneficiary of MACC Fund support, the Midwest Children's Cancer Center of the Medical College of Wisconsin. The research is conducted in the College's six-story MACC Fund Research Center.

In addition, \$1.5 million has been contributed to the University of Wisconsin Comprehensive Cancer Center in Madison since 1985. The balance has been contributed to other pediatric cancer research endeavors. Projected research disbursements will bring the total contributed by year's end, the 28th year of the MACC Fund, to over \$23 million. The MACC Fund's endowment totals \$6 million.

During the history of the MACC Fund, the overall cure rate has risen to 75%. The average cost of the fund-raising and administrative expenses is 18%. This percentage is well-regarded nationally, especially in light of the special event fundraising that has comprised the majority of the MACC Fund's efforts.

These numbers add up a Gift of Hope for children with cancer thanks to the generosity of tens of thousands of caring donors and hundreds of generous sponsors.



### Candy Cane Lane continues to glow

Tens of thousands of visitors 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 \$92,000 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, shared their neighborhood with the volunteers who gave of their time and collected donations during the busy holiday season. Lamplight Farms once again generously donated \$10,000 to the neighborhood program.

Tom Queoff, who won a silver medal in Nagano, Japan in Olympic Ice Sculpting led a team that turned 12 huge blocks of ice into masterpieces throughout the neighborhood. The Tripoli Temple Shriners joined in the fun along with the famous Shrine Animals. Animals of a different sort, a variety of mascots, filled the streets as well as West Allis fire-fighters and Vietnam veterans.

The *Sharing Christmas Candy Cane Lane* neighborhood captures 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*.

## Bucks Bucks\$

The Milwaukee Bucks continue to be a cornerstone of the MACC Fund dating back to the beginning of the MACC Fund in 1976. Their fine play this season has helped children with cancer in many ways. Each 3-point basket generated a donation from Miller Brewing Company as well as from the Bucks flagship station Newsradio 620 WTMJ.

In addition, televised games yielded a donation from the *Piggly Wiggly Power Pop for Research* for each 3 pointer. *"The Pig"* also contributed for every opening tip the Bucks controlled.

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

The 28th annual Bucks MACC Fund Game in October rounds out a great year of support. Last year's game brought the total raised to \$1 million. One of the nicest things the Bucks players and coaches do to brighten the childrens' day is their annual visit to the hospital. The visit is coordinated each year by 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 \$2.5 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. 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, makes a generous donation to Women for MACC with each portrait sitting and then market the Cute Kids Calendar each fall.

*Love Fest 2004*, the 22nd annual Women's Doubles Tennis Tournament, takes place on June 4 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. 28 - 29 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's donation of \$68,000 brought the total to over \$500,000.

The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, takes place on Oct. 6 at the Hyatt Regency Milwaukee.

The Hike 4 Hope set foot last year for the first time. This year's event is Oct. 9 at Lapham Peak in Delafield. Get ready to lace up your boots for a hike for a cure.

Women for MACC members always find time to help with MACC Fund events in addition to hosting hospital visits from the Milwaukee Bucks and the Milwaukee Wave.

The MACC Fund and the children thank Gayle Denton 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.



## 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](http://www.mc2wi.com) across the nation and the world.