



Teaming Up to Cure Childhood Cancer through Research

MACC FUND TODAY

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Celebrating 30 Years of Hope Through Research in 2006

Dr. Camitta, others key in on gene expression to predict type of tumors, more effective treatment

Almost all cancers are due to some type of genetic accident or mutation that occurs. Some tumors are the result of a single genetic change while others have multiple genetic changes.

For researchers like Dr. Bruce Camitta, Director of the Midwest Children's Cancer Center, they want to know what causes these genetic changes and how these genetic changes cause cancer. Additionally, by analyzing genes that are expressed – or not expressed in particular tumors – can they predict what type of tumors they are and how they will respond to treatment.

Working in collaboration with Dr. Cheryl Willman, a pathologist and molecular biologist at the University of New Mexico, Dr. Camitta and others in the Children's Oncology Group are analyzing samples of leukemia cells from children with Acute Lymphocytic Leukemia (ALL). What they have discovered has led to some very exciting and interesting findings.

"All normal cells have the same number of chromosomes – 46 in every cell," said Dr. Camitta. "In cancer cells some of these chromosomes are duplicated or lost. In other cancer cells, chromosomes that should not be connected sometimes get connected to each other or there are pieces of chromosomes that are lost. These changes are characteristic (signatures) for specific cancers."

The Director of the Center since 1978 went on, "Chromosomes are made of DNA that contains the codes for RNA which in turn codes for thousands of proteins in the body. In a normal person, although all cells have the same DNA, only a small fraction of the DNA is active in each cell. Different types of cells activate different genes and therefore express only a small number of RNA and the subsequent proteins. This is also true in cancer cells. Chromosome abnormalities may also affect the types of proteins produced by a cancer cell."

Study of the patterns of genes that are expressed in cancer cells has enabled the researchers to do several things. First, patterns of gene expression enabled identification of the subtype of ALL. Second, patterns of gene expression predicted which patients would respond well to treatment and which patients would have a relapse (recurrence) of their leukemia.

“Without the MACC Fund we couldn't do nearly as much as we do. We rely on them heavily. It's frustrating to be up against the wall sometimes, and you can only push the frontier so fast. But we're making progress thanks to the MACC Fund. It's progress that is measured in small bits. But every little bit results in saving additional lives.”

Dr. Bruce Camitta

"We further tested our predictors using sets of patients who were treated with other protocols," Dr. Camitta said. "Lo and behold we discovered it does predict."

"Our current study used samples from 200-300 patients. However, in order for the data to be a highly reproducible finding we have to repeat it in additional patients. That work is currently in progress."

"One of the interesting things is if you look at which genes are predictive in different studies they are not always the same," Dr. Camitta added. "Some genes show up consistently and others don't. Are these differences due to research methods? Different treatments? We'd like to test our

findings with those from other laboratories to learn why there are differences and which genes are consistently most important."

These data will hopefully lead to better predictions of who will do well with specific treatments. Current methods of prediction utilize a patient's age, gender and how many leukemia cells are in their blood at the time they are diagnosed. These data, while important, are fairly non-specific. By getting down to the molecular (DNA/RNA) level, researchers hope that their predictions will be more accurate.

Patterns of gene expression might also explain mechanisms by which leukemia cells are able to resist treatment. "For example, high, low or aberrant levels of gene expression might affect drug activation, metabolism, or side effects."

Research is also being conducted in gene expression among leukemia patients less than a year old. "In one group of infants (composed almost entirely of infants with ALL) the pattern of gene expression is similar to that seen in cells that have been infected with viruses. Is the leukemia in these patients due to a virus?

"In a second group of infants (composed of patients with both ALL and non-lymphocytic leukemia) the pattern of gene expression is typical of patients exposed to toxins. Are these leukemias chemically induced?

"A third group of infants is totally different than the other two. The pattern of gene expression in their cells is what we see in embryonic normal cells. It is our hypothesis that these leukemias are undifferentiated leukemias...or very primitive cell leukemias."

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maccfund.org



Dear Friends:

I always enjoy the spring edition of the MACC Fund Today. Even though we had a mild winter, I still can't wait for spring each year in Wisconsin. This year is even more special since it signals the start of our 30th Birthday of MACC Fund events.

This year I am really looking forward to summer! It will be a different one for me this year since I will begin working for the MACC Fund as a member of its staff. I have spent my summers at MACC Fund events for 29 years. This year will be different though since I will be able to devote my full efforts to helping the MACC Fund help children with cancer. I have always wanted to devote more time to the organization, and now I have this chance.

This gives me a chance to get back to my roots with the MACC Fund since I ran it in its early years as a volunteer. This opportunity came as the MACC Fund is positioning itself to raise more funds for a greater impact on pediatric cancer research. I am pleased to know that the Board believes that more of my time will be a valuable investment for the MACC Fund in its 30th year.

I am excited about joining an all-star staff with 60 years of experience at the MACC Fund. As a former professional athlete, I know how important All-Star caliber performers are. I am looking forward to working with our team to raise even more money to provide even more Hope for children with cancer.

I can't think of a better way to spend it than by helping a child with cancer. Come fall, we will all get together to celebrate 30 years of "Hope Through Research." I never imagined that would happen when Eddie Doucette and I started the MACC Fund in 1976. We have so many friends like you to thank. As much as we look forward to celebrating 30 years together, let's make the summer count as we "Team Up to Cure Childhood Cancer Through Research."

Jon McGlocklin, President

MACC Fund Board Celebrates 30th Birthday Jon McGlocklin joins staff Steinberg elected Board Chairman

The MACC Fund is celebrating its 30th Birthday this year. The MACC Fund, Midwest Athletes Against Childhood Cancer, Inc., started on the Milwaukee Arena floor on Dec. 10, 1976 during a special halftime jersey retirement ceremony for Jon McGlocklin. McGlocklin and Bucks announcer Eddie Doucette used that night to start the Fund which has been dedicated to supporting research into the effective treatment and cure of childhood cancer. Doucette's son, Brett, was diagnosed with leukemia in 1974. Thirty years later, Brett is married and living in Arizona and the MACC Fund has contributed more than \$25 million to pediatric cancer research in Wisconsin, playing an important role raising the overall cure rate from 20 percent to 80 percent along the way.

From time to time, the MACC Fund's Board of Directors has honed the organization's direction, strategy and structure. In conjunction with this important 30th Birthday milestone, and as part of its ongoing strategic planning process, Jon McGlocklin, the MACC Fund's long-time President, will be formally joining the staff on a daily basis on June 1 and expanding his role as President. This will fulfill a dream he had ever since he ran the MACC Fund as a volunteer in its earliest days. McGlocklin said, "I have always wanted to devote my efforts fulltime to help the MACC Fund. I never had the time to do this due to business commitments. I can do it now, and I am very excited about it.

"My commitment to the MACC Fund has been very important to me over the past 30 years. I look forward to giving my full efforts to help raise funds to support research to help children with cancer. I think I am in a unique position which will help yield important dividends."

McGlocklin will focus on major gift solicitation as well as development with MACC Fund sponsors, donors, prospects and beneficiary institutions. A regular at many MACC Fund events throughout the past 29 years, McGlocklin has been its staunchest supporter and the face of the MACC Fund since its inception. McGlocklin is also a Board Member Emeritus of the Medical College of Wisconsin. He will continue to serve as the color commentator for Milwaukee Bucks television, including over the air games on UPN 24 and on FSN North.

In another major announcement, the MACC Fund's Board of Directors elected Wm. O. Steinberg as the first Chairman to lead the Board. McGlocklin led the Board as President since 1976, and Steinberg has been an officer and director of the MACC Fund since 1978. In addition, Steinberg is on the Medical College of Wisconsin's Cancer Center Advisory Board and is Co-Chairman of the University of Wisconsin Comprehensive Cancer Center Advisory Board. He is

also Managing Partner and CEO of Strategic Leverage Partners, LLC, a Madison based management consulting firm.

Steinberg praised McGlocklin for his ongoing efforts and loyalty to the MACC Fund. "The Board has always appreciated Jon's generosity, vision and commitment to the MACC Fund. This is an organization characterized by a compelling cause, visionary leadership, and people willing to make 'life for kids' a priority in their giving. Jon will bring a unique understanding of our history and a special set of talents to what we do everyday. We're honored and proud to have Jon partner with a dedicated and experienced staff on an everyday basis to raise the awareness, understanding, and funds needed to support this important work. That's been our mission — a lot of people are counting on us to do it."

In addition to the election of Steinberg as Board Chairman, Paul Knoebel was elected Vice Chairman. Knoebel has been on the MACC Fund's Board since 1978, shortly after his sister was diagnosed with cancer. He has been a distinguished leader on the Board. Knoebel is also on the Board of the Medical College of Wisconsin, the U.S. Bank Championship and is President of Corporations Caring for Kids — a nonprofit dedicated to helping children. Knoebel is also President of Knoebel and Associates, a manufacturer's representative and manufacturing business based in Brookfield.

Eddie Doucette is the Honorary Vice President of the Board in recognition of the integral role he played in the founding of the MACC Fund in 1976.

David Morris is the Treasurer. He has been on the MACC Fund's Board since 1991 and is First Vice President of RBC Dain Rauscher, Private Clients and Capital Markets.

Jan Lennon will continue as the Secretary of the MACC Fund. A well respected community volunteer, she has been on the MACC Fund's Board since 1995 and devotes her efforts to other charities that benefit research at the Medical College of Wisconsin.

The other members of the Board are Lou Banach, Kieth Burg, Al Costigan, Scott Falk, John Steinmiller and Walt Winding. The MACC Fund is grateful to have Paul Griepentrog of the law firm of Godfrey & Kahn as the MACC Fund's pro bono attorney and invaluable counsel to the organization. In addition, the MACC Fund is fortunate to have a distinguished Honorary Athletic Board and an Honorary Board.

John Cary will continue to serve as the Fund's Executive Director, a position he has held since 1982.

World Class Cyclists to Ride in the Trek 100



The TREK 100 is the largest fund-raising event in the 30-year history of the MACC Fund. Cyclists will once again "ride for hope" on Saturday, June 3, in the 17th Annual TREK 100.

Every Mile Matters challenging riders to help raise funds for children with cancer by biking the 100-mile, 100-kilometer (62-mile), the 37-mile, or the 20-mile ride.

Over \$5.2 million has been raised from this event since 1990. Last year's TREK 100 netted a record \$560,000 from over 2,100 cyclists. With your help, 2006 can produce an even bigger, record-breaking gift of hope. Helping make this year's Ride the best ever will be the Outdoor Life Network's famous Tour de France announcer Bob Roll, Ironman World Champion Tim DeBoom and three-time Tour de France winner and Honorary MACC Fund Board member Greg LeMond.

Trek Bicycle Corporation of Waterloo, Wis., is the nation's leading manufacturer of quality bicycles and proudly sponsors 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 LaSalle Banks, Sells Printing Company, Hanson-Dodge, Prime Coatings, Noodles and Company, GE Healthcare, 95.7 WRIT and Wauwatosa Savings Bank.

The entry fee for the TREK 100 is \$35 per rider by the May 19 deadline, 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. Registration on the day of the TREK 100 is \$40 per rider plus the pledge requirements.

A post-ride celebration sponsored by Famous Dave's, along with great music and a relaxing massage, top 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 TREK 100 socks, floor pumps, bags, headlights, tool packs, trainers, repair stands and a wide variety of Trek bikes.

The Trek 100 Century Club offers members who raise \$1,000 by May 12 some added benefits, including a picture and private ride with Greg LeMond, Bob Roll and Tim DeBoom; a Tour of Trek Bicycle's Corporate Headquarters in Waterloo; a cocktail reception; member recognition dinner and live music; custom Century Club clothing including limited edition rider socks from The Sock Guy; access to an amazing silent auction; and entry into a raffle for fabulous Trek prizes including a domestic Trek Travel Trip for two and a Trek Project One Bike.

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 Milwaukee, call the TREK 100 Hot Line at 1-800-248-TREK. On-line registration is at 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 3, 2006

Midwinter Brewfest Packs 'Em In

A record-breaking Midwinter Brewfest was held at the Milwaukee Ale house in February. Nearly \$15,000 was raised as 400 patrons enjoyed the favorite beverages from 30 microbreweries who donated their golden brew to help make some MACC Fund Gold!

The Caring of the Green

The First Annual Caring of the Green was held on Feb. 17 at Mo's Irish Pub. Hosted by WISN Radio's Bob Dolan, the high-spirited evening included a fabulous raffle, silent auction, the Glen Castle Irish Dancers, traditional Irish music from The Gleason's and Guinness Pint specials. A spirited crowd of 150 people attended this event. Thanks go out to Bob for helping raise \$9,500, including \$3,100 from a summer barbeque with Archbishop Timothy Dolan, Bob's brother. 'Twas a great day to be Irish - if only in spirit!

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 resulting from the merger of Lutheran Brotherhood and Aid Association for Lutherans. It provides high quality financial products and services, as well as fraternal benefits to help enhance the lives of its members.

Jim Fischer, Thrivent's Greater Milwaukee Managing Partner, embraced the MACC Fund's philosophy and the fight against childhood cancer seven years ago. His regional field office spearheads fund-raising events and programs throughout the year including the Milwaukee Bucks "Player of the Month." This award gives kids with cancer a chance to get up close to the monthly winner by being on hand to make the presentation. Thrivent also provided support to other events including the Waupun Trucker's Jamboree, the Martin Luther High School Run and Walk, the Thomas Perra Memorial Open sponsored by Lemberg Electric and Women for MACC's Polo Party.

Thrivent also sponsors PGA Tour player Mark Wilson. A native of Pewaukee, Wis., and a graduate of Wisconsin Lutheran High School, Wilson contributes to the MACC Fund for every tournament cut he makes as well as every Top-30 finish. Wilson sports the Thrivent logo on his shirt as he competes on the nation's finest golfing venues with the world's best golfers. Thrivent contributes to the hometown golfer's generous donations in Mark Wilson's "Making a Mark For MACC" program.

The Greater Milwaukee area office of Thrivent was a major sponsor of The TODAY'S TMJ4 Sports Auction 4 MACC on Dec. 10, contributing for every auction bid from the live two-hour broadcast on Milwaukee's top-rated television station. Thrivent's full slate of fund-raising efforts brought the cumulative six-year total of support to \$600,000!

The MACC Fund and the children are grateful for this wonderful support from Thrivent.

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 or sponsorship of an event. Gifts of insurance or stock, or a direct donation are also ways to give your Gift of Hope. Many people make memorial gifts upon a loved one's death 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 at 414-456-5830 or 800-248-8735 to learn more ways to help children with cancer through proper planning while also helping yourself.



Candy Cane Lane continues to glow

Tens of thousands of visitors enjoyed last December's spectacular holiday lights display of *Candy Cane Lane* in West Allis in its brightly colored 21st anniversary.

For 21 years, children with wide eyes have enjoyed the lights and the thrill of seeing Santa. Dedicated neighbors care more about making the children happy and helping the MACC Fund than they do about their higher electric bills. Gloved hands hold collection jars jingling with coins which will be turned into hope. Outstanding support from area businesses and civic leaders combine for a bright and colorful "Gift of Hope Through Research" for children with cancer.

Over \$65,000 was raised in the Sharing Christmas program this past year. Lights galore brightened the lives of the children with cancer.

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 and gave of their time and collected donations during the busy holiday season.

Local ice sculptors turned giant blocks of ice into masterpieces throughout the neighborhood. 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, who has led the neighborhood program for years, lights up in a special way each year as he welcomes the visitors who travel to this wonderful corner of the world. Thanks to all for "Sharing Christmas on Candy Cane Lane!"

maccfund.org



Women for MACC has been helping children with cancer since its inception in 1982. Their efforts have been responsible for generating \$3 million in donations and thousands 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. Polo anyone? Women for MACC has that for you as well on July 16 in the second annual event.

The popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 26 - 27 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's donation of \$82,000 will be the target as these great supporters continue to shoot for a cure. They have raised over \$700,000 in the past 15 years.

The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, is Oct. 3 at the Hyatt Regency Milwaukee.

The Hike For Hope will set foot once again on an October weekend 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 Margaret Haagensen 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.

womenformacc.org

Dr. Camitta

Ultimately, the development of a specific type of leukemia depends upon a least four factors: 1) the type of genetic insult; 2) the production of specific chromosome changes; 3) the resulting changes in patterns of gene expression; and 4) the type of cell in which the genetic changes occur.

What does all this work mean to the future of leukemia patients and how they will be treated?

- One, it will tell us why an individual developed leukemia (before the answer was "we don't know").
- Two, by seeing what genes are expressed we will have a better idea as to what biochemical changes inside of a cell make the cell cancerous.
- Three, we will be able to predict which drugs will or will not be effective for treatment in individual patients.
- Finally, by knowing all of the above, we may be able to prevent leukemia.

"These goals are probably at least five to 10 years away," said Dr. Camitta. "However, once we achieve this knowledge, we should be able to design kinder, more effective therapy. That's exciting."

Dr. Camitta credits a combination of a lot of people and groups – with the MACC Fund being a main stalwart – for their loyal and continued support of this work.

Numbers tell quite a story

The MACC Fund has been dedicated to raising funds for pediatric cancer research since 1976. The research disbursements brought the total contributed through the 29th year of the MACC Fund to \$25.5 million. Of this amount, \$23.4 million has been contributed to the primary beneficiary of MACC Fund support, the Midwest Children's Cancer Center of the Medical College of Wisconsin with research conducted in the College's six-story MACC Fund Research Center.

In addition, \$2 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. During the history of the MACC Fund, the overall cure rate has risen from 20% to 80%.

For the past 29 years, the best estimate for the number of events is 2,223, the number of participants is 1,808,256 and the number of volunteers is 23,587. The number of children affected throughout the world by the research is impossible to calculate but suffice to say it is significant, and they all are grateful for the Gift of Hope.

Cascio Interstate Music's "Guitars for MACC"

Cascio Interstate Music of New Berlin, Wisconsin's largest musical instrument retailer, has made sweet music for the MACC Fund by raising funds from raffles of "star-signed guitars" in conjunction with concerts the company sponsored. Famed guitarist Joe Satriani signed a guitar for MACC. So did guitar hero Eric Johnson. This year, Cascio Interstate Music is making a donation for every K Sulton signature bass.

Archer Guitars, USA of Milwaukee's new K Sulton Signature Bass Guitar, was recently featured at the Musikmesse Show in Frankfurt, Germany, an international trade fair of musical instruments, music software and computer hardware, sheet music and accessories.

Designed in collaboration with legendary bassist Kasim Sulton and

Archer, the K Sulton Signature Bass was put through its paces on last summer's international tour with multi-platinum artist Meat Loaf. Now this bass will hit the road again on a summer tour with Kasim as part of The New Cars. The New Cars is headed by rock Renaissance man Todd Rundgren, along with original Cars members, guitarist Elliott Easton and keyboard player Greg Hawkes. The summer tour with Blondie begins in May. The New Cars have already been featured on NBC's "The Tonight Show" with Jay Leno with more TV appearances to follow.

Sounds good to us. Thanks to Cascio Interstate and longtime MACC Fund supporter and Honorary Board Member Mike Houser for continuing the tradition of making sweet music for MACC!



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 22nd 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 by purchasing any of the participating products and sending their store receipt, or a copy of it, and showing the purchase of five different products. They will receive a grocery gift card. Click on www.itsinthebagmaccfund.com for details.

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 exceeded \$2 million in net contributions since its inception in 1985, raising \$50,000 in 2005 alone.

Advantage
Sales & Marketing

itsinthebagmaccfund.com



"I Want To Hold Your Hand" Crowd in Kimberly enjoys Beatles Tribute Band

The heart of Packerland on Super Bowl weekend was the stage for the second annual "American English Benefit Concert" for the MACC Fund. The award-winning Beatles tribute band filled Liberty Hall in Kimberly, Wis. with nearly 1,000 fans of the original "Fab Four."

The concert warmed up a cold Wisconsin winter night for the second consecutive year thanks to the vision, hard work and commitment of Greg Thompson and his loyal family and friends. A longtime MACC Fund supporter from the Fox Valley, Thompson has been a veteran of many promotions through the grocery industry that he calls home when he isn't promoting his favorite Beatles music or performing as a disc jockey at area engagements. Many times Greg gives the money from his DJ events to the MACC Fund.

The fans may age a bit, but the music only gets better. The band's renditions would have made the originals proud. Authentic period musical instruments and classic Beatles costumes brought smiles to the hand-clapping, swaying appreciative fans.

The concert raised \$4,350 and brought smiles to those who attended and those who played those great Beatles songs. No one smiled more than Greg and his family since they know they gave a precious "Gift of Hope" to children with cancer and their families by the \$8,200 raised in the past 2 years. Keep an eye out for the third annual concert in 2007.

MACCetera

Champps Americana Restaurants "tips in" 100 bucks for every opening tip the Bucks control in addition to their great golf outing with Thrivent Financial on June 22 at Morningstar! . . . The **Waupun Truck-N-Show** held its annual show, raising \$6,700 through the auctioning off of the first three places to start the Lights of the Night Truck Convoy. Keep on truckin'! . . . **WRIT** celebrated its anniversary in November and generously made entry donations benefit the MACC Fund, contributing \$3,795. Happy Anniversary WRIT. See you at the TREK 100! . . . The fifth graders at **Madison Elementary School** decided they didn't need to do a gift exchange in the classrooms this year and gave \$45 research. Thanks fifth graders! . . . **Brookfield's Big Apple Bagels** once again hosted MACC Fund Mondays, donating a portion of bagels sold, raising \$47.20. . . **Char's Hallmark** in Milwaukee held their first annual Day of Giving providing a percentage of each customer's purchase to the charity of their choice raising \$51.36 for MACC. Thanks to all. . . Fourth graders from **St. Matthias School** collected money through their smaller version of Candy Cane Lane with graham cracker houses and candy galore and raised \$157.40! Thanks kids! . . . The children of **Pilgrim United Church of Christ's Sunday School Program** chose to send \$127.73 from their collections to help fight childhood cancer. . . Thank you **Benchmark Inc.** for your "Change for Charity"

program and the \$86.91 donation. . . **CO' Ultralounge** held a New Year's Eve Extravaganza raising \$400 for the MACC Fund from pre-sales of entry bracelets. . . **The Milwaukee Sail & Power Squadron** of the United States Power Squadron held a Holiday Party raising \$500 for the MACC Fund. . . **Stop-N-Go** of Madison raised \$688.50 for the MACC Fund from sales of NFL Pink Wristbands. . . Ms. Sue Bremer's fourth grade class from **St. John Vianney** donated \$70 through an auction. . . The 2004 TODAY'S TMJ4 MACC*Star designer, **Coco Flannery**, celebrated her 10th birthday. She asked friends to give stuffed animals for the Hospital's HOT Unit or give money to MACC. They did both and raised \$80 and warmed lots of hearts. Thanks Coco and friends! . . . **Roundy's WE CARE** program for the third quarter of 2005 raised \$141.39. Thank you for using your Advantage Cards for MACC. . . **Old Wisconsin Sausage** donated a portion of its profits for every sausage sold in December raising \$293.90 for the MACC Fund's Sharing Christmas on Candy Cane Lane. . . **Ken McQuin's Big Hit Inc.** raised \$750 for the MACC Fund by their Wild Tails sales in 2005. . . **Nick Pucek's** (2003 MACC*Star designer) fourth grade classmates raised \$42.51 for MACC! Thanks!!

DVDs help pass the time

Friends of the MACC Fund donated DVD / VHS players to the Hospital's HOT Unit in 2004. When the Outpatient Clinic needed some portable TV / DVD units last fall for the children who are in for infusions, chemotherapy and other procedures, the Clinic staff knew just where to turn. Their call to the MACC Fund led to a similar chain of events when the Inpatient Unit needed help. Greg Klimek, Chairman of the annual BP MACC Fund Open, once again answered the call. Within an hour, the fund-raising job was done and the TVs, DVDs and carts were on order. The extra money was used to buy DVDs. Now all of the children can enjoy a DVD while they get their procedures done. Thanks to Greg Klimek and his generous friends for helping a child pass the time with their favorite DVD.



The MACC Fund HOPE TEAM

The **Hope Team** provides individual and corporate donors who contribute between \$500 and \$7,500 and are not able to sponsor special events, with the opportunity to take part in two of the MACC Fund's premier events—the Hyatt Regency MACC Fund Open and the Bucks MACC Fund Game in addition to other benefits. To learn more about the Hope Team, please contact Janet at the MACC Fund at 414-456-5830, 800-248-8735 or info@maccfund.org.

Superstar ~ \$7,500

The Gordon Flesch Company
Marlene J. King-Burris
Nicholas Family Foundation
US Bank Technology Services

All Star ~ \$5,000

Mid-America Steel Drum, Co.

Captain ~ \$3,000

ABC Supply Company, Inc.
A.O. Smith Corporation
Barbara Kendro
MGS Manufacturing Group

Starter ~ \$1,000

Dr. Patrick & Mrs. Linda Brody
William & Gayle Denton
Fredman Leasing Company
The William King Family
David & Bonnie Krill
M & I Bank
McGlocklin Family
Megal Development Corp.
Meso Minerals
MGIC Investment Corporation
Morris Family in Memory of Ted
Sally & Scott Piefer
Mr. & Mrs. Rod Petersen
James Powell &
Kathleen McCormick
RBC Dain Rauscher Foundation
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Ted & Noelle Rulseh
Tushaus Computer Services
Nancy Wagner
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Coach ~ \$500

Larry & Jan Barbera
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Richard Bowen
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Christian & Sara Hubertz
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The Kort Family
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Jan Lennon
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McCarthy Grittinger
Financial Group
Michael & Gail Polzin
R&R Insurance Services, Inc.
Mr. & Mrs. Richard Sheridan
The Wagner Family
Dr. & Mrs. Gerald Ziebert



ADAMM's Charity Ball Benefits MACC Fund

The "Stars" of the night were all decked out looking shiny and sophisticated under the spotlights. They didn't move or say anything and no one in the crowd seemed to care. 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 event 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.

The MACC Fund benefited from the Gala as the guests of the ADAMM Board and the Gala's proud chairpersons, Jenny and Mike Darrow of the Darrow Automotive Group. This was a "3-Peat" return performance for the MACC Fund thanks to its friends from ADAMM.

The ADAMM Ball also benefited United Way of Greater Milwaukee as well, the National Kidney Foundation – Wisconsin Chapter and the Froedtert Hospital Foundation. Bountiful food, cocktails and music among the cars set the stage for sumptuous desserts and dancing until Midnight. ADAMM added a raffle for a fuel-efficient Hybrid Toyota Prius which made one lucky winner very happy – especially at the fuel pumps! ADAMM and its dedicated dealer members produced another great night of watching the Stars of the show and much more. This year's totals aren't in yet, but we expect the three-year total to be nearly \$100,000 for MACC!

MACC Fund also supports research at the UW Cancer Center

The MACC Fund has supported research at the University of Wisconsin Comprehensive Cancer Center since 1985. The MACC Fund's grant of \$305,000 presented to Paul Sondel, M.D., Ph.D., Division Head of Pediatric Hematology and Oncology is the largest annual contribution by the MACC Fund to support the Center's research. The MACC Fund has contributed over \$2 million to the University's Pediatric Oncology research efforts in the past 22 years.

The grants were 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.



The Hyatt Regency Milwaukee and the MACC Fund have been partners in the fight against childhood cancer for over 22 years. 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. This year the Hyatt will host the MACC Fund's 30th Birthday Party on Thursday, Oct. 26.

The MACC Fund is honored the Hyatt will once again sponsor its original event, the MACC Fund Open. The 30th Birthday Open -- The Hyatt Regency Milwaukee MACC Fund Open -- will be played on the beautiful Tuckaway Country Club championship layout on Monday, June 5. 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."

U.S. Bank Championship Backs MACC

The U.S. Bank Championship will be played at Brown Deer Golf Course July 27 - 30. The stars of the PGA Tour come to town giving you a chance to see great golf while also helping the MACC Fund. The MACC Fund is one of the charities the tournament invites to sell its tickets through June 2. By purchasing U.S. Bank Championship tickets through the MACC Fund, you will save \$5 on the price at the Course and you will be helping the MACC Fund since the U.S. Bank Championship charity ticket program returns all of the ticket sales to the MACC Fund. Last year, 38 charities participated selling 4,881 tickets for \$161,000 in charity contributions. Over the past eight years the ticket program has accounted for ticket sales of 34,000 and \$1,094,000 returned to the charities. The tournament contributed \$630,000 to community charitable efforts in 2005, highlighting the PGA Tour's mission of giving back to the communities it visits.

maccfund.org

Hoop it Up

Milwaukee Bucks Hoop-It-Up 3 on 3
July 29-30
414-227-0835
www.hoopitup.com

"A Mark Fore MACC"

PGA Tour player Mark Wilson, a native of Pewaukee, Wis., is continuing his "Making a Mark Fore MACC" program on the PGA Tour this season. He makes a donation for every 36-hole "cut" made in addition to extra amounts for every Top-30 finish. Last year he contributed \$12,000 to the fight against childhood cancer – the largest single check from a professional athlete.

Wilson sports the Thrivent logo on his shirt as he competes on the nation's finest golfing venues with the world's best golfers. Thrivent Financial for Lutherans contributes toward Mark's generous donations in his "Making a Mark for MACC" program as well.

The Wisconsin Lutheran High School graduate and his wife Amy have supported the MACC Fund for three years. Mark's 2005 Tour year found him finishing at 132nd on the PGA money list, the second best of Wisconsin's six Tour players. His best finish was third place in the Valero Texas Open along with two other Top 10 finishes.

He is off to a good start in 2006 and ranks 88th on the money list going into the week of the Masters at Augusta National. He is making a name for himself on the Tour while becoming a household name for the kids he is helping by "Making a Mark Fore MACC!" You can cheer on Mark and other great pros at the U.S. Bank Championship at Brown Deer Park, July 24 - July 30.

MARQUETTE ALPHA SIGMA NU CHAPTER HONORS JOHN CARY OF THE MACC FUND

The Father Danihy Alumni Club of Marquette University's Alpha Sigma Nu (the Jesuit Honor Society) honored John M. Cary, executive director of the MACC Fund, with its annual Alumnus of the Year Award on Sunday, April 2. A graduate of Marquette University High School and Marquette University's College of Speech, Cary has served on alumni association boards for the university and the college as well as the Diederich College of Communication's Mentoring Program. In 1991, he received the Alumnus of the Year award from the college and in 2004, he and his wife Mary received the Spirit of St. Ignatius Award from Marquette High School. Cary's community activities include service to the Archdiocese of Milwaukee as a member of its Resource Development Council and as past chair of the Catholic Stewardship Appeal from 1996 to 1999. In 1998, he received the Archbishop's Vatican II Award for Communication. He also serves on the boards of the Jesuit Partnership of the Wisconsin Province of the Society of Jesus and the Weyenberg Library Foundation in Mequon, Wis.



The MACC Fund Golf Tour combines golf and hope

Golf and Hope have gone hand in hand since the first MACC Fund Open in 1977. Now, 29 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 2005 **MACC Fund Golf Tour** raised \$460,000 in net proceeds. 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 29-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 taking advantage of 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.

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 and get ready to *tee it up to help drive cancer out of kids lives "fore" good!*

maccfund.org

The 2006 MACC Fund Golf Tour

The 30th Anniversary Hyatt Regency Milwaukee MACC Fund Open, Tuckaway Country Club in Franklin, Monday, June 5. **The Daily Reporter Open**, The Bog in Saukville, Monday, June 12. **The Mike Halvey Memorial Open in Honor of Kate Halvey**, Kettle Moraine in Dousman, June 15. **The Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Course in Valders, Friday, June 16. **The Champps Americana/Thrivent Financial Golf Outing**, Morningstar Golf Course in Waukesha, Thursday, June 22. **The Cheri Amore Memorial Open**, Twin Lakes Country Club in Twin Lakes, Monday, June 26. **The Max-Fly Open**, Ironwood Golf Course in Sussex, Monday, July 3. **The U.S. Bank Championship at Brown Deer Park Golf Course**, July 24 - 30 **The ExxonMobil MACC Fund Open**, Evergreen Golf Club in Elkhorn, July 27. **Care for MACC Open**, Tuckaway Country Club, Monday, July 31. **Ken's MACC Fund Open**, Rivermoor Country Club in Waterford, Monday, July 31. **102.9 FM The Hog's Bob and Brian Open**, Silver Spring Country Club, Friday, Aug. 4. **The FBI Academy Alumni Open**, Evergreen Golf Course in Elkhorn, Fri. Aug. 4. **Lemberg Electric's Tom Perra Memorial Open**, Edgewood Golf Course in Big Bend, Saturday, Aug. 12. **Don's Pub Outing**, Evergreen Golf Club in Elkhorn, Tuesday, Aug. 8. **The BP MACC Fund Open**, Evergreen Golf Club in Elkhorn, Monday, Aug. 14. **West Bend Mutual Open**, West Bend Country Club, Monday, Aug. 21. **Eric Skaalen Memorial Golf Outing**, Scenic View Country Club in Slinger, Saturday, Aug. 26. **The Valley Green Invitational**, Valley Green Course in Muskego, TBA. **The Corporations Caring for Kids Open**, at Lac La Belle Golf Club in Oconomowoc, Monday, Aug. 28. **Milwaukee Police Supervisors Organization Golf Outing** at Silver Spring Country Club, in Menomonee Falls, TBA **Olympia Wall Systems Charity Invitational in honor of Kaylyn Gilroy**, Merrill Hills, TBA.

The **TODAY'S TMJ's "Beat the Pro"** weekly series at 10 courses culminates with a 30-minute television special at The Bog in Saukville in August.

Professional golfer **Mark Wilson's Making a Mark Fore MACC on the PGA Tour** contributes to the MACC Fund based on his performances throughout the 2006 Tour with support from Thrivent Financial for Lutherans.

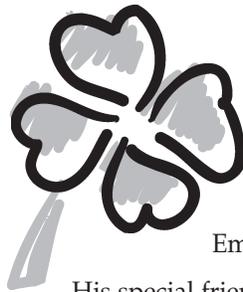
KIDS CAN® Bracelets

Kids Can! They prove it every day in many ways. We know kids can fight cancer. Sadly, some do that every day. You help them by supporting the MACC Fund.

Last year, the KIDS CAN bracelet became a symbol of all that kids CAN do. The colorful blue and green bracelet is embossed with the words KIDS CAN. The idea began with a young boy named Ford who came up with the idea last year to honor his older friend Nick. Nick can fight cancer. He has for 11 years. Ford can help brighten Nick's day. Their families and many other friends can help, and they do. KIDS CAN!

You can help by purchasing KIDS CAN bracelets which benefit the MACC Fund. They are available in the MACC Fund's Shop for Hope at www.maccfund.org or 414-456-5832. A bundle of five bracelets is a \$20 donation; 10 bracelets for \$40 and 25 for \$100. Thanks to Ford and Nick for proving that KIDS CAN!

Friends still remember a special friend



T. Emmett Steele died at far too young an age 11 years ago yet his formidable legend and memory grows each year. A successful representative for Northwestern Mutual Life, the native of Dubuque, Iowa, made Chicago his home away from home. After his death the MACC Fund received a \$100,000 gift from his estate to help the children whom Emmett loved.

His special friends will once again host a party in his honor by carrying 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 \$50,000 in net proceeds. Additional fund-raising efforts brought the Emmett Steele Memorial Foundation's total annual gifts to the MACC Fund to \$80,000. The Foundation's cumulative contributions to date total \$310,000. 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 committee members and all of those who joined in to help.

This year's gala event will be on Friday night, Aug. 4, at the Saddle & Cycle Club, 900 W. Foster, Chicago. If you are interested in this great event, contact Dwight Ekenberg at EKEK1@AOL.COM

The committee members work throughout the year to help the MACC Fund help children with cancer while perpetuating their friend Emmett's memory. The 2006 party will definitely be another night to remember as Emmett's friends set their sights on another great night of memories!

Midwest Sports Events' "Five Star Series" will support the MACC Fund

Midwest Sports Events of De Pere, Wis., is an industry leader in triathlon and road race management with over 20 years of event production experience. They produce many of the largest triathlons in the Midwest which include training programs leading up to the event. Midwest Sports Events' mission is to impact communities that will help individuals create healthy lifestyles.

Midwest Sports Events' "Five Star Series" will support the MACC Fund through a season long raffle. The first place prize is a 2006 Suzuki Burgman 650CC Scooter with a value of \$8,000 and offered through Team Motorsports, Green Bay, Wis. There will be two second place prizes for a TREK Triathlon bike or a TREK Road bike valued at \$2,000 each through The Bicycle Doctor, Dousman, Wis. and there will be three third place \$500 Triathlon or Running gift certificates from generous Five Star Series sponsors.

Each ticket is \$2 with the date of the raffle drawing Oct. 1, 2006 at noon at the Green Bay Duathlon Event operated by Midwest Sports Events. Proceeds will help the MACC Fund continue in its mission to defeat pediatric cancer through research. The MACC Fund is grateful for the partnership which is a natural since the MACC Fund has presented and benefited from events intended to target the athlete in everyone for 30 years.

For information on all of the exciting Midwest Sports Events, please visit them at midwestsportsevents.com.

WBCA STARS 'Best of the Best'

The state's best high school basketball players will again converge in Madison on Saturday, June 17, for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games**. The games are played at the University of Wisconsin's Kohl Center and Fieldhouse. This year's games once again promise exciting contests featuring the "best of the best" boys and girls basketball in Wisconsin. Tickets can also be purchased on game day.

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 29th 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 \$1.2 million for the MACC Fund since 1978. Last year's games raised \$102,000 for the second straight year.

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



Keith Tozer 12th Annual Charity 3v3 Soccer Tournament to Benefit MACC

A weekend of soccer fun is in store Aug. 12 - 13 at Uihlein Soccer Park, 7101 W. Good Hope Rd. in Milwaukee. The Keith Tozer 12th Annual Charity 3v3

Soccer Tournament is open to players ages 6 to adult, forming teams of five. A minimum of three games will be guaranteed, along with a tournament T-shirt, a chance to meet Milwaukee Wave Coach Keith Tozer, and one game ticket for the 2006-2007 Milwaukee Wave indoor soccer season.

The tournament is the Tozer family's annual tribute to their son Graham who died as a baby. Tozer and his wife Raneé have turned the tragedy of their loss into a weekend of soccer and family fun. "With Graham's death, we started our crusade to help others by raising money and awareness and by lending a helping hand," Tozer said. The tournament logo includes the initials "G T" in memory of Graham Tozer. The MACC Fund is grateful to benefit from this great event along with the Wave of Kindness, the Milwaukee Wave's Charity, through Corporations Caring for Kids.

Kids will have a chance to meet Wave players at an autograph session on Saturday. A raffle and silent auction, a Vendor Village and concessions all promise to make it a great weekend of soccer fun. The registration fee is \$100 per team, if postmarked on or before June 20 or \$125 per team, if postmarked after June 20. The registration deadline is July 20. Register online at www.maccfund.org or call the MACC Fund office at 414-456-5830 for more information on the Keith Tozer 3v3 Charity Soccer Tournament.



More with TODAY'S TMJ4

Last year's Silver Anniversary celebrating TODAY'S TMJ4's 25 years of supporting the MACC Fund's fight against childhood cancer was very special, highlighted by a 30-minute Special Presentation. The station has been a leader in a variety of ways since 1981 including the latest in a series of vignettes featuring the Stories of Hope of children with cancer.

Steinhafels Furniture will sponsor the special vignettes for the third consecutive season as another example of Steinhafels commitment to the community. The Story of Hope vignettes feature success stories showing children fighting cancer each day. A poignant new tribute reminds us of the task ahead since it features six children who have died. Carole Meekins and Mike Jacobs of TODAY'S TMJ4's News 4 team are the veteran MACC Fund hosts. TODAY'S TMJ4 also makes a generous donation to the MACC Fund as part of the sponsorship.

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. Steinhafels has been generous in its support of a wide range of charitable causes that have had a broad community impact.

TODAY'S TMJ4 has embraced the work of the MACC Fund making a significant difference in the lives of many children for 26 years. 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.

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

Steinhafels



A 30th Birthday Party Invitation!

You are cordially invited to be part of the very special
30th Birthday Party celebrating 30 Years of Hope Through Research

Thursday, October 26th, 2006
The Hyatt Regency Milwaukee Grand Ballroom
333 W. Kilbourn Avenue, Milwaukee

Cocktail reception 5:45 PM / Dinner at 6:45 PM / Program 8:15 PM
\$3,000 for a table of 10 - \$300 each
Business attire / By Reservation Only

Please contact the MACC Fund for an invitation
414-456-5830, 800-248-8735 or info@maccfund.org

There will be a significant tax-deductible donation
for each table and each individual reservation.



Teaming Up to Cure Childhood Cancer through Research
Midwest Athletes Against Childhood Cancer, Inc.

www.maccfund.org
10000 Innovation Drive, Suite 135
Milwaukee, WI 53226

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