

## Novel idea advances immunological therapy

### Veteran research team takes step closer to curing cancer

On a scale of one to 10, this new initiative in the battle against childhood (and adult) cancer rates an 11. That's the opinion of a veteran team of investigators at the MACC Fund Research Center who are boldly taking steps in the advancement of immunological therapy.

What's got them excited is a new use of the immune system to fight cancer. As Rimas Orentas, PhD, puts it "we're trying to develop a new means to manipulate the immune system such that we can control it and use it in a better manner."

The project focuses on unrelated bone marrow transplant (BMT) -- where someone other than the patient is the donor (like a brother, sister or potentially unrelated donor) -- that creates an immune reaction with the donor's cell and attacks the leukemia. Unfortunately, major complications arise when the same cells and mechanism that fights the leukemia start attacking other cells and tissues, known as graft vs. host disease.

"We're trying to push a strategy where we get the beneficial effects of the graft attacking the leukemia while trying to eliminate the detrimental effects from graft vs. host," said William Drobyski, MD, who has been part of the bone marrow transplant team since the mid-1980s. Other team members (who have been together "forever") include Drs. Orentas, Carolyn Taylor, David Margolis, Jim Casper, Bob Truitt and Bryon Johnson.

"We've been academically integrated -- taking care of both the adult and children populations -- since the late 1980s," Dr. Drobyski said. "Both populations benefit."



*Seated left to right Dr. Bob Truitt and Dr. Dave Margolis  
Standing left to right Dr. Rimas Orentas, Dr. Carolyn Taylor,  
Dr. Bryon Johnson, Dr. Bill Drobyski*

"Our pediatric/adult transplant program is accredited under the Foundation for Accreditation of Hematopoietic Stem Cell Therapy (FACHT) as one program" said Dr. Taylor, whose laboratory is the shared cellular processing facility for both the Departments of Pediatrics and Medicine.

"It's the best of both worlds," added Dr. Drobyski, noting that cellular processing and the research that goes into developing new protocols operate as a unified team with two top level clinical institutions -- Children's Hospital of Wisconsin and Froedtert Hospital. "Having two strong hospitals is the core scientific approach to bone marrow transplants."

"Children have different diseases and disorders than adults," Dr. Taylor said. "But with some things like graft vs. host disease, there are commonalities in both."

R. Fredrickson  
"We haven't defined what the new 'thing' is," said Dr. Orentas. "The novel 'thing' is introducing a gene vector into the donor lymphocytes."

Sometimes after a successful transplant procedure the patient will relapse because the disease regrows. One way to drive the disease back into remission is to add back mature lymphocytes from the original BMT donor into the patient.

"This process is not a second transplant, it's more like a transfusion," Dr. Taylor said. "It's taking mature white blood cells and putting them back in and they can beat back the relapsed disease."

"Again, this could cause graft vs. host disease," Dr. Orentas said. "What we're looking for is a way to control those cells. If we infuse them, we want them to do the good half of the equation -- graft vs. leukemia. But if they start becoming bad actors we want to have a way to eliminate them."

This new project features the use of a gene vector that expresses a new enzyme within the blood cells given back to the patient to control the malignancy (a process called 'donor leukocyte infusion'). "It's a suicide gene vector," Dr. Drobyski said, indicating that they can give cells a drug to make the

*continued on page 4*



## Dear MACC Fund Supporter:

How Much is Enough?

When you stop to think about the kinds of things we support and how much we spend on them, how much is enough? How do we know we're making a difference?

Early on, our grants were too small to claim any causal connection to much of anything, over the long haul the connection between what we've supported and what's been achieved is easier to see.

The MACC Fund has been the largest single contributor to the Medical College of Wisconsin, providing more than \$27 million dollars to the College in support of childhood cancer research. Add this - the College has a track record of securing \$10 in major research funding for every \$1 dollar we've invested. Here are the kinds of things they've been able to achieve as a result:

- they were the first to develop several innovative therapies that are now standard for treating childhood leukemia.
- they're a world leader in blood and bone marrow transplant, the first anywhere to prove successful procedures now used to treat childhood leukemia.
- they helped develop a photosensitive light therapy to destroy tumors that were previously inoperable.
- they're the state's first to offer an innovative gene therapy treatment giving relapsed leukemia patients a second chance.

They're a leading source for new and potentially life-saving treatments for kids with cancer. That's what we're all about and that's making a difference.

You know the statistics, overall cure rates have increased from 20% thirty years ago to more than 80% today. There are still exceptions to these high survival rates for some childhood cancers and more importantly, the mortality rate is unchanged in the last ten years despite the enrollment of many of these kids in aggressive clinical trials.

We've come to think we have an obligation to growing faster so we can fund more of the work that needs to be done for kids with cancer and their families. That's the biggest reason why we've initiated new activity to improve our access to major gifts and changed our process for governing the organization. Our goal remains the same - "life for kids." We've been exceptionally successful in special event fundraising and it will continue to be a big part of what we do. At the same time, we are building an internal capacity to sustain a parallel, major gifts program to attract funding from individuals, corporations and foundations. That means doing things we haven't done before.

While we're already at it, we'll say more about that in upcoming newsletters. If you have comments or suggestions in the meantime, please let us know. Thanks again for your ongoing care and support. If you're wondering whether it's making a difference for kids with cancer and their families, just ask them.

Bill Steinberg, Board Chair



## Dear Friend:

The MACC Fund has contributed \$29 million to pediatric cancer and blood disorder diseases since its humble beginnings on the floor of the Milwaukee Arena during a Bucks game on Dec. 10, 1976.

Taking into consideration long-term commitments to the Medical College of Wisconsin and the University of Wisconsin's Paul P. Carbone Comprehensive Cancer Center, that number climbs to \$33 million.

As impressive as that is, what is even more impressive is the fact that the overall cure rates for childhood cancer have in essence "flipped" over the past 30 years. The rate is now 80% where it was 20% when the MACC Fund began. To be sure, the MACC Fund can't take credit for all of that increase, but it can certainly take credit for some of it. More appropriately, YOU can take credit since your support of the MACC Fund made it possible. Without you, the dream that was the MACC Fund 31 years ago would have stayed just that, a dream. You helped make it a reality.

The MACC Fund had a milestone event this summer. The TREK 100 Ride for Hope not only included seven-time Tour de France winner and national cancer fighting advocate Lance Armstrong, but it raised a record \$1.2 million in net proceeds, the largest amount ever eclipsing the record of \$755,000 from last year's ride. The 18 TREK 100s have raised net proceeds of \$7.2 million. The MACC Fund and the children remain indebted to Trek for its incredible support.

I never cease to be amazed at the support of the MACC Fund from internationally renown companies like Trek to the individual bike rider raising funds or the golfer who played in one of our 22 golf outings to the volunteer passing out refreshments along the way. Everyone shares a common goal of helping a child.

We hope you will consider making a special gift today. Please use the enclosed envelope or visit us online at [www.maccfund.org](http://www.maccfund.org) to offer your personal "Gift of Hope" to children with cancer. We wish you and your family a wonderful holiday season. Thanks for giving the children that same chance to enjoy family and friends.

Jon McGlocklin, President

# A Record-breaking ride *for hope*



The *18th Annual TREK 100* continued its tradition of raising more money for pediatric cancer research than any event in the MACC Fund's history. In fact, the 2007 TREK 100 produced record

proceeds of \$1.2 million bringing the 18-year total to \$7.2 million! The net proceeds were nearly \$500,000 more than the previous record set in 2006.

**Trek Bicycle Corporation** of Waterloo, Wis., is the nation's largest manufacturer of bicycles. The company has been the wonderful sponsor of the TREK 100 since 1990. The ride has traditionally been recognized as one of the "Best Rides in the Country" by *Bicycling* magazine.

This year, a record 3,200 riders cycled 14, 32, 62 (100k) or 100 miles through the scenic Kettle Moraine state forest on June 2 before returning to Waukesha County Technical College. Seven-time Tour de France winner Lance Armstrong welcomed the 100-mile and 100k-riders and then rode with the lead pack.

Trek provided great prizes from bike bags to bicycles for the dedicated riders who solicited pledges for every mile they rode in hopes of finding a cure for childhood cancer. The top fund-raisers once again this year were the Svoboda family of Chicago which raised over \$55,000. John alone raised over \$48,000. He and his wife Jill donated the equivalent of their prize bikes to young adult cancer patients at the University of Chicago's Comer Children's Hospital as well as at Children's Hospital of

Wisconsin. Joining the Svobodas as the runner up fund-raiser was long-time MACC Fund friend Dan Boland at \$17,035. The rest of the TREK 100 Top Ten were: Michael Eitel at \$14,010; Paul Levine at \$12,296; David Herro at \$11,645; Bob Burns at \$10,735; Brian DeLorenzo at \$10,216; Mike Bown at \$8,653; R. Dennis Laney at \$7,615 and MACC Fund board member Lou Banach at \$7,327.



*John Burke, President of Trek Bicycle Corporation, is all smiles and understandably proud as he, his daughter Courtney (left) and friend Tess Hackworthy present a \$1.2 million check to MACC Fund President Jon McGlocklin during halftime at the Bucks MACC Fund Game. The record proceeds were raised at this year's TREK 100 Ride for Hope.*

The TREK 100 Century Club helped make the biggest difference this year. Trek's great dealers from around the country met for a dealer meeting and joined in the Century Club fun hosted by Trek at its Waterloo headquarters. They helped raise \$160,000, which included an autographed Lance Armstrong Trek Madone bike which he rode and drew a bid of \$40,000. Lance matched that bid himself to the delight of all. His signed replica jerseys were also popular auction items.

The 2008 Century Club promises another great evening on the Friday night before the TREK 100. It's Trek's way of saying "thank you" to the riders who go the extra mile in the fight against childhood cancer. Every Century Club member who raises \$1,000 prior to the Ride will enjoy a cocktail reception, special guest speakers; live entertainment; a commemorative Century Club gift; and a chance to bid on unique silent auction items. To learn more about the Century Club call 1-800-248-8735.

The MACC Fund thanks its friends from Trek, the legions of donors who offered goods and services, the score of volunteers, the riders, and everyone who pledged support. Special thanks as well to these sponsors: WCTC, LaSalle Banks, Sells Printing Company, Hanson-Dodge, Prime Coatings, 95.7 WRIT, Wauwatosa Savings Bank, Metcalfe's Sentry, Payroll Data Services LLC, Organic Valley Family of Farms, Silver Spur Texas Bar-b-que, Wheel & Sprocket, Good Harvest Market, Saris and LPI.

Please join in the fun at next year's event on **Saturday, June 7**. For information on riding or volunteering for the TREK 100, as well as information about The Century Club, please contact the MACC Fund at **(414) 456-5830, 1-800-248-TREK** or visit **[www.maccfund.org](http://www.maccfund.org)**

## ride *for hope*™

The annual ride to fight childhood cancer.



# TREK

## TREK 100 June 7, 2008

cells expressing the new enzyme drug sensitive...while still allowing them to be able to eliminate the malignant cells.

"So if the patient is relapsing we can go back to the original donor, get some white blood cells from them and take them to Dr. Taylor's lab where they'll be hit with this gene vector," Dr. Drobyski said. "The new enzyme, which now makes the cells drug sensitive, is then given back to the patient. If the person starts getting graft vs. host disease we have the ability to suicide (kill) these cells."

This team of researchers has been looking into gene vectors since the late 1990s. It wasn't until the past three or four years they were able to really move this initiative forward thanks to the collaborative efforts with Lentigen, Inc., which makes the gene vector.

"The cells actually now do what we want them to do," Dr. Orentas said. "They are essentially expressing that enzyme that makes them drug sensitive without the cells being too beat up in the process of receiving that gene."

"You need the least amount of time possible in the test tube before they are given," Dr. Taylor said. "The longer you have them in culture the less likely they are to function properly."

"That's what happened the first time we did this...the cells just didn't do anything," Dr. Drobyski said. "They didn't cause any problems but they also didn't cause any benefit. We couldn't detect them after about a week. They just sort of died."

This new, quicker approach has helped overcome that obstacle.

"We're in the early phase," said Dr. Taylor. "We need to do more preliminary experiments and review the results. We're about a year away from doing this with patients."

"Our goal would be for the patient with leukemia to take advantage of this new approach and not be subjected to radiation or chemotherapy," Dr. Orentas said. "It's just a transfusion. With this strategy they've already gotten the transplant. We don't have to

pre-treat the patient with a lot of intensive treatment that might further damage some of their vital organs.

"We'll follow the patient for a period of weeks or months and the goal would be a patient's leukemia would respond to the immune actions of the cell. If the patient develops mild graft vs. host they're generally able to ride that out. But if it gets more severe we have the trigger or 'smart bomb' to pull the plug. By that time you would have hoped there had been some anti-leukemic effect."

Due to regulations, the new gene vector will first be tried on adults, whose tolerance for risk is lower than children.

"From a scientific standpoint is it an inordinate risk?" asks Dr. Orentas. "No, but on paper from a regulatory view it is. Because it's a united bone marrow transplant program we have the adult side that can immediately test this concept."

"If we can prove the concept – put these cells in – and demonstrate that they're safe, can be tolerated and destroyed when we want them destroyed, then we can move them in earlier in the course of the transplant."

The team credits the MACC Fund for keeping them at the cutting edge. "It's the scientific basis that the MACC Fund provides that gives us the opportunity ask questions," Dr. Drobyski said.

"This is something we've wanted to do for quite awhile, but lacked a suitable vector," said Dr. Orentas. "Now we have it."

"Immunotherapy is constantly evolving. The more we learn about the immune system the more we learn about bone marrow transplants and the more we learn about combating cancer. Thanks to the MACC Fund we have more tools at our disposal and the greater our ability to do things that are very novel in helping cure cancer."

The MACC Fund's Board of Directors approved a three-year \$450,000 grant for the "Use of Lentivirus-Based Vectors for Improving the Safety of Donor Leukocyte Infusion-Based Therapy after Bone Marrow Transplant" at its September board meeting.

## MACC Fund establishes Opportunity Fund

The Board of the MACC Fund created the "Opportunity Fund for Translational Research in Pediatric Oncology and Blood Diseases." It has a two-fold goal. First, to support and sustain the clinical research infrastructure necessary for translation of discoveries to children with cancer and blood diseases; and secondly to provide a source of funds for strategic new initiatives or opportunities that would lead to or accelerate the translation of discoveries to children with cancer and blood diseases.

Dr. Casper is the Principal Investigator for the \$1-million Opportunity Fund. The first application of the Opportunity Fund is a three-year \$450,000 grant for the use of Lentivirus-Based Vectors for Improving the Safety of Donor Leukocyte Infusion (DLI)-Based Therapy after Bone Marrow Transplantation. The first of three annual distributions of \$150,000 will be made in December. Dr. William Drobyski is the Principal Investigator.



Eight-year old Michael Christensen presents the game ball to the referee Sean Corbin before the Bucks MACC Fund Game while Mike Jacobs of TODAY'S TMJ4, Michael Redd of the Bucks and Juwan Howard of the Timberwolves look on. Michael is also the designer of the TODAY'S TMJ4 MACC\*Star.



# 23 years of "Sharing Christmas on Candy Cane Lane"

For 23 years a visit to *Candy Cane Lane* for *Sharing Christmas* has been a sure bet to brighten up your holidays. Throughout December, lights galore will glow to the enjoyment of thousands of people who drive by the area from 92nd to 96th streets between Oklahoma and Montana in West Allis -- all in the spirit of the holidays while leading to a wonderful gift of hope to the MACC Fund.

Last year, donations totaling over \$85,000 lit up the lives of children through cancer research.

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

Special events abound throughout December with clowns, radio and television personalities, and other special guests. Some of the events include:

- **Dec. 1** – Northshore Bank Night and Seymour the Seagull will be handing out chocolate coins!
- **Dec. 5** – They're indoor most of the time, but tonight the Milwaukee Wave players are outside from 6 - 7:30 p.m.
- **Dec. 6** – Go Panthers! UWM Women's Basketball members collect donations from 6-7:30 p.m.
- **Dec. 7** – Meet Karen, Scott and Radar from FM106's morning 'Moo Crew!' from 5-6:30 p.m.
- **Dec. 11** - Meet your Milwaukee Bucks Energee! Dance Team from 6:00-9:00 p.m.
- **Dec. 13** - West Allis Mayor Jeanette Bell helps ring in the holidays from 7:30-9:00 p.m.
- **Dec. 14** - Say thank you to your Wisconsin Vietnam Vets who continue to serve their community!
- **Dec. 14** – The annual fun-filled Mascot Night!
- **Dec. 15** - Talented artists carve ice blocks into art in front of neighborhood homes at 10 a.m. Come stroll through the neighborhood to see them before they're gone!
- **Dec. 15** - Old Wisconsin Sausage Night – tasty treats will be distributed. Old Wisconsin will donate 10% of its sales to Candy Cane Lane so stock up on all your favorite holiday party snacks!
- **Dec. 16** - Meet members of the new Milwaukee Bonecrushers arena football team from 6-7:30 p.m.
- **Dec. 17** – The Diamond Dancers – the professional dance team of the Milwaukee Brewers.
- **Dec. 20** - Greenfield Middle School choir members and their families will sing carols from 7 – 8:30 p.m.
- **Dec. 21** - We know they can handle the heat, but how about the cold?!! Meet West Allis' firefighters and bring the kids to see their fire engines, ladder company engines and paramedic units. Great, safe fun for the whole family.

The MACC Fund and Candy Cane Lane thank the following sponsors: Local 80 AFSCME, Meda-Care Ambulance Service, GMR, Bevsek-Verbick Funeral Home, Dr. Louis Lapow, Holz Motors, the Fish Factory, Creative Wood Products, Pahle Small Animal Clinic, Source Services, Border Patrol Wisconsin, West Allis Firefighters Association, Tom's Dependable Heating, Poulos, Sengstock, Budny & Ludwig, S.C., the MACC Fund's friends from the grocery community, Dr. Thomas Volm, Balistreri's Restaurants, Lamplight Farms, Custard Insurance Adjuster's, Inc. and the Rotary Club of Brookfield.

The MACC Fund thanks all of the hard-working and dedicated neighbors and friends. A special thanks goes to Ron Ziolecki who ran the program for over 20 years until Pat Wolfe and the Candy Cane Lane committee stepped up to keep the bright lights burning with hope last year after Ron's health forced him to step aside.



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

# Women for MACC

Women for MACC has been a wonderful friend of the children with cancer and the MACC Fund for 25 years. The dedicated members continued their



commitment to the fight against childhood cancer through a variety of enjoyable special events that support research for children with cancer. They include: **Pasta Fest** in February; the **Tennis Tournament** in June; **"Shoot for a Cure"** in August; and **Couture for a Cure** in October.

## The 17th Annual Gene Johann Memorial Trapshoot "Shoot for a Cure,"

sponsored by the Hartford Conservation & Gun Club, raised over \$83,000 this year. That brings the 17-year total to nearly \$900,000! Women for MACC has benefited from the Shoot for 16 years.

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

Women for MACC also hosted the perennially sold-out "Couture for a Cure" fashion show presented by Boston Store at the Hyatt Regency Milwaukee. The Hyatt did its usual great job with the food and environs and the hotel's efforts were matched by Boston Store with its dynamic fashion show featuring the "Eddie Butts Band."

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

Thanks to Margaret Haagensen and Lynn Burris whose terms as President covered the year's activities. Their commitment to children with cancer has been the hallmark of Women for MACC since its inception in 1982. This wonderful organization dedicated to helping the children with cancer has contributed \$3.3 million to the MACC Fund.

The MACC Fund extends its appreciation to the dedicated board and members including Jan Lennon, who sits on the Women for MACC and MACC Fund boards.

**Happy 25th Anniversary  
Women for MACC!**

**womenformacc.org**



## 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 providing high quality insurance coverage, financial products and services, and fraternal benefits to help enhance the lives of its members.

Jim Fischer, Thrivent's Greater Milwaukee Office's Managing Partner, embraced the MACC Fund's philosophy to fight against childhood cancer and related blood disorders nearly a decade ago. Jim's office sponsors programs benefiting the MACC Fund throughout the year.

Thrivent programs include generous support of the Milwaukee Bucks MACC Fund Game, as well as the Champps Americana / Thrivent Golf Open which drew a capacity crowd in June. Champps and Thrivent combined to raise \$50,000 through this exciting third year event.

Thrivent is a major sponsor of The TODAY'S TMJ4 Sports Auction 4 MACC, enhancing the bids. The live two-hour broadcast on Milwaukee's NBC station will air on Saturday, Dec. 15. In addition, Thrivent sponsors PGA Tour player Mark Wilson in his "Making a Mark Fore MACC" program which provides support to the MACC Fund for every tournament cut he makes as well as additional funds for every top 10, 20 and 30 finish. Thrivent also sponsored the Lake Country Invitational Charity Tournament in April whose Honorary Chairman was Mark Wilson.

Thrivent's full slate of fundraising efforts will bring the cumulative nine-year total of support through 2007 to over \$760,000! Locally, Thrivent was involved in nearly 1,500 events - an average of about four events per day with a societal impact of nearly \$10 million. The MACC Fund thanks Jim Fischer and the entire Greater Milwaukee area Thrivent team for another great year.

## American English perform their Beatles show for MACC

Greg Thompson loves the MACC Fund. He also loves the Beatles. For the past three years he has brought "American English - The Complete Beatles Experience" to Wisconsin's Fox Valley. The fourth annual concert will be held on Friday, Feb. 1, at the "The Players Choice" on County Trunk Highway JJ in Appleton. This special venue provides room to dance along with ample seating and no obstructed views. Tickets will be available at US Bank locations in the Fox Cities starting in mid-December for \$12 in advance and \$15 at the door. The doors will open at 6:30 pm with the concert at 7:30 pm. Refreshments and food will be available. You won't want to miss this if you call yourself a Beatles fan!

# 31st Annual Milwaukee Bucks MACC Fund Game – Halloween Fun and Hope

The 31st Annual Milwaukee Bucks MACC Fund Game was held on Oct. 20 at the Bradley Center. The Bucks beat the Minnesota Timberwolves in exciting pre-season play before 14,619 fans. The Bucks top draft pick, Yi Jianlian had a “double-double” with 15 points and 12 rebounds. MACC Fund friends and supporters Mo Williams and Michael Redd led the Bucks scoring with 20 and 18 respectively.

Michael Christensen presented the honorary jump ball along with Mike Jacobs from TODAY'S TMJ4 News. The biggest winners were the children with cancer, beneficiaries of the game's proceeds. The 31st Annual MACC Fund Game raised the net proceeds to nearly \$1.2 million.

The pre-game Halloween Hoopla party presented by AFLAC featured fun for the whole family. The Bradley Center's fourth floor was converted to a carnival-like atmosphere with games, candy, clowns and more. The East Atrium became the stage for the costume contest for kids of all ages. Special thanks to the volunteer students from Divine Savior Holy Angels High School and Menomonee Falls High School who did a great job running the Hoopla games. Thanks as well to the students from Burdick School who sang the national anthem.

The first quarter check presentation was made on behalf of the 2007 TREK 100 Ride for Hope with John Burke, President of Trek Bicycle Corporation, presenting the record proceeds of \$1.2 million from the record-breaking 2007 TREK 100. The event's top fund-raisers, John and Jill Svoboda, once again donated the bikes which they would have received through their fund-raising efforts to young adult patients at the University of Chicago's Comer Children's Hospital as well as Children's Hospital of Wisconsin. The TREK 100 is the MACC Fund's largest annual fund-raiser with a total of over \$7.2 million contributed over the past 18 years.

At halftime, the Halloween Hoopla Halloween Costume Contest delighted the crowd. Andrea Williams, the Bucks in-game host, and Mike Jacobs of TODAY'S TMJ4 News emceed the entertaining show, which featured costumed kids of all ages.

Following the contest Wisconsin Basketball Coaches Association presented MACC Fund President Jon McGlocklin with a check for \$107,000 representing the record proceeds from their Annual Games held in Madison in June. Dennis Uppena, President of the WBCA, presented the check flanked by WBCA members Jerry Petitgoue and Ken Barrett. This year's games brought the Games 30-year total to \$1.4 million.

All in all it was a great night of Bucks NBA basketball for the fight against childhood cancer. Special thanks to Senator Herb Kohl and the Milwaukee Bucks for their ongoing commitment from the first day of the MACC Fund.

## “The Original Buck” for 40 Years

The Milwaukee Bucks are celebrating their 40th NBA season this year. Jon McGlocklin, “The Original Buck,” has been with the team from Day One. He is the one person who has seen it all. He even scored the first points! The Bucks retired his Number 14 in the Milwaukee Arena 31 years ago. That retirement night also was the birth of the MACC Fund. Since then, fans have enjoyed Jon as the color commentator on the Bucks network - first with MACC Fund Co-Founder and Honorary Vice President Eddie Doucette and for 20 years on Bucks television with MACC Fund Honorary Athletic Board Member Jim Paschke.

Overall cure rates for childhood cancer were 20% in 1976. Now they are 80%. The MACC Fund's contributions of \$29 million (\$33 million with long-term commitments) to research have played an important role in that impressive success. The work is not done, but it is better because of Jon McGlocklin, the MACC Fund and the Bucks.

Congratulations to the Bucks for celebrating 40 years of NBA excitement and thanks for sharing 31 years with the MACC Fund. Bucks fans everywhere and kids with cancer say “Thanks a Million!”



## TODAY'S TMJ4'S Sports Auction 4 MACC Saturday, Dec. 15

The TODAY'S TMJ4 Sports Auction 4 MACC is Saturday, Dec. 15, from Noon - 2 p.m. The 11th annual auction promises many unique sports items fit for any fan. Mike Jacobs and Carole Meekins host the live show with Newsradio 620 WTMJ's Jonathan Green acting as the show's professional auctioneer. Scott Kelnhofer, Associate Editor for F&W Publications' Sports Collector's Digest, will provide expert commentary as he has since 1997.

The auction features items from the Bucks, Brewers, Packers, Admirals, Wave, Marquette, Wisconsin and the Wave. Also available will be signature items from sports personalities like Brett Favre. TODAY'S TMJ4 started their broadcasts in 1981. Make a date to tune in and bid on exciting sports items just in time for holiday gift giving.

The 2006 Sports Auction 4 MACC raised nearly \$55,000 with support from Thrivent Financial for Lutherans. Thrivent's Greater Milwaukee office will continue its generous support of the auction matching a portion of all of the bids. The MACC Fund is grateful that these two fine sponsors - TODAY'S TMJ4 and Thrivent Financial for Lutherans - have teamed up once again to help children with cancer.





## **Annie's Night—**

### **“The Miracle Lives On”**

Annie Weber touched a lifetime of people in a little over two decades. She never let cancer stop her from doing what she loved most – helping others. In the process, she taught many valuable lessons about what was really important in life.

Her family and friends learned well from their young teacher. They returned the favor by helping others with sarcoma through their wonderful “Annie’s Night” on Oct. 11 at the Humphrey Scottish Rite Auditorium. Milwaukee’s Comedy Sportz entertained the guests. A dazzling array of auction items filled the room to the bidding delight of all. Kid O’Shea of WMYX was the fine Master of Ceremonies.

Poignant speeches from Annie’s family, friends and doctors captured the crowd as only Annie could. When the final guests left, the night raised over \$41,000 for sarcoma research in Annie’s name as well as funding two \$30,000 grants for research projects specifically aimed at the study of sarcoma as well as establishing an annual lecture series in Annie’s name. Her family was her strength and now she is their legacy – a legacy of love rekindled through this special night.

The MACC Fund thanks everyone who helped make the night possible with special thanks to the Weber family. Plans are underway for next year’s benefit.

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



## **ADAMM's Auto Show Gala to benefit MACC Fund**

The Board of the Automotive Dealers Association of Mega Milwaukee (ADAMM) approved its continued support by naming the MACC Fund a beneficiary of the 2008 Gala celebrating its 101st Auto Show. This is the fifth consecutive year that the MACC Fund has been fortunate to benefit from the Gala having received \$31,000 in 2007.

The MACC Fund joins Froedtert Hospital Foundation, the Make-A-Wish Foundation and the Task Force for Battered Women as beneficiaries of the exciting Gala that will take place in the Midwest Airlines Center in downtown Milwaukee on Friday, Feb. 22, the eve of the Auto Show.

The Gala provides a unique opportunity to get the first look at the stars of the show and the glistening new car models. An abundance of great food as well as exciting entertainment make it a night to remember. For more information please contact the MACC Fund at 800-248-8735 or 414-456-5830.

## **Merrill Lynch Brat Bash for MACC**

Merrill Lynch’s Waukesha office hosted their annual Brat Bash on Fri., June 22. It was an exciting way to kick off the summer. From 11-2 p.m., employees of the Riverwood Drive business park enjoyed a delicious lunch of Klement’s brats, salads and sides prepared by the Machine Shed Restaurant, chips and Pepsi products. The \$10 lunch also included a ticket to Summerfest thanks to longtime MACC Fund friend and honorary board member Mike Houser, music and entertainment watching the Klement’s Racing Sausages race around the parking lot.

In addition to the lunches, tickets were sold for a raffle and a grand prize raffle. Thanks to all who attended and a corporate match by Merrill Lynch’s corporate office, the Brat Bash raised \$18,310 for the MACC Fund. Thanks for helping out Merrill Lynch!



# The MACC Fund Golf Tour

The 2007 *MACC Fund Golf Tour* raised record dollars as friends armed with irons, woods, wedges, putters and a few umbrellas did their best to beat par and help fight childhood cancer. Twenty-two events made up this year's Tour raising \$500,000 in net proceeds.

The granddaddy of them all, the **31st Annual MACC Fund Open** at Tuckaway Country Club, was held on its traditional first Monday in June with the generous sponsorship of the **Hyatt Regency Milwaukee**. A sold-out field of golfers showed up to enjoy the day. Unfortunately, so did all-day rains which forced the golf portion of the event to be cancelled. That didn't dampen the spirits of those who showed up to enjoy Tuckaway's great dinner. The Hyatt donated three "Chef's Tables" for 20 which garnered bids of \$5,000 each from three generous MACC Fund friends. They will be wined and dined on haute Hyatt cuisine in the Executive Chef's kitchen! The Hyatt, long-time friends and generous donors, has offered these great dinners for auctions on several other occasions as well. Other auctions items from Midwest Airlines and the U.S. Bank Championship golf tournament brought the auction proceeds to over \$20,000. The Hyatt also donated proceeds from its Client Appreciation Open's "reverse Bingo" game.

The **Lake Country Charity Invitational** got the year started in fine fashion raising \$47,000 in its first year of supporting the MACC Fund. Thirty of state's finest high school teams played one of the area's finest new championship tracts, Erin Hills in Erin, Wis. in the tournament sponsored by Hartland Arrowhead High School's golf team. Coached by Tom Tallmadge, Arrowhead went on to win the state tournament just as it won its own tourney. PGA Tour player Mark Wilson was the Invitational's Honorary Chairman. He played Erin Hills in June with the golfers from Arrowhead and Brookfield Central, the top fund-raising schools. Next year's tourney will start off the 2008 Tour on April 26 at Erin Hills. Thanks to Bob Lang and everyone at Erin Hills for helping make this high school golf "Gift of Hope" possible.

New to the Tour, **Waterstone Mortgage's Golfing Outing** to benefit the MACC Fund was

held at Western Lakes in Pewaukee on June 5th and raised \$13,000 with support from Wauwatosa Savings Bank.

The **11th Annual Corporations Caring for Kids Charity Open** at Oconomowoc Golf Club faced a similar damp fate and was postponed on Aug. 20 and rescheduled for Sept. 24. That day dawned beautifully and provided sunshine for the friends of the MACC Fund from the Lake Country area who have embraced the fight against childhood cancer through this important annual event hosted by Paul Knoebel, Bruce Lesniak, Tom Slattery and Chris Caliendo.

The 2007 Tour featured memorial tournaments including the **Mike Halvey Memorial Open** in honor of **Katie Halvey** at Kettle Moraine on June 14 which raised \$5,300 this year. The **11th Annual Jim Mech Memorial Open**, in honor of the founder of the venue on which it was played, *Autumn Ridge Golf Course*, raised \$43,000 on June 15. Long-time MACC Fund supporter and philanthropist Chris Abele and The Argosy Foundation continued their generous support in honor of Jim Mech. The **Cheri Amore Memorial Open** was held at Twin Lakes Country Club on June 25 and memorialized a beautiful young girl who touched so many people during her 14-year battle with cancer. Family and friends sold out this event for the fifth straight year en route to raising over \$52,500 in the community who knew her first and loved her most.

Family and friends gathered once again for **Ken's MACC Fund Open** on July 30 at Waterford's Rivermoor Country Club and raised \$2,550. This was the 22nd outing run by a dear friend of the MACC Fund, Ken Lepkowski, whose support continues even though he moved to Georgia years ago. The record-breaking **Max-Fly Open** at Ironwood on July 3 raised \$8,600 as Sandy and John (Max) McGee family hosted family and friends at this annual July classic. The **Exxon/Mobil Oil Open** turned the Evergreen Golf Club fairways into a \$18,000 payday for MACC on July 26. The MACC Fund's good friends from the **Valley Green Invitational** raised over \$10,000 in Muskego in August.

The **24th Annual Car Care for MACC Open** on July 30 raised net proceeds of \$35,000. The **13th Annual BP MACC Fund Open** raised \$102,000 in an incredible record-breaking year for the MACC Fund thanks to its friends from the oil and automotive fields. Tuckaway Country Club and Evergreen Golf Club in Elkhorn were the genial hosts once again this year.

**102.9 The Hog's Bob and Brian Open** filled Silver Spring Country Club with over 600 golfers on Aug. 3 while raising \$18,000 for the MACC Fund through the morning and afternoon shotgun events on 36 holes. Participants had to be fast telephone dialers since the outing traditionally sells out quickly on one of Milwaukee's top-rated morning radio shows.

The MACC Fund once again benefited from the **U.S. Bank Championship** in Milwaukee with the annual summer classic chipping in nearly \$8,400. MACC Fund Vice Chairman, Paul Knoebel, is President of the U.S. Bank Championship. Support of the MACC Fund from this tournament dates back to 1978.

**PGA Tour golfer Mark Wilson's "Making a Mark Fore MACC"** contributed \$25,000 from his personal success on the Tour and through donating funds from several Pro-Ams he played in.

The **Daily Reporter Open** in June was back at The Bog for its fourth year and raised \$3,000. The **Champps Americana / Thrivent Financial for Lutherans Open** featured a full field on June 21 at Ironwood and raised record net proceeds of \$50,000 in its third year. The **Wisconsin Chapter of the FBI - National Academy Associates Open** at Evergreen Golf Club on Aug. 3 donated \$500. The **Plumbing and Mechanical Contractors Association of Milwaukee and Southeast Wisconsin and the Sheet Metal and Air Conditioning Contractors Association of Milwaukee Golf Outing** raised \$3,000.

The **Madison Optimist Club's Chip Away at Childhood Cancer** at University Ridge raised \$5,000.

## THANKS...

to all the players as well as all of the great sponsors, auction and raffle donors, organizing committees, golf clubs and their staffs, and volunteers who participated in the 2007 MACC Fund Golf Tour. If you would like to play in or need information about the 2008 MACC Fund Golf Tour events — or if you are interested in starting your own outing to be part next year's Tour in 2008 — please call the MACC Fund at (414) 456-5830 or (800) 248-8735 or check out the MACC Fund Golf Tour on line at [www.maccfund.org](http://www.maccfund.org).

## Admirals Hockey Backs MACC

The Milwaukee Admirals hosted the largest fund-raiser in the young history of the MACC Fund in 1980 raising over \$40,000. It was a game between the Olympic Gold-Medal winning hockey team - before their famous "Miracle on Ice" victory - against a team of All-Stars. Throughout the ensuing years, the Admirals continued to have special games and promotions benefiting the MACC Fund. This past season they sold pink hats with proceeds to the MACC Fund. This sale was a fitting prelude to the Admirals recognition of October as breast cancer awareness month. They added the familiar pink ribbon under their ice to honor that cause in addition to other promotions.

The Admirals will continue their support of the MACC Fund by hosting their third annual charity game on Sunday, March 30, against the Houston Aeros at 4 PM at the Bradley Center. Past beneficiaries of this game have been Children's Hospital of Wisconsin and the Boys and Girls Club of Greater Milwaukee. The Admirals have played to near sellout crowds in this game which features a great ticket value of \$3 in the Bradley Center's upper bowl. The MACC Fund will receive \$2 from every sale. You can get your tickets by calling the Admirals at 414-227-0550 or by visiting [www.milwaukeeadmirals.com](http://www.milwaukeeadmirals.com) It is also "Milwaukee Brewers/Admirals baseball cap day" for the first 5,000 fans so don't delay! Make a date today to be part of the great Admirals hockey fun which promises to be "a good time for a good cause."

Thanks to the Admirals majority owner Harris Turer, President Jon Greenberg and longtime MACC Fund friend Mike Wojciechowski for keeping the Admirals tradition of caring for kids with cancer and blood disorders alive. And don't think you have to wait until the end of the season to enjoy Admirals hockey. They heat up the ice at the Bradley Center every week!



## A Record Slam Dunk for the WBCA brings total to \$1.4 Million!

The **Wisconsin Basketball Coaches Association (WBCA)** has been a loyal supporter of the MACC Fund since the inception of the **WBCA All-Star Games** in 1978. Each June the Boys and Girls All-Star Games are held in Madison and feature the top high school graduates in the state.

In addition to being the best on the court, the players and the coaches excel off the hardwood as well. Players in the state's four divisions do fundraising to benefit the MACC Fund and help children with cancer. Many generous sponsors, donors and fans helped the WBCA's contribution to the 29th Annual Games to a record \$107,000. That total raises the grand total for the 30 games to \$1.4 million!

The MACC Fund thanks Dan Bureson, chairman of the Boys' games, as well as the Girls' co-chairs, Loren Homb and Kent Evenstad, for their continued dedication and support. In addition, the MACC Fund acknowledges and thanks all of the WBCA coaches, its President Dennis Uppena of Cassville, Executive Director Jerry Petitgoue, and Assistant to the Director and Past President Ken Barrett.

The coaches presented their championship check at the 31st Annual Bucks MACC Fund Game. The Coach's Association is the second longest sustaining sponsor of the MACC Fund following the Milwaukee Bucks which helped in its creation.

**Thanks a million, coaches.**

## GE'S BIKES FOR KIDS

GE Technologies in conjunction with Destination Wisconsin ended a "team building" day in August by building bikes! Trek bikes of course, with the help of longtime MACC Fund friends from Wheel and Sprocket, one of Trek's fine dealers. Following the directions of Wheel and Sprocket's Chris Kegel, the GE staffers assembled eight Trek bicycles. They made their day extra special by donating the bikes to the MACC Fund to make the days of kids with cancer and blood disorders extra special too. The kids and the MACC Fund say, thanks GE and Destination Wisconsin for helping us have a ride of a lifetime on a brand new Trek bike!

## The Milwaukee Ale House Brews Up a Winner

Winter in Wisconsin can get a little long. But thanks to the popular Milwaukee Ale House in Milwaukee's Historic Third Ward, at least the month of February will be a little more enjoyable due to the restaurant's annual Brew Fest. Some great microbrewers will show off their best to an appreciative capacity crowd. Last year the Milwaukee Ale House raised a record \$19,000 for the MACC Fund. Cheers...to the Milwaukee Ale House and all who hoist a mid-winter "Gift of Hope." Plan on joining the fun this year in February. Visit [maccfund.org](http://maccfund.org) and click on the interactive calendar to learn more!





## Ridin' for Research for MACC

The MACC Fund is grateful to be the beneficiary of the 8th Annual Ridin' for Research on Sunday, March 2, 2008, at the Jewish Community Center in Whitefish Bay. The indoor cycling event will be a great prelude to the outdoor cycling event that is a cornerstone of the MACC Fund, the TREK 100 on June 7.

Last year's event for the MACC Fund was cancelled due to a snowstorm, yet \$130,000 was raised for important research so all was not lost.

Riders who are Ridin' for Research can choose to cycle for a \$25 entry fee and \$25 per hour pledge requirement. Riders can choose to ride for either two, three, four or six hours. There are 200 bikes available making it a first-come, first-served event.

Everyone receives a door prize ticket for each \$25 they raise. Great prizes reward the top fund-raisers, including a Trek road bike from Emery's and other assorted fabulous prizes.

The MACC Fund thanks Joanne Dixon and her dedicated and enthusiastic committee for the chance to benefit from this important annual indoor cycling extravaganza.

For more information and for on-line registration which opens on Jan. 1, please visit [www.ridin4research.org](http://www.ridin4research.org)

## Where There's a Will...

People can 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 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 and learn more ways to help children with cancer through proper planning while also helping yourself.

## Congratulations to...

Congratulations to...MACC Fund benefactor and owner of the Milwaukee Bucks **Senator Herb Kohl** and Honorary Athletic Board Member and former University of Wisconsin basketball coach **Dick Bennett** on being inducted into the Wisconsin Athletic Hall of Fame. **Jan and Larry Krystkowiak** on the births of Samantha Ann and Finley Jo on Nov. 6. Larry is the head coach of the Bucks and both Jan and Larry are generous donors of time, talent and treasure to the MACC Fund. They also have 3 boys, Cameron, Luc and Ben. (Coach K. has his own "starting five" at home!) Honorary Athletic Board Member and longtime Bucks broadcaster **Jim Paschke** on being inducted into the Wisconsin Basketball Coaches Association (WBCA) Hall of Fame as a "Friend" of basketball in October. Jim learned the fine points of basketball from **Bo Ryan**, who was an assistant coach at the University of Wisconsin when Jim was starting out in broadcasting. Jim's broadcast partner and MACC Fund President, **Jon McGlocklin**, entered the WBCA Hall of Fame in 1998 making Jim and Jon one of the only broadcasting tandems with Hall of Fame credentials. **Bo Ryan**, an Honorary Athletic Board Member as well and the head men's basketball coach at UW, was named Division 1 College Coach of the Year by the WBCA. He has won 500 games in his fine coaching career. Another Honorary Athletic Board Member, Marquette University Women's Basketball coach **Terri Mitchell** was named Division 1 Women's Coach of the year. **John Cary**, Executive Director of the MACC Fund, was also inducted into the WBCA Hall of Fame as a "Friend" of basketball.



## Prudential

## Joins the MACC Fund Team

Prudential Financial's Packerland Office headed by Jim Fischer has joined the MACC Fund team. They included the MACC Fund in their "ID a Kid" program at TosaFest; joined the Hope Team; pulled a Midwest Airlines jet in the "Midwest Airlines/Laacke & Joys Plane Pull," and were the top fund-raising team as well. That got them a chance to enjoy a Bucks game in Pepsi's Bradley Center Suite as the Bucks manhandled the Toronto Raptors for their second home win of the season. Their national marketing people videotaped the Plane Pull showing the Prudential Packerland office's commitment to charity. Finally, they also helped cheer the Bucks on to victory after purchasing a special ticket package from the Bucks MACC Fund Game. Thanks for sharing a "Piece of The Rock" with the MACC Fund.

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



## Cute Kids Calendar

Mortensen Photography, Miller O'Connell Printing (a division of The Lang Companies), Letterhead Press Inc., and Precision Color Graphics, LTD continue their important and collaborative role in the fight against childhood cancer with the 2008 Cute Kids Calendar. The calendar features portraits of children for each month in poses sure to make one smile. The children were chosen from the Cute Kids contest held earlier this year. Each month also features a story about a child dealing with cancer. Proceeds benefit the fight against childhood cancer.

Cute Kids Calendars are \$10 each or three for \$25 at Mortensen Fine Art Photography in Waukesha. They are also available at the MACC Fund office (414) 456-5830 and (800) 248-8735 or online through the MACC Fund's Shop for Hope at [www.maccfund.org](http://www.maccfund.org). In addition, they can be purchased at Spargo Salon Spa in Pewaukee; at Toadpoles and Chris & Company Salon in Delafield; Art of Hair in Brookfield; Studio 890 Salon in Elm Grove and Brookfield; Pyramax Bank in Waukesha; and at Laacke & Joys in Brookfield, Mequon and downtown Milwaukee.

The children and the MACC Fund are indebted to Mary and Al Mortensen for this great special holiday program as well as support through the **Wisconsin Professional Photographers Association** which contributed over \$11,000 to the MACC Fund this year. They say a picture is worth a thousand words. Mary and Al are 'one in a million!'

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

## A Midsummer's Remembrance: Friends turn out to remember Emmett



Timothy Emmett Steele was quite a guy. He worked as a successful representative for Northwestern Mutual Life (NML) and made friends with all he met. The Dubuque, Iowa, native was raised in an NML family and adopted Chicago as his second hometown. His friends crossed all lines in Chicago.

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

Emmett always went out of his way to help people. Each summer his special friends go out of their way to help the MACC Fund in its efforts to help children with cancer. Over 400 people came together for a beautiful summer night on Aug. 3 at the Saddle & Cycle Club on West Foster to have a party in his honor and memory. They shared stories, laughs, and a toast or two to Emmett. In the process, they raised \$30,000 in net proceeds thanks to generous sponsors, donors and participants. The cumulative total for all of the support in Emmett's name through the Foundation's gifts is nearly \$400,000! Thanks to his devotion to kids, his legacy of love continues to grow each year through this party in his memory.

The MACC Fund's heartfelt thanks on behalf of the children with cancer goes out to the organizing committee members of the Emmett Steele Memorial Foundation. They include Board of Directors Jim Clary, Peter Garvy and Dwight Ekenberg, along with committee members Marty Crowe, Bob Howington, Bill Kelly, Ed Murphy, Brett Opie, Dave Stewart, Tom White, Emmett's sister and brother, Brigid and Mike and his nephew John Mickelson. Dwight Ekenberg, the Trustee of Emmett's estate, has kept the dream alive by spearheading the Foundation's efforts to help children with cancer. In addition to the party, the Foundation solicits support through an annual holiday solicitation program.

Special thanks are extended to the food and beverage sponsors: Anheuser-Busch, Pompei Bakery, Empire Ice Company, and the Afrosdisiacs who have provided musical entertainment for this party for years. Extra special thanks goes to the Saddle & Cycle Club for the wonderful venue. Our sincere appreciation to all who attended and made it a night to remember! Mark your calendar now for the 2008 edition on Friday, Aug. 1.



## Keith Tozer's 3-on-3 Soccer Tourney "Kicks" in for MACC

The 13th annual Keith Tozer 3-on-3 Soccer Tournament has become one of the area's premier summertime soccer events. The popular coach of the Milwaukee Wave, the winningest professional indoor soccer coach, teamed up with the MACC Fund once again this year. It was a winning partnership which raised over \$30,000 for the MACC Fund and the Wave of Kindness Foundation. Teams of all ages filled Uihlein Field en route to a fun-filled August Soccer Fest.

The annual tournament honors the memory of Rane and Keith Tozer's son, Graham, who died as an infant. The kids play so more children can live. It is a great combination of family fun which promises to be even bigger and better next year. Keep an eye on [maccfund.org](http://maccfund.org) to mark your calendar for 2008 to help "kick cancer out of kids lives."

The MACC Fund thanks the Tozers, the Milwaukee Wave, Tournament Director Dawn Urban and the dedicated committee for a great weekend of soccer fun in the August sun. Special thanks to our wonderful sponsors who helped make this tournament possible: Thrivent Financial for Lutherans, Pepsi Americas, Journal Sentinel, MRZ Promotions and Uihlein Soccer Park.

## SHOREWOOD HIGH SCHOOL CONTINUES TO CARE

Shorewood High School has been a bastion of support for the MACC Fund for nearly two decades. Every few years they host the "Shorewood Games" which have raised over \$100,000 for the MACC Fund in several incarnations. They held an end of the year show of student art made for Children's Hospital and raised over \$1,000 for MACC. In addition, for the past few years they have held their "Buzz Cuts for the MACC Fund." This spring they raised \$6,970 once all of the hair was swept up. Local barbers donated their services as crowds of kids cheer on the shorn Shorewood students. Can't you just hear a student say "Mom, that's a great reason to grow my hair!" Thanks Shorewood High!

## "WildeFest IV" Backs MACC

Jason Wilde is the Green Bay Packers "beat" writer for Madison's *Wisconsin State Journal*. He is also a contributor to Milwaukee ESPN Radio through the "D-List" every morning and Steve "The Homer" True's "World's Greatest Sports Show" every afternoon. In addition, he is on 96.5 FM WKLH's "Dave and Carole Show" every Tuesday and Thursday morning. The eclectic former "Wisconsin SportsWriter of the Year" talks about the Packers, Broadway shows, sports, fashions and much more. He also has a heart as big as his work schedule. Combining that with the chance to enjoy his friends, led to "WildeFest I" in 2004.

This year's "WildeFest IV" benefited the MACC Fund. The event was held in conjunction with a Milwaukee Brewers game on a Sunday afternoon in June tailor-made for baseball. Following a disappointing Brewers loss, the WildeFesters took the baseball diamond at Helfaer Field located adjacent to Miller Park and was built on the site of the former Milwaukee County Stadium. Helfaer Field provides kids of all ages a chance to play ball in the shadows of one of baseball's finest venues. Jason and his friends took full advantage of the time and raised nearly \$4,000 for the MACC Fund in the process.

Thanks to Jason, his girlfriend Paula Amel and the many generous donors who stepped up to the plate to help the children through the MACC Fund.



## "A Mark Fore MACC"

Mark Wilson, a native of Pewaukee, Wis., plays on the PGA Tour. For the fourth straight year he took the MACC Fund along with him on the Tour by making contributions for every tournament cut he made as well as for every Top-30 finish.

Mark sports the Thrivent Financial for Lutherans logo on his shirt as he competes on the nation's finest golfing venues with the world's best golfers. Jim Fischer, Managing Partner of the Thrivent Financial for Lutherans Greater Milwaukee offices, "chips" in funds as well. Mark is a graduate of Wisconsin Lutheran High School and was an All-American at the University of North Carolina where he was a Mathematics major.

He has certainly made his "mark" on the MACC Fund and the fight against childhood cancer. He contributed \$5,000 in 2004, \$12,000 in 2005, \$30,000 in 2006 in honor of the MACC Fund's 30th anniversary and \$25,000 in his fourth year of helping make miracles through MACC. His gifts over the past four years have been the largest contributions to the MACC Fund by a professional athlete in its 31-year history.

Mark drew national attention in early March by winning his first PGA Tour event in dramatic fashion in a four-person playoff at the Honda Classic in Florida. The Honda Classic took out a full page ad in the *USA Today* congratulating Mark as well. The MACC Fund has known Mark's true character for years and has known that greatness extends far beyond the courses he plays so well.

Mark and his wife Amy kept the magic of the year going with the birth of their first child, Lane Joseph in September. Thanks again to the Wilsons along with Jim Fischer and Thrivent Financial for Lutherans for "Making a Mark Fore MACC" on the PGA Tour!

# MACCetera

The **Milwaukee Admirals** held a pink hat sale this spring, giving \$260 to the MACC Fund.

**Roundy's We Care Program** has brought in \$284 in the first half of 2007. Remember you can select the MACC Fund as your designated charity at your local Pick 'N Save location.

**Benjamin Franklin Plumbing's** 2006 winterization program has given the MACC Fund \$210.

A jeans for charity day was held at the **Robert W. Baird and Company** raising \$165 for the MACC Fund.

The Ultimate Gift is the story that just keeps giving. **Investors Advisory** held a special screening of "The Ultimate Gift". Movie goers donated \$695 to the MACC Fund.

**Rod McClaren** recycled aluminum cans and received donations from fellow employees to donate \$80 to the MACC Fund.

The **Delavan-Darien Athletic Booster Club** held their annual basketball game in April and raised \$529 for the MACC Fund.

**GE Healthcare's Summer Interns** held a BBQ in support of the MACC Fund and raised \$134.

**Ben Franklin Elementary School** of Franklin, Wis held a penny war competition. They raised \$400 for the MACC Fund. Way to go kids!

**Boy Scout Troop #38 of New Berlin, Wis** held a scout carnival and raised \$100.

The **Women of AT&T, Wisconsin Chapter**, held their Jeans for a Buck and Food for a Buck campaigns for local charities. They raised \$1,902.33 for the MACC Fund. Thanks ladies (and gents)!

**Solar Oasis Tanning** donated a percentage of packages to the MACC Fund and raised \$203 for the MACC Fund.

**Chickens 4 Charity** raised \$1,500 for the MACC Fund through their 2007 Volleybash.

**Wild Tail Sales** for the first half of 2007 have netted \$310 for the MACC Fund. 'Not bad for a 13 year old pet toy that just keeps rollin' along. Thanks to Ken McQuin for your continued generosity.

**Oriole Lane School** of Mequon, Wis created art work onto notecards and sold them in packs of 20, as well as notepads and mailing labels. Their creativity resulted in a donation of \$2,101 for the MACC Fund. Great job students!

The **Wilson Commons Coffee Group** raised \$60 by collecting pennies.

**Zachary Schmidt** raised \$117 by selling water to people attending the Milwaukee Brewers Baseball games this summer. Thanks Zachary!

**Rae Machkowiak's granddaughter Rhiannon** along with 2 of her neighbors, Darin and Brandon, hosted a Kool-Aid Stand while Rae was having a garage sale. The stand raised \$31.25. Thanks kids!

**Sarah P.** is battling a brain tumor. Sarah is currently receiving treatment and will be losing her hair. She's saddened by this but along with her parents held a Buzz-a-thon and raised \$1,692 for the MACC Fund. Keep your spirits up Sarah, we're praying for your recovery and thank you for thinking of the other kids.

**Thomas Jewelers** have had a jar on their counter for donations to the MACC Fund. So far this year they have raised \$468. Thank you to them and their customers for thinking of the MACC Fund.

**Super Dave Rosno** has raised \$222 through his races this year. Thanks Super Dave, you're super!

The **Aquanut Water** shows raised \$1,500 in memory of their former teammate Cheri Amore and in memory of another young skier Heather Buntrock.

The **Grand Prix Regatta** held on August 4 & 5 at the Milwaukee Yacht Club raised \$1866 through entry fees, t-shirt sales, a silent auction and sponsorship.

8-year-old **Connor Tullis** rode 200 miles on his bike from Lake Michigan to Lake Erie in memory of this friend's mom who died from cancer. He raised \$200 for the MACC Fund. Connor also participated in the 2007 Trek 100 Ride for Hope. Way to go Connor!

## Make it a Pepsi Day



Pepsi has been the clear choice for refreshment for the MACC Fund for each holiday season for 23 years. Pepsi Americas and its Foundation have given over \$1.4 million to help the children since 1985. This exceptional holiday purchase program highlights Pepsi's commitment to the community it serves by helping children with cancer. Quench your holiday thirst by purchasing Pepsi products and make it a "Pepsi Day" for the fight against childhood cancer. "Thanks a Million, Pepsi" for 23 thirst-quenching, hope-filled years.

PEPSI  AMERICAS

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

## 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 414-456-5835, 800-248-8735 or [info@maccfund.org](mailto:info@maccfund.org).

**Superstar ~ \$7,500**  
Gordon Flesch Company  
Marlene J. King-Burris Family  
Nicholas Family Foundation  
The Capital Grille, Milwaukee  
US Bank Technology Services

**All Star ~ \$5,000**  
Eugenia Davis

**Captain ~ \$3,000**  
A.O. Smith Foundation  
Barbara Kendro  
MGS Manufacturing Group

**Starter ~ \$1,000**  
Cheryl Chapman  
Bill & Gayle Denton  
Jim & Kate Fischer  
Fredman Leasing Company  
Carol Gehl

Hess Sweitzer, Inc.  
Klimek Family  
The Kort Family  
David & Bonnie Krill  
Jan Lennon  
M&I Bank  
McGlocklin Family  
Megal Development Corporation  
Metso Minerals  
MGIC Investment Corporation  
Rod & Pat Petersen  
James Powell & Kathleen McCormick  
RBC Dan Rauscher Foundation  
Rexhausen Family  
Ted & Noelle Rulseh  
Robert Schultz Jr.  
Tushaus Computer Services

**Nancy Wagner**  
Sandra Weeks  
Diane M. Wisniewski

**Coach ~ \$500**  
Thomas & Susan Arnold  
Larry & Jan Barbera  
Patrick & Kelly Griacks  
Flannery Family  
Mrs. Conrad Heinzelmann  
Christian Hubertz Family  
Dennis & Judy Kruzan  
McBob's Pub & Grill  
McCarthy Grittinger Weil  
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Milwaukee Dancing Grannies  
R&R Insurance Services, Inc.  
Mr. & Mrs. Richard Sheridan  
The Wagner Family  
c/o GW Electronics  
Raymond & Sue Walczak

## HEAVE—HO! PULLING TOGETHER FOR THE MACC FUND

### MIDWEST AIRLINES / LAACKE & JOYS PLANE PULL

A record 30 teams and hundreds of spectators gathered to play "tug of war" with a Midwest Airlines jet weighing more than 82,000 pounds on Sept. 29 near the Midwest Airlines hanger at Milwaukee's Mitchell Field. Their assignment was to pull the behemoth aircraft 15 feet across the tarmac in the fastest time. Midwest Airlines and Laacke & Joys sponsored this exciting event once again this year. Longtime MACC Fund friends Bob and Brian of "The Hog" 102.9 FM's top-rated morning show emceed the event to the delight of all.

Teamwork is more important than brawn in this unique challenge. It drove the Cyclones to win the unique challenge in just 7.9 seconds. Each member of the 12-person co-ed team went home with a round-trip ticket courtesy of Midwest Airlines. The team's anchor was a childhood cancer survivor Tim Kujawa who lost part of his arm to sarvovial cell carcinoma. Tim wasn't the only childhood cancer survivor. There was a whole team of childhood cancer survivors who pulled the plane. The entire slate of 30 teams cheered them on. They didn't win, but everyone knew they were the biggest winners.

The Team Club Paragon came in second with a pull of 8.11 seconds. Team MKE was awarded the Team Spirit Award. The Top-Gun fund-raising award went to Team Prudential who attended the Milwaukee Bucks - Toronto Raptors game in a Bradley Center Suite courtesy of Pepsi Americas.

Everyone had fun. After all, how many people can say they pulled a plane? The "family-friendly Kids Area" presented by Women for MACC featured Jer Bear's famous face painting and balloon animals, a "Kids Pull" and the All-Star Mascot Pull. The Kids pulled the jet in just under 10 seconds!

Sentry Insurance, Derco Aerospace, Pro-Driver and National Insurance Services joined the Plane Pull team with generous sponsorships. Food and refreshments were donated by Saz's, Pepsi Americas and Alterra Coffee Roasters. Karl's Event Rental provided great support as well as services courtesy of Bell Ambulance, Milwaukee County and the General Mitchell International Airport Fire Department. Thanks to all of the generous sponsors led by two long-time MACC Fund friends, Midwest Airlines and Laacke & Joys.

Proceeds of nearly \$45,000 have been contributed to the MACC Fund, Midwest Athletes Against Childhood Cancer, and kids with cancer and related blood disorders on behalf of the sponsors and participants in this unique event since 2003.

Plans are already underway for the 2008 Plane Pull. For information about this unique event please visit [www.maccfund.org](http://www.maccfund.org) or call the MACC Fund offices at 414-456-5835.

# **DigiCOPY**

## **DigiCOPY Grand Opening Benefits the MACC Fund**

DigiCOPY has been providing a new solution to printing and copy needs in the Milwaukee area since January. The company got off on the right foot by supporting the MACC Fund with its January Grand Opening at 1683 N. Van Buren (the corner of Van Buren and Brady), best known as the former site of Giovanni's restaurant. DigiCOPY recently opened two other stores in the downtown area including the U.S. Bank Center. It donated 50% of its sales from Oct. 18 - 25 at its new store in the Third Ward at 222 E. Erie Street. Milwaukee Mayor Tom Barrett cut the ribbon at the ceremony. In addition, DigiCOPY will donate 25% of all greeting cards or calendars for those who redeem a coupon from the Bucks MACC Fund Game program. The MACC Fund is proud and grateful to have DigiCOPY on the team that is helping kids.

## Wishing Upon a MACC\*STAR

Looking for the perfect holiday gift that keeps on giving? You can give someone a beautiful ornament and give the gift of hope to children with cancer.

The 20th annual **TODAY'S TMJ4**

**MACC\*Star** is a brightly-colored, porcelain ornament that will brighten the lives of children with cancer long after the holidays have past. Net proceeds from the sale of MACC\*Stars help the MACC Fund support pediatric cancer and related blood disorders research.

This year's MACC\*Star was designed by 8-year-old Michael Christensen of Milwaukee. Michael was diagnosed in 2002 with acute lymphocytic leukemia. Michael loves sports and cheers for the Bucks, Brewers and Packers. He had a chance to throw out the "first pitch" at a Brewers game in August in the heart of the National League pennant race thanks to the MACC Fund's friends from Palermo's Pizza. That inspired his design on his MACC\*Star and the theme "Strike Out Cancer." With his love of the Bucks it could easily have been "Slam Dunk Cancer" or the Packers theme could have been "Sack Cancer for MACC."

The TODAY'S TMJ4 MACC\*Stars are on sale for \$10 at **Quality Candy Shoppes** and **Buddy Squirrel Nut Shops**.

The MACC\*Star makes the perfect gift for family, friends, customers, teachers, clients and business associates. MACC\*STARS can also be ordered through the MACC Fund for \$11.50, which includes shipping. You can order them on-line at [www.maccfund.org](http://www.maccfund.org) or call 414-456-5830 or 800-248-8735. The MACC\*Stars have a way of disappearing so don't delay, order today!

Thanks again to TODAY'S TMJ4, Buddy Squirrel, Quality Candy, Michael and all those who will buy his MACC\*Star.



## MLB Umpire Bruce Froemming's Roast helps MACC

Bruce Froemming, the venerable Major League Umpire with more games under his belt in his 37 year career than any other umpire in history, was roasted and toasted on Nov. 15 at the Milwaukee Athletic Club. Bruce is a long-time friend of the MACC Fund and a member of its Honorary Athletic Board. Known for being a tough guy on the field, he is

best known by the MACC Fund as being a teddy bear with the kids. His annual visits to the children on the cancer unit at Children's Hospital of Wisconsin are legendary. Bruce asked that half of the proceeds of his Roast benefit the MACC Fund, for which we are most grateful. The sold out event was emceed by Joe Buck from Fox Sports. Roasters included Managers Don Zimmer and Jim Leyland. Brewers from the 1982 American League Champion Milwaukee Brewers including Paul Molitor, Charlie Moore, Pete Ladd, Pete Vukovich and Bill Schroeder shared entertaining thoughts as well. Thanks Bruce. You're No. 1 on our team!

