



Teaming Up to Cure Childhood Cancer and Blood Disorders through Research

MACC FUND TODAY

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Opportunity knocks, Dr. Kelly answers as new Director of Oncology

Emphasis on multi-disciplinary approach benefits patients, clinicians and researchers

Dr. Michael Kelly, newly appointed Director of Oncology at the MACC Fund Research Center, is a self-proclaimed organizational fiend. It's a trait the native of Somerset, Ohio, has carried with him all his life. "I am a very organized individual who despises chaos. I believe the more ordered a process or program the more likely it is to be successful."

The opportunity to reshape a program in Milwaukee is what prompted Dr. Kelly to leave his position three years ago as head of the Bone Marrow Transplant program at St. Louis University. The 46-year-old, who also received extensive training at the University of Cincinnati and Washington University in St. Louis, brought with him a wealth of experience in oncology and transplantation. He also brought with him his wife and two sons, now ages 7 and 11.

"The clinical and research programs within Oncology have had success throughout the last decade," said Dr. Kelly, who takes over a program led by Dr. Bruce Camitta the past 25 years. "However, they were each doing their own thing without integration or a mutual understanding. As a result, there was a great deal of potential here that wasn't being met. Simple reorganization to facilitate communication between clinicians and bench researchers was the first step to tap this potential."

Another factor that played heavily in Dr. Kelly's decision to come to Milwaukee was the level of community support for the program. "I felt, quite honestly, that there was a huge philanthropic and community support base that is very unique. The level of community support along with the unique opportunity to shape a program made the decision to come to Milwaukee an easy one."



"Funding by the MACC Fund is more important now than ever given the limited federal resources for research."

Dr. Michael Kelly

In addition to the MACC Fund, it was the support from the hospital and other agencies that impressed Dr. Kelly.

"I'm looking forward to working with people I know and respect," he said. "I have the opportunity to put a personal fingerprint on a big, busy program in a way that will allow us to provide the best care for children and young adults with cancer. At the same time we are developing an environment that facilitate discovery with the ultimate goal of a cure."

The Center has built a very solid clinical program, particularly in clinical research, and is recognized nationally for its collaborative group studies.

"My goal is to develop groups of physicians, nurses and researchers with similar interests to improve delivery of patient care and facilitate new discoveries," Dr. Kelly said. "Improved communication and understanding by all members of these groups will improve patient care now and provide opportunities to continue to improve in the future."

What are the opportunities to study in this patient population? How can they develop a research infrastructure in order to address some of those key questions? The meshing of the two groups, Dr. Kelly hopes, will result in a better way of understanding problems.

"Once we understand the problem we can then define targets," Dr. Kelly said. "For example, if we show a certain cellular pathway or enzyme is important in cancer spread we then ask are there drugs available that inhibit these targets? We then can use these drugs clinically to determine their effects on a particular cancer in patients."

A successful example of a multi-disciplinary approach to understanding disease is found in the Vascular Anomalies Program, headed by Dr. Beth Drolet. This program involves a wide variety of surgeons, pathologists, dermatologists, radiologists and oncologists as well as basic and clinical researchers. The team sees diseases ranging from vascular tumors (such as hemangiomas which are capillary tumors) to large malformations of blood vessels that can occur anywhere on the body.

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Dear MACC Fund Supporter:

For kids, cancer is the most common disease-related cause of death for ages 1 – 20. Nearly 30% of the US population is under the age of 20. In this age group, more than 12,000 are diagnosed with cancer each year, corresponding to one in 300 children. As many as 3,000 won't survive. The incidence, or frequency that cancer is diagnosed, has risen since the 1970's.

Although that rise may be due, in part, to the improvement in our ability to diagnose those cancers. Childhood cancer is diagnosed more often in children under 5 and for those ages 15-19 than in the age groups between the two. The types of cancer most often found in young children (neuroblastoma, Wilm's tumor, retinoblastoma) are uncommon in children ages 15-19. Cancers most often diagnosed in ages 15-19 and rarely in younger children include germ cell tumors, hodgkins disease and bone cancers. Cancers most commonly diagnosed in adults (lung, breast, colon and prostate) rarely occur in children.

While cure rates for most types of childhood cancer have increased dramatically since the 1970's, they are flattening out. It's also true that some kids survive even the most difficult cancers and others don't survive those with the lowest mortality rates. It's probably worth remembering, too, that these cure rates are based on those who were treated in the past. Research makes progress every year and the hope is that today's treatments are more advanced than those given to kids whose outcomes we already know. It will be years before enough time has passed to show cure rates from today's treatments. One thing we already know is that the need for new therapies is great and it takes too long. While cytotoxic chemotherapy has been helpful, it seems we have "hit the wall." Kids with cancer can't tolerate greater doses of the chemotherapy we already have – it's too toxic and its side effects are increasingly damaging their long-term health. When survival can mean 50-plus years of life, cure is an intermediate outcome – late effects of treatment impact their quality of life for many years.

That's becoming increasingly significant because there are 40,000 kids with cancer on active treatment or follow up regimens at any given time, 70% of them as part of a clinical trial. This is how cure rates improve. There are no shortcuts. To do this work, those dedicated to finding answers and sharing results must have adequate support for research – basic, translational and clinical. Without this funding, discovering new treatments and cures becomes more difficult, maybe impossible, and the lives of kids with cancer and related blood disorders are jeopardized even further. Many of you have helped us provide the tools necessary to bring these kids closer to the day when every one of them can be guaranteed a cure . . . and access to the kinds of resources that will help them live long, happy lives. We've been working on that for a long time and we're not going to quit until we're done. We've always appreciated your help and hope that you'll join us for as many summer events as you can.

Bill Steinberg, Board Chair



Dear Friend:

Winter offered a warm glow for the MACC Fund in January with the announcement of a \$500,000 gift from long-time MACC Fund friends Mary and Ted Kellner through the Kelben Foundation.

This is the largest gift ever for the MACC Fund from a Foundation. It will help fund the MACC Fund's Opportunity Fund Research Program. Everyone associated with the MACC Fund joins me in thanking the Kellners and the Kelben Foundation for this historic gift.

The MACC Fund joined the state of Wisconsin and the world's bicycling community in mourning the death of Dick Burke at the age of 73 in March. A wonderful man with an entrepreneurial spirit and a heart much bigger than his 5'8" inch frame which earned him the nickname of "The Big Guy," he founded Trek Bicycle Company in 1976, the same year the MACC Fund began. He embraced the MACC Fund's fight for 19 years since the first TREK 100. The TREK 100s have become the MACC Fund's largest event having raised \$7.2 million in net proceeds. Dick touched many people, organizations and causes during his life in addition to the MACC Fund as shown clearly by the numbers of people who attended memorial services. He will surely be missed, but his legacy toward the MACC Fund will continue through the TREK 100.

This year's TREK 100 is Sat. June 7. We hope that you will join seven-time Tour De France winner Lance Armstrong who is scheduled to be back once again this year to thank the riders who will be riding in the "Century" rides - the 100-mile and 100k events. Lance has dedicated his life to helping cure this insidious disease. The MACC Fund is honored and grateful once again that he will join our great friends from Trek as well as the 3,000 plus riders to offer this special "Gift of Hope Through Research."

Thanks for being part of the team that is making a difference through research in the life of a child. We hope to see you this summer as we have "a good time for a good cause."

Jon McGlocklin, President

PS Keep an eye on www.maccfund.org for some very exciting news in late June which will impact the children in a very important way.

Kelben Foundation Makes Historic Gift to the MACC Fund

The Kelben Foundation made a \$500,000 gift to the MACC Fund in January. The Kelben Foundation provides support for educational and child-oriented initiatives in the Milwaukee area. This gift is the largest foundation grant ever given to the MACC Fund in its 31-year history.

The multi-year grant will support the MACC Fund's "Opportunity Fund for Translational Research in Pediatric Oncology and Blood Diseases." The \$1-million Opportunity Fund has a two-fold goal. One, 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. James Casper, MD, Professor of Pediatrics of the Medical College of Wisconsin and Section Chief of the Division of Hematology, Oncology Transplant, is the Principal Investigator for the 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." Dr. William Drobyski, MD, Professor of the Medical College of Wisconsin, is the Principal Investigator for the Lentivirus grant.

Jon McGlocklin, President and Co-Founder of the MACC Fund, remarked that "the MACC Fund is honored and grateful that its longtime friends, Mary and Ted Kellner, have made this historic gift through the Kelben Foundation. Translational research is the trend in research today with the goal of translating the ideas from the laboratory bench to the patient's bedside. This gift will do just that. Children with cancer and related blood disorders will be the true beneficiaries of this wonderful gift from the Kellners and the Kelben Foundation."

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"The purpose of the Vascular Anomalies Program is to bring a group of people together who will optimize care for patients with very difficult and broad-ranged problems. At the same time the right people are involved to ask research-related questions – how does this happen and how can we better understand the process?"

"Vascular structures such as blood vessels and lymphatics are important for all cancer to survive, grow and spread. Better understanding of the events that lead to development of abnormal structures such as vascular anomalies or hemangiomas can then be applied to the treatment of malignant tumors."

How the Vascular Anomalies Program can impact cancer also serves an important lesson, according to Dr. Kelly. "Multi-disciplinary groups need to be inclusive, incorporating individuals from many disciplines who have unique and often insightful observations about the diseases you are treating."

This inclusive environment also provides a communication network to optimize the sharing of discoveries among different disciplines. "If we work in silos we miss opportunities to improve," Dr. Kelly said.

Other partners come into play as well. Like the MACC Fund.

"The MACC Fund is critically important for our past and future success," Dr. Kelly said. "We view the MACC Fund as a partner important for funding good ideas and allowing us to generate necessary data to be competitive for federal grants."

The MACC Fund helps pay for the infrastructure (people, reagents and machines) necessary to perform research studies. "Funding by the MACC Fund is more important now than ever given the limited federal resources for research."

In addition to monetary support, Dr. Kelly relies on the MACC Fund to help carry a positive message.

"One of the challenges for us is that we're doing a lot of good things here. The reality is we're one of the leaders in pediatric oncology."

"Some of the things we're doing are cutting edge and very unique. We need to get that word out to the community...and the MACC Fund is helping us do that."

Dr. Kelly also wants the community to know more about the MACC Fund.

"I want people to know that the MACC Fund's contributions have positively impacted the care of children and young adults with cancer in the Milwaukee area and around the world."

"I'm excited about what's happening here and look forward to continued collaboration with the community and the MACC Fund."

maccfund.org

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 23rd edition.

Children with wide eyes 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 higher electric bills. Gloved hands hold collection jars jingling with coins which are turned into Hope. Outstanding support from area businesses and civic leaders combined for a bright and colorful "Gift of Hope Through Research" for children with cancer and related blood disorders.

Nearly \$70,000 was raised in the Sharing Christmas program this past year. Lights galore brightened the lives of the children with cancer and blood disorders despite one of the area's snowiest winters.

The MACC Fund and the children it helps through research extend heartfelt thanks to all of the neighbors in the "Candy Cane Lane" area. Thanks to all for decorating their homes while sharing their neighborhood with the volunteers who gave of their time and collected donations during the busy holiday season as well as the generous contributors who drive by each night.

Special thanks to these generous sponsors: Northshore Bank, Rotary Club of Brookfield, Lamplight Farms, Meda-Care Ambulance Service, Dr. Thomas Volm, The Degenhardt Family, The Wirth Family, Local 80 AFSCME, Border Patrol Wisconsin, West Allis Firefighters Association, Pavlic Vending Services, Bevsek-Verbick Funeral Home, Pahle Small Animal Clinic and Tom's Dependable Heating.

Special thanks to the generous candy donors who brightened the nights for the children: Eilleen's, Ritt Beyer & Weir, Inc., Vicki Krotts, Geracie and Associates, The Palmer Company and Jelly Belly.

The Sharing Christmas Candy Cane Lane neighborhood captures the magic and spirit of the season. The MACC Fund is indebted to the neighborhood planning committee, all of the neighbors and everyone who generously gave a gift of hope to children with cancer and related blood disorders.



ADAMM's Charity Ball Benefits MACC Fund

The cars were the "Stars" of the night, and they were on their best behavior looking shiny and sleek under the spotlights of the 101st Edition of the Greater Milwaukee Auto Show Charity Gala in downtown Milwaukee last February. Nearly 900 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. This was the fifth year the MACC Fund was invited to be part of the festive occasion. The MACC Fund joined Froedtert Hospital Foundation, the Make-A-Wish Foundation and the Task Force for Battered Women as beneficiaries of the exciting Gala.

Bountiful food, cocktails and music among the cars set the stage for sumptuous desserts and dancing until Midnight. 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 five-year total to be nearly \$150,000 for MACC!



Stories of Hope

TODAY'S TMJ4 has supported the MACC Fund since 1981. Once again, the station produced vignettes featuring the Stories of Hope of children with cancer and blood disorders.

McCoy Contractors will sponsor the special vignettes which Steinhafel's had sponsored for four years. The MACC Fund is honored to add McCoy to its team. The Story of Hope vignettes feature success stories showing children fighting cancer and blood disorders each day. Carole Meekins and Mike Jacobs of TODAY'S TMJ4's News are the veteran MACC Fund hosts. TODAY'S TMJ4 will also be making a generous donation to the MACC Fund as part of the sponsorship.

McCoy Contractors is a leader in basement construction for 50 years. "From Basement to Beautiful" sums up their work very well. Their waterproofing, wall repair and expert finishing have made them the leader with thousands of satisfied customers.

TODAY'S TMJ4 has embraced the work of the MACC Fund making a significant difference in the lives of many children for 28 years. Other annual TODAY'S TMJ4 programs benefiting the MACC Fund include the Sports Auction 4 MACC and the MACC*Star. In addition, it is an official media sponsor of the Milwaukee Bucks MACC Fund Game and the recent Admirals "Pack for MACC" Charity Game.

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



Be a Hero – Ride in The TREK 100!



It's HERO Time! Get ready to roll with the TREK 100 - the largest fund-raising event in the 31-year history of the MACC Fund. Cyclists can be a hero as they "ride for hope" on Saturday, June 7, in the 19th Annual TREK 100.

TREK 100 riders will raise funds for research for children with cancer and related blood disorders by biking the 100-mile, 100-kilometer (62-mile), the 42-mile, or the 20-mile ride. Over \$7.2 million has been contributed from the TREK 100 since 1990. Last year's TREK 100 netted a record \$1.2 million thanks to the efforts of more than 3,200 cyclists who joined seven-time Tour de France winner Lance Armstrong.

Speaking of heroes, **Lance is back!!!** The 7-time Tour de France winner and national hero for his work on behalf of those dealing with cancer will make a return appearance at the annual Ride for Hope. Trek is not only a wonderful sponsor, but they have used their influence well to facilitate Lance's return, to the delight of all. Lance is scheduled to thank the 100-mile and 100k riders before he plans to join them.

The TREK 100 has become an important symbol of hope. The MACC Fund is also indebted to Trek Bicycle Corporation, the nation's leading manufacturer of quality bicycles, for its incredible commitment to children. Trek also produced the bikes

which Lance Armstrong rode to his Tour De France victories.

The MACC Fund lost an inspirational friend and benefactor with the passing of Trek founder, Dick Burke in March. Dick Burke will be dearly missed by his family, friends and all those who love the company he founded 32 years ago. The MACC Fund will be forever indebted to him for his support through the TREK 100. Dick's legacy of philanthropy extends far beyond the MACC Fund. He touched so many aspects of the community with his special vision and incredibly generous spirit.

The TREK 100 has also been voted "one of the best rides in the country" by *Bicycling Magazine*. The ride will once again begin and end at Waukesha County Technical College (WCTC) in Pewaukee which has embraced the TREK 100 and the MACC Fund for years. Joining Trek Bicycle Corporation in presenting the TREK 100 are WCTC, Wauwatosa Savings Bank, Sells Printing Company, Hanson-Dodge, Prime Coatings, Metcalfe's Sentry, Good Harvest Market, Bank of America, Organic Valley Family of Farms, SUPERVALU, Wheel and Sprocket and Saris.

The entry fee is \$40 per rider plus pledge amounts equal to \$1 per mile ridden. The entry deadline is May 23. The ride will be limited to the first 2,800 riders who register, regardless of the deadline. Participants receive a commemorative, 100-percent 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 be on hand to assist riders.

A post-ride celebration featuring music, great food and a relaxing massage, tops off a terrific day of cycling and giving hope to kids with cancer and blood disorders.

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 a chance to be a "Super Hero" with some added benefits, including: a cocktail reception with cycling legends; live music; a custom Century Club riding jacket; limited edition rider socks from The Sock Guy; an amazing silent and live auction featuring one-of-a-kind cycling items and much more.

Sign up today to become part of the TREK 100 team as a rider or a volunteer. On-line registration at www.maccfund.org makes it easy, fast and convenient or call 414-456-5830 or 800-248-TREK. The TREK 100 will be capped at 2,800 riders regardless of the deadline so don't delay.

We hope you will "be a hero" like Lance Armstrong and join thousands of cycling enthusiasts in what promises to be another enjoyable, memorable and successful ride of a lifetime in support of a child's lifetime.



TREK

**IT'S
HERO
TIME!**

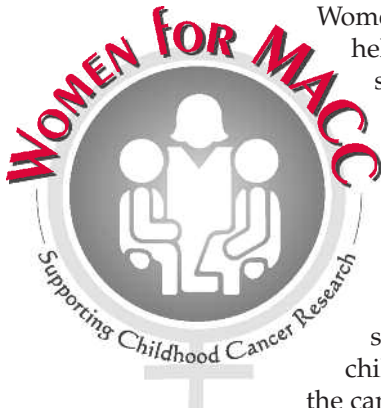
TREK 100 June 7, 2008

Midwinter Brewfest Packs 'Em In

The Midwinter Brewfest was held at the Milwaukee Ale house in February and raised over \$15,000. Hundreds of patrons enjoyed the live music, food from Usinger's and beverages from over 30 microbreweries which donated their golden brew to help make some MACC Fund Gold!



Women for MACC Provides Hope



Women for MACC has been helping children with cancer since 1982. Their efforts have been responsible for generating \$3.4 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.

Little did anyone know when Women for MACC held its first event in 1982, a Children's Fashion Show featuring the traveling troupe of the Broadway Show "Annie" that it would become such an incredible force in the fight against childhood cancer and related blood disorders. The commitment of the Board and members of Women for MACC is inspirational.

Women for MACC has been busy starting with Pasta Fest in February at Serb Hall. The Cute Kids Calendar, sponsored by Mortensen Photography, promises to make one smile as they enjoy the winners of the annual contest while learning about the children fighting cancer. The popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 23 - 24 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's donation of nearly \$83,000 will be the target as these great supporters continue to shoot for a cure. They have raised nearly \$865,000 in the past 17 years. The "Couture for a Cure" Fashion Show will feature the finest labels from Boston Store in a dynamic production in the Fall.

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 (for the second time) and Jan Lennon for serving on both boards, and the entire board for all they have done and are doing to provide hope through research. The efforts of Women for MACC are certainly part of a second quarter century of Hope!

womenformacc.org

"I Want To Hold Your Hand"

The heart of Packerland on Super Bowl weekend was heavy this year as the Green Bay Packers hopes were dashed by the New York Giants. Fortunately the fourth annual "American English Benefit Concert" for the MACC Fund did its best to lift the spirits of the Packers faithful. The award-winning Beatles tribute band filled the "Player's Choice" in Appleton, and raised record dollars through this annual special edition of Music for MACC.

The concert warmed up a cold Wisconsin winter night for the fourth consecutive year thanks to the vision and passion of Greg Thompson and his loyal family and friends. Greg is a longtime MACC Fund supporter from the Fox Valley. He has been a veteran of many promotions through the grocery industry, which is his "day job" when he isn't promoting his favorite Beatles music or performing as a disc jockey at area engagements and donating to the MACC Fund.

Some of the fans get a bit older each year, but the music only gets better with age. The band's performance would have made the Beatles proud once again as appreciative fans remembered the past when American English performed the familiar and beloved songs. Vietnam veterans and high school students were linked by the music. Authentic period musical instruments and classic Beatles costumes added to the night's authenticity.

The fourth annual concert raised a record \$6,400, nearly \$2,000 more than last year! It brought smiles to those who attended and those who played those great Beatles songs. No one grinned more than Greg Thompson and his family. They know they gave a precious "Gift of Hope" to children with cancer and related blood disorders and their families!

Special thanks to The Player's Choice, U.S. Bank, Time Warner Cable, Oldies 103.9 WVBO, Metro Printing - Kaukauna, Miller Lite, Schenck Business Solutions, Don's Quality Market, Americlnn - Appleton, The Stoneyard - Appleton, GSF Mortgage and Beefeaters - Appleton for their great support. Keep an eye out for the fifth annual concert in 2009.

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 and blood disorders through proper planning while also helping yourself.



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, 31 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 2007 MACC Fund Golf Tour raised nearly \$500,000 in net proceeds. The "prize money" was made payable to "Pediatric Cancer and Related Blood Disorder 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 long-standing 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 continued to develop 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, 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. Thinking of starting 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 toll free at 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!*

**The 32nd Annual
MACC Fund Open
Monday, June 2nd
Tuckaway Country Club
Please call 414-456-5830
for more information**

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 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.

Superstar ~ \$7,500
Marlene J. King-Burris Family
MGS Mfg. Group
Nicholas Family Foundation
US Bank Technology Services

All Star ~ \$5,000
Eugenia Davis
Gordon Flesch Company

Captain ~ \$3,000
A.O. Smith Foundation
Barbara Kendro

Starter ~ \$1,000
Dr. & Mrs. Patrick Brody
Dr. & Mrs. Bruce Camitta
Bill & Gayle Denton
Derco Aerospace
Jim & Kate Fischer
Fredman Leasing Company

Starter ~ \$1,000
Carol Gehl
Hess Sweitzer, Inc.
Klimek Family
The Kort Family
David & Bonnie Krill
M&I Bank
McGlocklin Family
Metso Minerals
MGIC Investment Corporation
Rod & Pat Petersen
James Powell & Kathleen McCormick
The Rexhausen Family
Ted & Noelle Rulseh
Robert Schultz, Jr.
Clients & Suppliers of TJR
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Tushaus Computer Services
Sandra Weeks
Diane M. Wisniewski

Coach ~ \$500
Thomas & Susan Arnold
Larry & Jan Barbera
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Mrs. Virginia Heinzelmann
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Dennis & Judy Krizan
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McBob's Pub & Grill
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R&R Insurance Services, Inc.
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The Wagner Family
c/o GW Electronics
Raymond & Sue Walczak
Michelle & Sid Weickhardt
Dr. & Mrs. Gerald Ziebert



Ridin' for Research for MACC

The Ridin' For Research indoor cycling event on March 2 at the Harry and Rose Samson Family Jewish Community Center of Greater Milwaukee was a great success. Nearly 300 indoor cyclists competed and raised over \$125,000 to support research for children with cancer and related blood disorders.

Riders could ride from two to six hours in this unique indoor endurance event with a heart for the children. Dedicated indoor cycling instructors led the generous riders through the hours. They were joined by young people who have survived cancer. Their stories of courage inspired the riders throughout the day. The University of Wisconsin Milwaukee's Women's Basketball Team was on hand as well attending to the rider's every need. Their affable and talented Coach, Sandy Botham, was also one of the special guest riders. Sandy is a member of the MACC Fund's Honorary Athletic Board.

Generous supporting sponsors like KPMG, Schwanke-Kasten Jewelers, David Hobbs Honda, Bartolotta's Lake Park Bistro, Emery's Bicycles and Super Fitness, Goodman Express Promotions, aia-fastpromos.com, the UWM Panthers Woman's Basketball Team, Le Club and Barrett/Otto Nelson Moving and Storage all pitched in to make it a great day for the children thanks to the thousands of dollars they raised.

Special thanks to the health and fitness clubs which donated the bikes which Barrett/Otto Nelson moved. They are Bally's, Innovative Health & Fitness, the JCC, Le Club, Milwaukee Athletic Club, Mukwonago Athletic Club, YMCA at Pabst Farms, YMCA - Schroeder Branch and Westwood Health & Fitness

Thanks to Joanne Dixon, Ridin' For Research Founder, as well as her team for their hard work and commitment to their sport and the children.

(RACC) Racers Against Childhood Cancer Backs MACC

RACC, (Racers Against Childhood Cancer), was founded on Sept. 9, 2007 in conjunction with founder Cole Braun's running of his first Ironman Triathlon in Madison. Cole and his wife Jenny have been loyal supporters of the MACC Fund over the last 15 years. Their lifetime interest in many forms of racing made them aware that there was a unique segment of athletes who race and who would like to help the MACC Fund's fight against childhood cancer and blood disorders.

Racers have huge hearts and are always ready to help when asked to do so. RACC was founded to raise money to support the commitments and the work that the MACC Fund is doing in the area of children's cancer and blood disorder research. RACC is a separate 501(c)3 charitable organization with the overwhelming majority of its contributions being directed to the MACC Fund.

RACC is a new entity with a goal of growing substantially over the next few years. This year, RACC will host five different events. RACC also features a program where marathon runners, weekend 5-K runners, triathletes and other racers can raise money for RACC while training for their individual events.

The Mission of RACC is to "use the passion and competitive spirit of Racers to raise money for research and the fight to defeat childhood cancer." Information regarding the RACC activities and how to get involved is available at www.raccfund.org. Interested individuals can also get information by calling Cole Braun directly at 262-751-5636.

MACCetera

Tim Chopp of Tourswing Golf had a booth at the Green Bay Golf Expo where golfers used his simulator for a donation to the MACC Fund raising \$385. Tim's family knows the challenges of the disease. Thanks Tim!

The **16th Annual Fred Korth Bowling party** raised \$3,000 for the MACC Fund thanks to the loving efforts of Pat and Fred Korth and their generous friends.

Real Ice Bowl for Disc Golfers Tournament was held January 26 & 27 at Dretzka Park, raising \$235 for the MACC Fund.

Longtime MACC Fund friend **Ken McQuin of Big Hit Inc.** raised \$1,024 for the MACC Fund with his Wild Tail sales.

Alex Franke had an END of CHEMO Party which raised \$1,216. We are happy for you Alex and wish you the best.

The students of **Pilgrim Park Middle School** sent merry messages to friends and raised \$200. Thanks kids.

BMW Motorcycle Owners of America raised \$375 through their 2007 Rally. Thanks!

Homestead High School has supported the MACC Fund for years. The Student Council raised \$1,250 through a variety of events. Thanks for keeping up the Highlander tradition of students.

The **NAIFA Charity Golf Outing** raised \$500 for the MACC Fund.

Super Dave raised \$240.89 through his racing. That's SUPER, Super Dave! Thanks for racing for MACC.

In lieu of gifts to customers **W.I.S. Logistics** gave \$500 to the MACC Fund. Thank you for supporting our mission of helping kids!

Harv Eckrote asked his employees that in lieu of a Christmas gift to give money to an organization that would benefit others. He chose the MACC Fund to receive \$535. Thanks Mr. Eckrote and staff!

The **Health Occupations Students of America** at William Horlick High School in Racine held a baking and selling of cookies fund raiser which raised \$500!

The **Good Deed Club** - 3P of Randall School in Bassett raised \$106.34 in honor of Andy and Cheri Amore.

Admirals Hockey Continues to Back MACC

The Milwaukee Admirals history of support of the MACC Fund dates back to the Fund's infancy. In 1980, the Admirals staged the largest fundraiser at the time for the MACC Fund. They raised over \$40,000 in 1980 in a game

between the Olympic Gold-Medal winning hockey team before their famous "Miracle on Ice" victory against a team of All-Stars. Since then, the Admirals continued to have special games and promotions benefiting the MACC Fund.

The Admirals raised their level of commitment to the MACC Fund this year by hosting their third annual charity game on Sunday, March 30, against the Houston Aeros. Past beneficiaries of this game have been Children's Hospital of Wisconsin and the Boys and Girls Club of Greater Milwaukee. The Admirals offered a great ticket value of \$3 in the Bradley Center's upper bowl. The MACC Fund received \$2 from every sale of those tickets and other tickets as well. Additionally, the first 5,000 fans received Brewers/Admirals baseball cap.

Admirals Governor and CEO, Harris Turer, and President Jon Greenberg presented a check for \$18,368 to Colleen (Coco) Flannery and Michael Christensen who have benefited from MACC Fund supported research. The Admirals went on to win in a Shootout 4-3 so everyone went home happy – especially Colleen and Michael and the other friends of the MACC Fund.

Thanks to John Jagler and Gene Mueller of NewsRadio 620 WTMJ for hosting the game along with the MACC Fund's longtime friends from TODAY'S TMJ4. Jagler and Mueller and TODAY'S TMJ4 meteorologist Brian Gotter joined the action on the ice as "Human Hockey Pucks" to the delight of all. Talk about good Sports! The MACC Fund is grateful for the radio and television promotional support along with that of the *Milwaukee Journal Sentinel*. Very special thanks to Harris Turer and the Admirals for keeping the tradition of caring for kids with cancer and blood disorders alive.



A WBCA ALL-STARS 'Best of the Best'

The state's best high school basketball players will again converge in Madison on Saturday, June 21, for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games**. The games are played at the University of Wisconsin. This year's games promise exciting contests featuring the "best of the best" in Wisconsin. Tickets can 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 and related blood disorders. The WBCA's support of the MACC Fund dates back 31 years. The Milwaukee Bucks are the only other organization to support the MACC Fund longer than the dedicated coaches.

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 \$1.4 million for the MACC Fund since 1978! Last year's games raised a record \$107,000.

The MACC Fund thanks the WBCA and all of the players, coaches, sponsors and fans for their continued commitment to children with cancer. Special thanks goes to President Dennis Uppena; Executive Director Jerry Petitgoue; Assistant to the Director Ken Barrett; Boys Chairman Dan Bureson and Girls Co-Chairs Loren Hamb and Kent Evenstad.

Thanks a million, coaches.

 **Thrivent Financial for Lutherans™**

continues to "invest" in MACC

Thrivent Financial for Lutherans is a Fortune 500 organization and the largest fraternal benefit society in the United States. It provides high quality financial products and services, as well as fraternal benefits to help enhance the lives of its members.

Thrivent's Greater Milwaukee Office embraced the MACC Fund's philosophy and the fight against childhood cancer nine years ago. The regional field office supports fund-raising events and programs throughout the year through its Care In Regions Program, including the Champps/Thrivent MACC Fund Open in June and the annual Bucks MACC Fund Game in October.

Thrivent also supports the TODAY'S TMJ4's Sports Auction 4 MACC where it matched auction bids from the live, two-hour broadcast on Milwaukee's NBC station which has been committed to the MACC Fund since 1981. Thrivent's slate of fund-raising efforts brought the cumulative eight-year total of support to over \$700,000! The MACC Fund and the children are grateful for this wonderful support.

maccfund.org

HANNAH MONTANA BROUGHT EXTRA SMILES

"The Hannah Montana and Miley Cyrus – Best of Both Worlds" concert on Jan. 13 brightened the lives of the thousands of fans of the Disney Network star who were lucky enough to get tickets to the concert which sold out almost as fast as it went on sale.

Eighteen young fans enjoyed the concert from a special Bradley Center Suite thanks to the generosity of Jim Kacmarcik, President of Kapco Inc. Kapco is a leader in Metal Stamping, Fabrications, Weldments and Assemblies. The company operates out of a state-of-the-art facility in Grafton. Its slogan is "making people our priority," and this display of generosity clearly was no exception. Kacmarcik is not only a leader in the manufacturing sector, he is a leader in employee relations as well as philanthropy in the Milwaukee area. When he learned of the impending concert, he contacted the Bradley Center in hopes of securing a Suite. Most people would have filled the Suite with family and friends, or even sold the tickets at outrageous prices. Most people are not Jim Kacmarcik, however. He decided to fill the Suite with strangers!

His goal was to give children stricken with very serious illnesses a chance to see this young star. Working in concert with the MACC Fund, the Bradley Center and Children's Hospital of Wisconsin, Kacmarcik arranged to fill the video suite with 18 children who were patients of the Hospital. Each was accompanied by a parent or guardian and their lives were impacted by the pediatric cancer and related blood disorder research which the MACC Fund supports.

Kacmarcik preferred to focus on the children rather than on his generosity, simply saying "We wanted to give the kids something to remember that will bring a smile as they continue to deal with the challenges of their illness. We were just happy to be able to brighten a day for them."

Friends still remember a special friend



T. Emmett Steele lived a very full life, despite dying far too young. The Dubuque, Iowa native made Chicago his second home where he was a very successful representative for the Northwestern Mutual Life Insurance Company. Emmett was touched by the children and the story of the MACC Fund. He left a \$100,000 gift from his estate to help the children whom he 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 and blood disorders by contributing proceeds from the event to the MACC Fund.

The MACC Fund's heartfelt thanks on behalf of the children 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, Bridgid 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. In addition to the party, the Foundation solicits support through an annual holiday solicitation program.

Each summer Emmett's 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.

This year's gala event will be on Friday night, Aug. 1, at the Saddle & Cycle Club, 900 W. Foster, Chicago. If you are interested in attending this great event, please contact Dwight Ekenberg at EKEK1@AOL.COM

A MACC Ironman

Scott Schraml worked over 12 hours for the MACC Fund under very adverse conditions in the hot Arizona sun for the second straight year. He competed in Ironman Arizona recently doing a 2.4-mile swim, a 112-mile bike ride and finishing with the 26.2-mile marathon run! This year's weather proved to be an incredible challenge as well due to high winds on the bike course and 96 degrees during the marathon. It was one of the toughest Ironman races ever with the third highest dropout rate among all Ironman North America races. More than 2,000 age group athletes started the race and over 17% dropped out. Half of the pro field also dropped out. Scott not only beat the elements, he raised over \$5,700 and bettered last year's time by 35 minutes, finishing in 12 hours 14 minutes! Plus, Janus Funds donated an additional \$750 in the Janus Charity Challenge.

Combined with his efforts in 2007, Scott has raised over \$13,000 for the MACC Fund! Keeping him going throughout this ordeal was the awareness that he was swimming, riding and running for kids with cancer and related blood disorders. Talk about going the extra mile! Scott wore No. 91 on his race bib, but he certainly is No. 1 in the heart of the MACC Fund which joins the children in thanking him and his generous donors for their great support. When asked why he does the Ironman, his response wins the admiration of the children who inspire him: "Because I can...and many others cannot. Ironman is a privilege, a means to give back, and a tribute to the kids who battle cancer. As long as I'm healthy, it's something I must do." That sounds pretty good!



The Lake Country Charity Invitational featuring 35 of the area's finest high school golf teams was scheduled to lead off the 2008 MACC Fund Golf Tour. Under the direction of Coach Tom Tallmadge of Hartland

Arrowhead High School, the tournament which was to be held at Erin Hills in Erin, Wis., on Apr. 26 had to be cancelled due to the cold and bitter high winds.

MACC Fund Honorary Athletic Board Member and PGA Tour Professional Mark Wilson, whose resume includes winning the 2007 Honda Classic, wrote a letter thanking the players and encouraging them in their fund-raising for the MACC Fund. His letter also had a somewhat prophetic element to it referring to the challenges of the weather in the spring. He reminded players that despite those challenges, they paled by comparison to the challenges of a child with cancer. The state's other four touring pros - Steve Stricker, Skip Kendall, J.P. Hayes and Jerry Kelly - also signed Mark's letter and most sponsored holes at the tournament. Mark will play golf with two of the teams which raised over \$1,000 at Erin Hills this summer. A high school golf tournament of this type benefiting a charity is certainly impressive if not unprecedented.

Despite the disappointment in having to cancel the tournament, it still raised over \$42,000 thanks to the players and coaches who raised funds on behalf of the MACC Fund.

Erin Hills has quickly become one of the state's finest venues. It will gain national attention in June by hosting the USGA Women's Public Links Tournament as well as the USGA's Men's Amateur Tournament in 2011. Erin Hills' owner Bob Lang generously gave each player a pass for a round of golf so they could come back to enjoy the course in the summer. That drew a thunderous round of applause from the golfers who assembled in one of the course's barns to shield them from the winds.

Thanks to the golfers and coaches, the generous donors and hole sponsors, the Arrowhead parents and volunteers, Mark Wilson, Coach Tom Tallmadge and Erin Hills' owner Bob Lang. Thanks as well to the hospitality sponsor, Robert W. Baird and Co. for its generous support. Baird is also proud to partner with Mark Wilson on the PGA Tour.

"A Mark Fore MACC"

PGA Tour player Mark Wilson is continuing his "Making a Mark Fore MACC" program on the PGA Tour this season. The Menomonee Falls, Wis. native makes a donation for every 36-hole "cut" made in addition to contributing extra dollars for every Top-30 finish. Last year he contributed \$25,000 to the fight against childhood cancer and blood disorders. This brings his total contributions to \$75,000, the largest amount given to the MACC Fund from a professional athlete. Mark is also a member of the MACC Fund's Honorary Athletic Board.

The Wisconsin Lutheran High School graduate and his wife Amy have supported the MACC Fund for five years. He is off to another good start this year and is ranked No. 81 in the FedEx standings as of April 29. He continues to make a name for himself on the Tour although he has been 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 17-20.

U.S. Bank Championship Backs MACC

The U.S. Bank Championship will be played at Brown Deer Golf Course July 17 - 20. The PGA Tour comes 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 15. Purchasing U.S. Bank Championship tickets through the MACC Fund helps the children since the tournament's charity ticket program returns all of the ticket sales to the MACC Fund. To order tickets, please visit maccfund.org or call 414-456-5830 or 800-248-8735.

Last year charities sold 4,878 tickets accounting for nearly \$98,000 in charity contributions. The total donation to participating charities through the ticket sales is nearly \$1.4 million. The tournament contributed \$525,000 to community charitable efforts in 2007. The U. S. Bank Championship (formerly the Greater Milwaukee Open) has contributed \$6.2 million since the tournament moved to Brown Deer Golf Course in 1994. The PGA Tour's mission is to give back to the communities it visits and the U.S. Bank Championship lives that well.

The MACC Fund is proud that the Vice Chairman of its Board, Paul Knoebel, is the U. S. Bank Championship's President once again this year.

MACCetera

Magdaline Marjanovic creator of Yes MAM Creations held a showing of her jewelry and raised \$300 for the MACC Fund. Thank you Magdaline for sharing your designs to help the kids.

Time Warner Cable held a charity golf outing in October and raised \$3,200.

In lieu of wedding party favors **Stephanie and Dana Korman** donated \$500 to the MACC Fund. Congratulations and Best Wishes!

The **5th graders from Room 204 of Madison Elementary School** donated to the MACC Fund instead of exchanging gifts at Christmas time. They raised \$15. Thanks kids!

Jacob Lueck held his 4th Annual Birthday Bowling Bash asking for money for Ewing Scaroma research instead of presents. He raised \$110. Thanks Jacob!

maccfund.org



The MACC Fund Will Benefit from Community Health Charities Workplace Giving Campaigns

The MACC Fund is a proud new member of Community Health Charities of Wisconsin (CHCWI), a fund-raising federation that raises money in the workplace for its member health agencies. Through its membership the MACC Fund is included in both public and private workplace-giving campaigns that reach over 850,000 employees throughout Wisconsin. Workplace-giving campaigns allow employees to contribute from their paychecks through payroll deductions that enable a desired gift to be contributed each pay period. These campaigns allow employees to specifically choose the MACC Fund as the beneficiary of their contribution.

CHCWI distributes these contributions directly to the MACC Fund. Its role is to facilitate contribution efficiency and make connections between employees and our members. CHCWI represents 46 Wisconsin health agencies, including the MACC Fund. It is looking for opportunities to open new workplace campaigns in order to increase the amount of funds made available to its members. If you have an employee giving program, check to see if CHCWI is represented as a choice. If not, please contact CHCWI which will be pleased to discuss CHCWI with the appropriate organizational representative.

To initiate a CHCWI campaign, or if you have questions about the CHCWI efforts on behalf of the MACC Fund, please contact Gary Ross in Milwaukee (414-918-9100) or Jackie Ruggles in Madison (608-294-1082).

The 2008 MACC Fund Golf Tour

The **Lake Country Invitational**, Erin Hills Golf Club in Erin, Saturday, April 26. The 32nd Annual **MACC Fund Open**, Tuckaway Country Club in Franklin, Monday, June 2. The **Daily Reporter Open**, The Bog in Saukville, Monday, June 16. The **Mike Halvey Memorial Open** in Honor of Kate Halvey, Kettle Moraine in Dousman, Thursday, June 12. The **Jim Mech Memorial MACC Fund Open**, Autumn Ridge Golf Course in Valders, Friday, June 13. The **Champps Americana/Thrivent Financial Golf Outing**, Ironwood Golf Course in Sussex, Thursday, June 19. The **Cheri Amore Memorial Open**, Twin Lakes Country Club in Twin Lakes, Monday, June 23. The **Max-Fly Open**, Ironwood Golf Course in Sussex, Thursday, July 3. The **U.S. Bank Championship** at Brown Deer Park Golf Course, July 17 – 20. **Car Care for MACC Open**, Tuckaway Country Club, Monday, July 21. The **ExxonMobil MACC Fund Open**, Evergreen Golf Club in Elkhorn, Thursday, July 24. **Village Green Invitational**, Village Green Golf Course in Muskego, Saturday, July 26. **102.9 FM, The Hog's Bob and Brian Open**, Silver Spring Country Club, Friday, Aug. 1. The **FBI Academy Alumni Open**, Evergreen Golf Course in Elkhorn, Friday, Aug. 1. **Lemberg Electric's Tom Perra Memorial Open**, Ironwood Golf Course in Sussex, Saturday, Aug. 2. The **BP MACC Fund Open**, Evergreen Golf Club in Elkhorn, Monday, Aug. 18. **West Bend Mutual Insurance Open**, West Bend County Club in West Bend, Monday, August 18. The **Corporations Caring for Kids Open**, at Oconomowoc Golf Club in Oconomowoc, Monday, Aug. 18. **MPSO Open (Milwaukee Police Supervisors Organization) Golf Outing**, Squires Country Club in Port Washington, Monday, Sept. 8. **Madison Optimist Club Open** at University Ridge in Verona, Friday, Sept. 12.