

# MACC FUND TODAY

## Nurse Practitioners - the common thread throughout the Bone Marrow Transplant process

This past summer the Hematology/Oncology/Bone Marrow Transplant (BMT) Clinic changed its name to *The MACC Fund Center for Cancer and Blood Disorders*. The MACC Fund gave a gift of \$5 million to Children's Hospital of Wisconsin Foundation to support translational/clinical research. This was the first time the MACC Fund supported research at Children's Hospital. These funds will be used to initiate a tumor and serum bank, hire research nurses, and improve existing databases. While the name has changed, the work of the Center will continue to enhance the ability to deliver excellent care on an outpatient basis to diagnose and treat patients with blood, cancer or bone marrow transplant related issues.

Most people think of a clinic/doctor's office as consisting of doctors, nurses, secretaries and the like. More recently, mid-level providers – nurse practitioners and physician assistants – have become an integral and indispensable mainstay in the patient care program. Currently, the Hematology/Oncology/Transplant (HOT) area has 10 nurse practitioners and 1 physician assistant, four of whom work in the bone marrow transplant area.

For bone marrow transplant (BMT) patients and their families, the decision to pursue a bone marrow transplant can be frightening and filled with uncertainty. But thanks to the outpatient BMT nurse practitioners, who are members of the BMT medical team, families are able to manage and get through this difficult process.



*Happy trio – Nurse Practitioners (from left) Lynnette Anderson, Mary Hintermeyer, Mollie Mulberry*

"We're one of the first persons a transplant patient sees," said Lynnette Anderson a nurse practitioner for 11 years working in the bone marrow transplant program at the Center's Outpatient Clinic. "We're also the one the patients see the most throughout the process."

The three outpatient BMT nurse practitioners provide education regarding the BMT process. They coordinate pre-transplant testing, are resources to the families during their inpatient stay, coordinate outpatient clinical care including performing physical exams, monitor labs and prescribe medications. They also monitor patients for both short and long complications.

The Center functions similar to a "day hospital" providing emergent and acute care to patients.

"You never know what each day will bring," said Mollie Mulberry, a nurse

practitioner with the Center for four years. "You may walk into one room and diagnose a simple ear infection and then the next patient may have a life threatening complication requiring 'Emergency Room' care in our clinic."

The nurse practitioners work collaboratively with the physicians to provide comprehensive care to patients and families throughout this process.

"They really are the eyes and ears of the physicians," said Dr. James Casper, Division Chief, Pediatric Hematology/Oncology/Transplant. "Oftentimes they are the first contact for the patient and families when there is an issue."

The Center averages about 40 new transplant patients annually. In an average day a nurse practitioner may see up to eight patients in the Center. The nurse practitioners see patients with a wide variety of diagnosis including patients with cancers, blood disorders and immune deficiencies. The broad range of diagnoses requires continuing education, incorporation of research findings into practice, as well as interdisciplinary case conferences.

*continued on page 7*



## Dear MACC Fund Supporter:

Chances are good that most people will know someone who has been touched by adult cancer, but fewer know a child with cancer. The fact is, big patients simply outnumber the little ones by a lot. More than a million adults are likely to be diagnosed this year but less than 13,000 children under age 19 will get the same diagnosis. While the blessing is that most children are healthy, the curse is that cancer remains the most fatal illness for kids in their childhood.

Childhood cancer has to compete with adult cancer on a number of levels for attention. Kids with cancer get a lot of sympathy from all, but drug research and development from few. Drug companies can spend as much as \$100 million dollars over seven-10 years to develop a new drug. Investments like this require big returns. All you have to do is follow the money to understand what the problem is.

Kids with cancer just don't represent much of a market opportunity for these companies so getting drugs specifically for children is pure economics. Children's cancers are too infrequent to be a meaningful investment for the drug companies.

As a result new cancer drugs for pediatrics are typically an afterthought compared to development and approval for treating adult cancers. Many drugs used in kids have not been tested and labeled for pediatric use. A recent article in CURE magazine referred to one study last year in the *Archives of Internal Medicine* which reported that 93 percent of children with cancer receive at least one drug not approved for pediatric use. Here's what's wrong with that. Kids with cancer aren't just little adults with cancer. The most common cancers in adults - breast, prostate, colon, and lung cancer - rarely occur in children who tend to suffer leukemias, brain, bone, connective tissue and nervous system malignancies.

Using new drugs without the benefit of clinical trials - though it's a practice born out of necessity - is risky business for doctors, children with cancer and their families. But with few approved alternatives, physicians use adult drugs considered not approved for pediatrics because some kids just don't have time to wait for clinical trials. Recent signs of a shifting research and legal environment, driven in part by federal legislation, have tried to make pediatric cancer drug development both attractive and required.

For more than 30 years the MACC Fund has provided a consistent source of funding for the kind of work that drives research and development of treatment for childhood cancer. This summer, The Caroline Pryce Walker Conquer Childhood Cancer Act of 2008 was passed and signed into law HR 1553 by the President. This bill authorizes \$150 million over five years, providing funding for collaborative pediatric cancer clinical trials research, to create a national childhood cancer database. It will also improve public awareness and communication regarding available treatment and research for children with cancer and their families.

Children with cancer still have limited drug choices, but more help is on the way so no child is left behind. That's a good thing, there's still a lot of work to be done.

**Bill Steinberg, Board Chair**



## Dear Friend:

When Eddie Doucette and I started the MACC Fund in 1976 we never dreamed that the MACC Fund would give \$1 million - not to mention

nearly \$40 million - committed to pediatric cancer and blood disorder research. We also never dreamed that someone would give the MACC Fund a \$1 million gift. For the second time in its 32-year history, the MACC Fund received that incredible gift from longtime friends, Ab and Nancy Nicholas. At moments like those, I am simply humbled and grateful to know people like them. I know the children and their families join me in saying "Thanks a Million!"

The scientific research conducted is truly cutting edge as evidenced by the work done at the MACC Fund Research Center of the Medical College of Wisconsin, and in the soon to be completed MACC Fund Pediatric Cancer Research Wing at the University of Wisconsin's Wisconsin Institute for Medical Research (WIMR) and the translational/clinical research in the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital. That work is making a difference each day.

The MACC Fund is proud to be part of the effort impacting the overall cure rates for childhood cancer by in essence flipping them over the past 30 years. The rate is now 80% where it was 20% when the MACC Fund began. Without you the dream that was the MACC Fund 32 years ago would have stayed just that, a dream. You helped make it a reality. There is another opportunity to help through the inaugural "Gift of Hope Annual Appeal" which follows in this newsletter. We hope you consider making a gift at this time and assure you that we greatly appreciate it on behalf of the children.

**Jon McGlocklin, President**

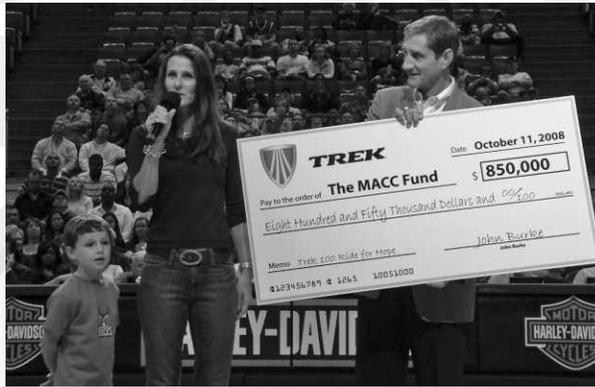
# Another Great TREK 100

The 19th Annual TREK 100 continued its tradition of raising more money for pediatric cancer research than any event in the MACC Fund's history. The 2008 TREK 100 *Be Their Hero Ride* produced net proceeds of \$850,000 bringing the 19-year total to \$8 million!

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, over 2,800 riders cycled 20, 42, 62 (100k) or 100 miles through the scenic Kettle Moraine state forest on June 7 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-raiser was David Herro with \$25,000. The runner up was Michael Sullivan with \$11,875. Rounding out the Top 10 list were Mike Bown with \$11,040, Bob Burns \$8,700, Bill Calliss \$6,585, Matthew Regan \$5,800, Kate Heil



Laurie Koch of Trek Bicycle Corp. presents the proceeds of \$850,000 from the 2008 TREK 100 to Jon McGlocklin while her son Chase looks on.

\$5,155, Bruce Lanser \$5,150, Lou Banach with \$5,113 and Kenneth Overholt with \$4,095.

The TREK 100 Century Club helped make a difference once again this year. Some of Trek's great dealers from around the country joined in the Century Club fun hosted by Trek. The Century Club featured bikes signed by Lance Armstrong as well as framed commemorative jerseys.

The 2009 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 scores of volunteers, the riders, and everyone who pledged support. Special thanks as well to these sponsors who joined Trek in presenting the TREK 100: WCTC, Waterstone Bank, Sells Printing Company, Hanson-Dodge, Prime Coatings, Metcalfe's Sentry, Good Harvest Market, Bank of America, Organic Valley Family of Farms, Wheel and Sprocket and Saris.

Please join in the fun at next year's 20th Anniversary Ride on **Saturday, June 6**. 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)



## A Hero in Iraq rides his Trek bike

The 2008 TREK 100 "Be Their Hero" Ride took on a different meaning for each of the 2,800 riders. For Col. Courtney (Corey) Carr, commander of the 76th Infantry Brigade Combat Team, Indiana National Guard deployed in Iraq, it was very special indeed. The 10-year veteran of the TREK 100 told MACC Fund President Jon McGlocklin before the 2007 TREK 100 "I am bringing my bike (a Trek, of course) to Iraq and no matter where I am in the world, I'll still ride for the cause."

Col. Carr's own version of the TREK 100 on June 7 in Iraq from an email says it well:

*"To my friends at the MACC Fund - ride went well here today. I started at 5 a.m. to beat the heat - however, there was a strong wind out of the north- helped with the temperature, but the headwind was a killer. The rest stops here were not anywhere near as nice as yours- so I only stopped once to stretch and reload water. Finished just before 9:30 a.m. (1:30 a.m. your time). I sure am looking forward to the 2009 Trek 100. The festivities just did not compare."*

There were many heroes in the TREK 100. Col. Carr was happy to join them, despite the many miles of separation. The 2008 riders cheered for him when Jon McGlocklin told them of his heroic ride in Iraq. The singing of the national anthem and the American flag that flew in the breeze held special meaning after hearing about Col. Carr. We know he would applaud everyone of the riders in the USA, so permit us to do the same to our special rider in Iraq. In addition to riding the 100k (62-mile) course in stifling heat, Col. Carr raised \$3,770. "Be Their (OUR) Hero" sums it up pretty well!

Visit <http://www.maccfund.org/trek08/col.cfm> to read more about Col. Carr's TREK 100.

# Million Dollar Gift to The MACC Fund

Mr. and Mrs. Albert O. Nicholas have made a \$1,000,000 gift to the MACC Fund, Midwest Athletes Against Childhood Cancer, Inc. The Nicholas' gift is the second personal gift of that size in the 32-year history of the MACC Fund.

Jon McGlocklin, President and Co-Founder of the MACC Fund, remarked that "the MACC Fund is honored and grateful that its longtime friends, Nancy and Ab Nicholas, have added this personal gift to their tradition of support for many years through the Nicholas Family Foundation. This will enhance the MACC Fund's research efforts at the laboratory bench as well as at the patient's bedside. The children with cancer and related blood disorders who are the focal point of the MACC Fund will be the true beneficiaries of this wonderful gift from Nancy and Ab."

The gift will support the MACC Fund's mission of basic science and translational research conducted in the *Midwest Children's Cancer Center* of the Medical College of Wisconsin and the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin.



Where Glamorous Stars Meet Sexy Cars

## 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 2009 Gala which will be celebrating its 102nd Auto Show. This is the sixth consecutive year that the MACC Fund has been fortunate to benefit from the Gala having received nearly \$25,000 in 2008.

The MACC Fund joins 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. 20, 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 "Where Glamorous Stars Meet Sexy Cars." 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.

## Robinade Old School Lemonade Backs MACC

Robin Yount made a great name for himself in the glory years of the Milwaukee Brewers. Now he is turning lemons into lemonade. Fans near and far knew of his special talent and skill on the diamond. The MACC Fund and the children it helps knew he was a gem off the field too. Just as Robin thought of the MACC Fund during his playing days, he thought of it in his first soiree into the refreshment field. A generous portion of the proceeds of "Robinade" are being donated to the MACC Fund.

Since you can never have enough good lemonade, Robin turned his love for lemonade into *Robinade Old School Lemonade*. It hit the store shelves this summer with the same excitement that Robin hit the ball. Its quality and flavor had people cheering for more. Why lemonade? The 20-year Brewers icon and Hall of Famer noted that "Lemonade is all-American, just like baseball. And I love lemonade. I am thrilled that old and new fans can share in a refreshing experience with Robinade which will also benefit kids through the MACC Fund."

Robinade Old School Lemonade is an all-natural lemonade made in Madison, Wis. Its ingredients include lemon juice concentrate, lemon pulp and natural lemon oils. To make sure fans don't mistake Robinade for just another trendy retro beverage, it features Robin's uniformed photo on every bottle as he watches another ball leave the park.

Jon McGlocklin, president and co-founder of the MACC Fund, noted that "throughout his baseball career, Robin has been a strong supporter of the MACC Fund. We are deeply honored and grateful of his generous spirit which continues today and will benefit so many children and their families."

Robin's support of the MACC Fund dates back to the very first MACC Fund Open which was played at Tripoli Country Club on May 31, 1977. Robin's fivesome, including Mario Bonofiglio, Kelli Covelli, Dom Tirabassi and Tom Ladky, won the inaugural event. He was a frequent participant in subsequent outings when the Brewers scheduled allowed. Named the American League MVP in 1982 when the Brewers won the pennant, he was also named the Seagram's 7-Crown MVP which included a \$10,000 prize. He signed that check over to the MACC Fund making it the largest gift from an athlete in the MACC Fund's five-year history. He and his wife Michelle, along with their children, were frequent "celebrity" models in Women for MACC's early children's fashion shows. Robin always answered the call to help the kids, just like he did for the Brewers. Robinade is simply the latest example of what an All-Star he really is!



Women for MACC has been a wonderful friend of the children with cancer and the MACC Fund for 26 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 **18th Annual Gene Johann Memorial Trapshoot "Shoot for a Cure,"** sponsored by the Hartford Conservation & Gun Club, raised over \$76,000 this year. That brings the 18-year total to \$950,000! Women for MACC has benefited from the Shoot for 17 years.

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

Women for MACC also hosted the "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.

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 Tami Scully-Garrison 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 over \$3.5 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.

[womenformacc.org](http://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.

Thrivent's Greater Milwaukee Office embraced the MACC Fund's philosophy to fight against childhood cancer and related blood disorders a decade ago.

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 fourth year event.

Thrivent is a major sponsor of The TODAY'S TMJ4 Sports Auction 4 MACC. The live two-hour broadcast on Milwaukee's NBC station will air on Saturday, Dec. 13.

Thrivent's full slate of fundraising efforts will bring the cumulative ten-year total of support through 2008 to \$785,000! 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 Tom Bruckner and the entire Greater Milwaukee area Thrivent team for another great year.

## **Eric Gagne Donates \$50,000**

Milwaukee Brewers pitcher, Eric Gagne donated \$50,000 to the MACC Fund through Brewers Charities. This is the largest single gift made by a professional athlete in the history of the MACC Fund. This was one of several major gifts which Eric gave to the Milwaukee community this year through Brewers Charities. Thanks for pitching in to help the kids, Eric.



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

For 24 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 more than \$65,000 lit up the lives of children through cancer and blood disorder 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:

- **Nov. 28** – Northshore Bank Night - Seymour the Seagull will be handing out chocolate coins!
- **Dec. 3** - Go Panthers! UW-Milwaukee Women's Basketball members collect donations from 6-7:30 p.m.
- **Dec. 4** - Meet Karen, Scott and Radar from FM106's morning 'Moo Crew!' from 5-6:30 p.m.
- **Dec. 5** – Old Wisconsin Sausage Night – tasty treats will be distributed. Old Wisconsin will donate 10% of their sales to Candy Cane Lane so stock up on all your favorite holiday party snacks!
- **Dec. 6** – Meet Murphy, Meg and Brian from 95.7 WRIT.
- **Dec. 8** – Meet Jane, Kidd and producer Tony from 99.1 WMYX's Jane and Kidd in the morning from 6-7:30 p.m.
- **Dec. 10** - Meet Michelle Stone from 95.7 WRIT.
- **Dec. 12** - Say thank you to your Wisconsin Vietnam Vets. They continue to serve their community!
- **Dec. 12** - The annual Mascot Night with Mascots from your favorite teams and businesses.

- **Dec. 13** - Talented artists carve ice blocks into art in front of neighborhood homes at 10:00 a.m. Come stroll through the neighborhood.
- **Dec. 13** - Star Wars character night! An amazing cast of characters will entertain the crowds!
- **Dec. 14** - Meet your Milwaukee Bucks Energee Dance Team from 7:30-10 p.m.
- **Dec. 19** - We know they can handle the heat, but how about the cold?!! Meet West Allis' fire fighters 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 thanks the following donors: Local 80 AFSCME, Meda-Care Ambulance Service, Bevsek-Verbick Funeral Home, Pahle Small Animal Clinic, West Allis Firefighters Association, Jelly Belly, Eillien's Candies, Ritt, Beyer and Weir, Evers-Heilig, R. M. Palmer Company, Habermehl Electric, Kordus-Wegner Plumbing; Custard Insurance Adjusters, Yaskawa Electric, Lamar Outdoor Advertising, Tom's Dependable Heating and Metro Events.

The MACC Fund thanks all of the hard-working and dedicated neighbors and friends. A special thank you goes to the Candy Cane Lane committee which has helped keep the bright lights burning with hope after long-time leader Ron Ziolecki stepped aside as program coordinator due to health concerns.



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



## 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 21st 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 12-year-old Montana Weiland of Cedarburg. Montana was diagnosed in April. She loves horseback riding along with writing and art, making her the perfect choice for the MACC\*Star designer. Her love of horses inspired her design on the MACC\*Star and its very appropriate theme of "Life is a Gift."

The TODAY'S TMJ4 MACC\*Stars are on sale for \$10 at **Quality Candy Shoppes** and **Buddy Squirrel Nut Shops** as well as the **Balistreri Sendik's Food Markets**.

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. 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, get yours today!

Thanks again to TODAY'S TMJ4, Buddy Squirrel, Quality Candy, Balistreri's Sendik's, Montana and all those who will buy her MACC\*Star.

*Nurse Practitioners continued from page 1*

"This (education) results in us providing high level, cutting edge care in the field of bone marrow transplant," said Mary Hintermeyer, a nurse practitioner for six years in the program. "Families and physicians have come to rely on our expertise."

The nurse practitioners estimate they have treated hundreds of patients...as have their associates on a multi-disciplinary team consisting of researchers, physicians, clinic nurses, in-patient nurses, social workers, psychologists, school teachers, physical therapists, and other medical specialties.

"We implement the treatment plan," said Mulberry. "We make sure all the things that need to get done are getting done. Unless complications arise following discharge, patients may see me more than the attending physician. We have an extremely close working relationship with they physicians and are constantly discussing patient care issues and managing solutions with them."

Fortunately, the survival rate of bone marrow transplant patient continues to improve.

"My favorite part of my job is when the patient gets to be two or three years after the transplant and I get to see them in our survivorship clinic," Anderson said.

"The shift goes from worrying about the disease coming back to working to fulfill their life goals.

"After taking care of bone marrow transplant patients, seeing all what they've gone through and to see where they are now is so rewarding," Anderson added. "To see these patients graduate from high school and to see them out in the world succeeding and doing well gives really gives you a warm feeling."

"We hear from families and referring physicians about how wonderful our nurse practitioners are," said Dr. David Margolis, Chief, Bone Marrow Transplant. "Our BMT Program prides itself in communication with patients, their families, and their referring physicians.

"Our nurse practitioners are a major component to our communication process. We are very proud of the late effects research led by the nurse practitioners."

"We are deeply indebted to the MACC Fund and their undying effort to cure childhood cancer," Dr. Casper said. "Children's Hospital of Wisconsin and the Medical College of Wisconsin have been able to give our patients a world class recognized bone marrow transplant program."

## "The Hog's" Bob and Brian Radiothon Helps MACC

Bob and Brian are two of Milwaukee's most popular morning radio hosts on The Hog, 102.9 FM. They are also good friends of the MACC Fund. The MACC Fund benefits from the "Bob and Brian Open" each August and from the "Bob and Brian Plane Pull" with Midwest Airlines and Laacke and Joys. The MACC Fund is honored to be the beneficiary of the 2009 "Bob and Brian Radiothon" on April 2-3. This great Radiothon will now be part of the "Bob and Brian Triple Play for MACC." Make a date to tune in to help the MACC Fund.



*Teaming Up to Cure Childhood Cancer  
and Blood Disorders through Research*

Dear MACC Fund Friend:

This year the MACC Fund is celebrating its 32nd year of *Hope through Research*. The MACC Fund has played a consistently greater role in supporting childhood cancer and blood disorders research since its founding in 1976.

Because of increasing cutbacks in federal funding for vital medical research, the MACC Fund's efforts are more urgent than ever before. Over the past two years alone the MACC Fund has committed \$10 million to new research support, in addition to supporting annual research budgets of \$1.75 million. With that in mind, the MACC Fund is reaching out to ask for your help. Your response to the 2008 annual appeal will help us meet our critical funding demands.

Toward that end, we ask you to consider making a Gift of Hope. For your convenience, an envelope is enclosed; or, you may visit us online at [www.maccfund.org](http://www.maccfund.org). Your gift will support scientific research at the *MACC Fund Research Center* of the Medical College of Wisconsin; at the Paul P. Carbone Comprehensive Cancer Center of the University of Wisconsin, where new research will be conducted in the *MACC Fund Pediatric Cancer Research Wing* beginning next summer; and translational/clinical research in the new *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin.

The MACC Fund's \$39 million commitment to research efforts to date has played an important role in helping the overall cure rate to rise from 20% to 80% in the past 30 years. It also has fostered fulfillment of dreams. Think of young Brandon's parents' dream to watch their son, diagnosed with cancer at the tender age of 12, survive to be at his grade school graduation and to live long enough to enjoy Prom and graduate from high school.

In partnership with his healthcare team, Brandon's family fought with him to defeat the ravages of his disease. Thankfully, Brandon is a survivor. MACC Fund supported research and the outstanding treatment of clinicians who benefit from that research made his parent's dream a reality. Brandon started college and cast his first vote in a presidential election this year.

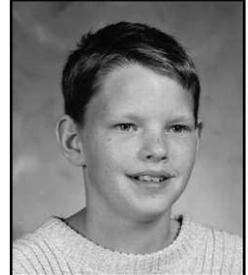
Brandon is but one "face of the MACC Fund." There are countless other stories of children fighting for their lives every single day. Our fight is far from over, because 20% of these stories are not ending well. But, the generosity of people like you who have taken the time to care has given all children the gift of Hope and a better chance to live a longer and more normal life.

So much is at stake in the life of a child fighting cancer or a blood disorder. I know that Brandon and all the courageous children and their families join me in thanking you for your consideration of this request to help others like him to survive.

Sincerely,

**MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.**

Jon McGlocklin  
President



**MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.**

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

# 32nd Annual Milwaukee Bucks MACC Fund Game

The Milwaukee Bucks 32nd annual MACC Fund Game was held on Oct. 11 at the Bradley Center. The Detroit Pistons beat the Bucks but that didn't dampen the spirits of the fans who came out to support the home team. A total of \$1.2 million has been raised from this game since 1977.



*Chauncey Billups and Richard Hamilton of the Detroit Pistons and Michael Redd of the Milwaukee Bucks join Brian Gotter of TODAY'S TMJ4 Weather Team and MACC\*Star designer Montana Weiland before the start of the 32nd annual Bucks MACC Fund Game.*

Montana Weiland presented the honorary jump ball along with Brian Gotter from the TODAY'S TMJ4 Weather Team. Montana is the 12-year-old designer of the TODAY'S TMJ4 MACC\*Star holiday ornament.

The first quarter check presentation for \$850,000 was made on behalf of the 2008 TREK 100 "Be Their Hero Ride." David Herro was the Ride's top fund-raiser with \$25,000. He was rewarded with a great Trek bike. The TREK 100 is the MACC Fund's largest annual fund-raiser with a total of more than \$8 million contributed over the past 19 years.

At halftime, the Wisconsin Basketball Coaches Association (WBCA) presented MACC Fund President Jon McGlocklin with a check for \$106,000 representing the proceeds from their 31st Annual Boys and Girls All-Star Games which were held in Madison in June. WBCA Executive Director Jerry Petitgoue and Girls' All-Star Co-Chair Loren Homb presented the check. This year's check brought the Games' 31-year total to \$1.5 million.

The Bucks also honored some Olympians and Paralympians who represented their country and state so well. The Paralympic Games followed the Summer Olympic Games in Beijing where athletes displayed uncommon courage, strength and sportsmanship. Pewaukee's John Ruf won a bronze medal in the Paralympics Sailing in a boat featuring fittings, made by Harken in Pewaukee. The MACC Fund also has a direct tie to the Paralympic tradition in Tim Kujawa who played for the 2000 Paralympic Volleyball team which finished fourth. Tim joined in the special night. He is a childhood cancer survivor following a diagnosis with sarvovial carcinoma as youngster.

The Olympics Summer Games were represented by some of the NBA's brightest stars as well as by Kate Markgraf from Brookfield - captain of the U.S. Olympics Women's soccer team that brought home a gold medal. Bucks center Andrew Bogut did not bring home a medal, but he did his country of Australia proud. He also represented the City of Milwaukee and the Bucks with a lot of pride. Team USA Basketball brought home the Gold in one of the most anticipated events of the entire Olympic games. Two Team USA gold medalists, Tayshaun Prince of the Detroit Pistons Bucks guard Michael Redd, were honored as well before competing against each other in the second half.

All in all it was a great night for the fight against childhood cancer and blood disorders like sickle cell disease and aplastic anemia. Special thanks once again to Senator Herb Kohl and the Milwaukee Bucks for their ongoing commitment from the first day of the MACC Fund.

## "A Mark Fore MACC"

Mark Wilson, a native of Pewaukee, Wis., plays on the PGA Tour. For the fifth 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. He made the cut in 25 of the 29 tournaments he played including 17 of his last 18! He finished in the Top 10 in five tournaments and finished second in the Valero Texas Open. He ended the year 45th in the FedEx Cup points with Tour earnings of just under \$1.6 million

Mark is a proud 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 has contributed over \$100,000 in five years. His gifts over the past five years have been the largest cumulative contributions to the MACC Fund by a professional athlete in its 32-year history.

Mark is also the Honorary Chairman of the Lake Country Charity Invitational. The event features the some of the state's finest high school golf teams who play one of the state's finest venues, Erin Hills Golf Club. The golfers go "off course" to solicit funds for the MACC Fund through this annual event hosted by Hartland Arrowhead High School under the direction of its coach Tom Tallmadge. Even though weather cancelled the Invitational this spring, the golfers raised over \$43,000 bringing the two-year total to \$85,000. Mark played with two of the top fund-raising teams at Erin Hills during the week of the PGA Tour's U.S. Bank Championship.

The MACC Fund is grateful to Mark, his wife Amy and their son Lane Joseph for "Making a Mark Fore MACC" on the PGA Tour! The MACC Fund is proud to have Mark on its Honorary Athletic Board.

## Make it a Pepsi Day



Pepsi has been the clear choice for refreshment for the MACC Fund for each holiday season for 24 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 and make it a "Pepsi Day" for the fight against childhood cancer. "Thanks a Million, Pepsi" for 24 thirst-quenching, hope-filled years.

PEPSI  AMERICAS



# The MACC Fund Golf Tour

The **2008 MACC Fund Golf Tour** again raised impressive dollars as friends armed with irons, woods, wedges, putters and a few umbrellas did their best to beat par and help fight childhood cancer. Twenty events made up this year's Tour raising nearly \$500,000 in net proceeds.

The **Lake Country Charity Invitational** teed off the year by raising nearly \$45,000 in its second year of supporting the MACC Fund. Most of the state's finest high school teams were set to play one of the area's finest 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 for the second straight year. Tom was named WIAA Golf Coach of the Year. Unfortunately the Invitational had to be cancelled due to inclement weather. PGA Tour player Mark Wilson was the Invitational's Honorary Chairman. He played Erin Hills in July while in Milwaukee for the PGA Tour's U. S. Bank Championship with golfers from Arrowhead and Kettle Moraine High School. Next year's tourney will start off the 2008 Tour on April 25 at Brown Deer Golf Course since Erin Hills will be under construction for the start of the 2009 season. Thanks to Bob Lang and everyone at Erin Hills, Tom Tallmadge, Arrowhead High School and all of the high school golfers and coaches for helping make this high school golf "Gift of Hope" possible.

The granddaddy of them all, the **32nd Annual MACC Fund Open** at Tuckaway Country Club, was held on its traditional first Monday in June with beautiful weather followed by Tuckaway's great dinner. The auction items from Midwest Airlines, the Hyatt Regency Chicago and a special U.S. Bank Championship weekend hospitality tent brought generous auction bids.

The **Daily Reporter Open** on June 16 was back at The Bog for its fifth year and raised \$2,500. The **Champps Americana / Thrivent Financial for Lutherans Open** featured a full field on June 19 at Ironwood and raised net proceeds of \$50,000 in its fourth year. Both Champps and Thrivent are great friends of the MACC Fund helping out in many other ways.

The record-breaking **Max-Fly Open** at Ironwood on July 3 raised \$11,600 as the Sandy and John (Max) McGee family hosted family and friends at

this annual July classic. Their young son Jack McGee joined his grandma in one of the foursomes! The MACC Fund once again benefited from the **U.S. Bank Championship in Milwaukee** with the annual summer classic chipping in important funds. MACC Fund Vice Chairman Paul Knoebel was President of the U.S. Bank Championship. Support of the MACC Fund from this tournament dates back to 1978.

The **25th annual Car Care for MACC Open** at Tuckaway Country Club on July 21 raised net proceeds of \$33,000 celebrating a quarter century of commitment to the MACC Fund. Long-time co-chairs Mick Slattery and Bob Schiek were recognized for their dedicated service. The **Exxon/Mobil Oil Open** turned the Evergreen Golf Club fairways into another fine payday of \$18,000 on July 24. The MACC Fund's good friends from the **Valley Green Invitational** raised over \$8,500 in Muskego on July 26.

**102.9 The Hog's Bob and Brian Open** filled Silver Spring Country Club with nearly 600 golfers on Aug. 1 while raising nearly \$20,000 for the MACC Fund through the morning and afternoon shotgun events on 36 holes. Participants have to be fast since the outing fills up quickly thanks to the popularity of one of Milwaukee's top-rated morning radio shows.

Family and friends gathered once again for **Ken's MACC Fund Open** on Aug. 4 at Waterford's Rivermoor Country Club and raised \$2,125. This was the 23rd outing run by a dear friend of the MACC Fund, Ken Lepkowski, whose support continues even though he moved to Georgia years ago.

The **14th Annual BP Marketers Open** raised nearly \$100,000 in another great year for the MACC Fund at Evergreen Golf Club in Elkhorn. This event is the largest annual outing for the MACC Fund under the watchful eye of Greg Klimek of Klemm Tank Lines and his dedicated committee.

The **12th annual Corporations Caring for Kids Charity Open** at Oconomowoc Golf Club raised \$15,000 thanks to the generosity of the friends of the MACC Fund from the Lake Country area. This group has embraced the fight against childhood cancer through this important annual event hosted by MACC Fund Vice Chair Paul

Knoebel, Bruce Lesniak, Buster Crook and Chris Caliendo.

**West Bend Mutual Insurance Company** has supported the MACC Fund in many ways, including a biennial golf open. This year's great outing was held on Aug. 17 at West Bend Country Club. It raised nearly \$80,000, easily surpassing the impressive first edition total of \$60,000 from 2006. Company President and Chief Operating Officer Kevin Steiner recently joined the MACC Fund's Board.

The **Milwaukee Police Supervisors Open** was held on Sept. 8 at Squires Country Club in Port Washington. The **Madison Optimist Club's "Chip Away at Cancer" Open** was played at University Ridge on Sept. 12 benefiting the MACC Fund for the second year. The **Kettle Cup Charity Golf Outing** at Evergreen Golf Club on Sept. 22 closed out the Tour with a \$1,200 donation.

The 2008 Tour featured memorial tournaments including the **Mike Halvey Memorial Open in honor of Katie Halvey** at Kettle Moraine on June 12 which raised \$4,400 this year. The **12th annual Jim Mech Memorial Open**, in honor of the founder of the venue on which it is played, Autumn Ridge Golf Course, unfortunately had to be cancelled on June 13 due to the June rains. Long-time MACC Fund supporter and philanthropist Chris Abele and The Argosy Foundation continued its generous support through a grant of \$25,000. The **Cheri Amore Memorial Open** was held at Twin Lakes Country Club on June 23 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 sixth straight year en route to raising \$44,000 in the community who knew her first and loved her most. The **Lemberg Electric Company's Tom Perra Memorial Open** was played on Aug. 2 at Ironwood Golf Club in honor of their beloved Chief Financial Officer and raised nearly \$11,000.

PGA Tour golfer **Mark Wilson's "Making a Mark For MACC"** contributed important funds once again this year from his personal success on the Tour. His first five years on Tour led to donations totaling over \$100,000 to the MACC Fund thanks to Mark and his wife Amy's generosity.

**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 2008 MACC Fund Golf Tour.

If you would like to play in or need information about the 2009 MACC Fund Golf Tour events — or if you are interested in starting your own outing to be part next year's Tour — 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).



## Cute Kids Calendar

Mortensen Photography and The Marek Group have created the 2008 Cute Kids calendar to help in the fight against childhood cancer. The paper for this fine calendar was donated by Bradner Smith and Company. 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 or blood disorders.

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 in Delafield; Art of Hair in Brookfield; and at Laacke & Joys in Brookfield, Mequon, downtown Milwaukee and now in Mayfair.

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.

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

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



Timothy Emmett Steele was a great guy. A successful representative for Northwestern Mutual Life (NML), the Dubuque, Iowa, native was raised in an NML family. He adopted Chicago as his second hometown years ago. 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. 1 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 \$20,000 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 over \$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: Anheuser-Busch, Empire Ice Company and the Afrodisiacs 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 2009 edition on Friday, Aug. 7. If you are interested in attending this great event, please contact Dwight Ekenberg at [EKEK1@AOL.COM](mailto:EKEK1@AOL.COM)

## SHOREWOOD HIGH SCHOOL CONTINUES TO CARE

Shorewood High School has been a bastion of support for the MACC Fund for two decades. Next spring they will host the "Shorewood Games" which have raised over \$100,000 for the MACC Fund in several incarnations. Their annual "Buzz Cuts for the MACC Fund" raised nearly \$10,000 last spring after all of the hair was swept up. Local barbers donated their services as crowds of kids cheer on the shorn Shorewood students. Thanks Shorewood High!

## A Slam Dunk for the WBCA brings total to \$1.5m. Thanks a Million!!!

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

In addition to being the best on the court, the players and the coaches excel off the hardwood as well. Players in the state's four divisions do fund-raising to benefit the MACC Fund and help children with cancer. Many generous sponsors, donors and fans helped the WBCA's contribution to the 31st Annual Games reach \$106,000. That total raises the grand total for the 31 games to \$1.5 million!



*Posing with the check from the 2008 WBCA All-Star Games are Jon McGlocklin, Loren Homb, Co-Chair of the Girls Games, WBCA Executive Director Jerry Petitgoue and Bucks broadcaster Jim Paschke. Jon, Jerry and Jim are all in the WBCA's Hall of Fame.*

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 32nd 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.**

## "WildeFest V" Backs MACC

Jason Wilde is the Green Bay Packers "beat" writer for Madison's *Wisconsin's State Journal*. He is also a contributor to Milwaukee's ESPN's "D-List" every morning and Steve "The Homer" True's "World's Greatest Sports Show" every afternoon. In addition, he calls the "Dave and Carole" Show on 96.5 WKLH home every Tuesday and Thursday morning. He also hosts a Packers television show. The eclectic two-time "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. Combine that with a chance to enjoy his friends, led to "WildeFest I" in 2004.

"WildeFest V" benefited the MACC Fund as did WildeFest IV in 2007. This year's event was held in conjunction with a Milwaukee Brewers game on a Sunday afternoon in July tailor-made for baseball followed by a fun-filled time at Saz's. Jason and his friends had a great time and benefitted the MACC Fund in the process taking the two-year total to over \$7,000.

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



## TODAY'S TMJ4'S Sports Auction 4 MACC Saturday, Dec. 13

The **TODAY'S TMJ4 Sports Auction 4 MACC** is Saturday, Dec. 13, from 11:30 am – 1:30 pm. The 12th 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 of the *Sports Collector's Digest*, will provide expert commentary as he has since 1997.

Mike Jacobs was recently inducted with the inaugural class to the Midwest Chapter of the National Academy of Arts and Science. His co-anchor Carole Meekins introduced him.

The auction features items from the Bucks, Brewers, Packers, Admirals, Badgers, Marquette, and NASCAR. Also available will be signature items from sports personalities.

The auction boards will be sponsored by Thrivent Financial for Lutherans, Trek Bicycle Company, the Balistreri Sendik's Markets, the Medical College of Wisconsin and Sargento Foods. This year marks the 27th consecutive year of Sargento's support through the TODAY'S TMJ4 broadcasts benefiting the MACC Fund. TODAY'S TMJ4 started their broadcasts in 1981.

The 2007 Sports Auction 4 MACC raised nearly \$50,000 with matching funds 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 to TODAY'S TMJ4 for helping the children with cancer and blood disorders for the 28th straight year!

Make a date to tune in and bid on exciting sports items just in time for holiday gift giving.

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# Peggy Troy named President and CEO of Children's Hospital and Health System

*Marquette University graduate began career at Children's Hospital as a nurse intern and staff nurse.*

Following an eight-month national search, Peggy Troy, RN, MSN, currently chief operating officer of Methodist Le Bonheur Healthcare in Memphis, Tenn., has been named president and CEO of Children's Hospital and Health System. Troy will join the health system Jan. 11. She replaces Jon E. Vice who announced March 4 that he would leave the system after the new CEO was named.

Methodist Le Bonheur Healthcare includes two academic medical centers, four community hospitals, a long-term care facility, a home health agency, ambulatory surgery centers, and adult and pediatric outpatient clinics. With more than 1,600 licensed beds, the system employs more than 10,000.

Prior to serving as COO for Methodist Le Bonheur Healthcare, Troy was CEO of Le Bonheur Children's Medical Center for three years. She also had nearly 20 years of leadership experience at Cook Children's Medical Center, Fort Worth, Texas.

Troy earned her Bachelor of Science in Nursing from Marquette University in 1974. While attending MU, she served as a nurse intern at Children's Hospital of Wisconsin. Troy also earned a Master of Science in Nursing from DePaul University, Chicago.

"Peggy's pediatric hospital and health care system experience and her solid reputation across the country made this a relatively easy decision for our search committee," said Susan Herma, chair of the search committee of the Children's Hospital and Health System Board of Directors. "We believe Peggy is the right person to provide leadership to implement the health system's strategic plan."

"It is an honor to have been selected to lead Children's Hospital and Health System. It was a difficult decision to leave Methodist Le Bonheur Healthcare, but this is the right opportunity for me at this time in my career," said Troy. "I am looking forward to settling in Milwaukee, meeting the physicians and staff throughout the health system and becoming reacquainted with Wisconsin."

*Excerpted from the Children's Hospital of Wisconsin News Release*

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

Twenty-three teams and hundreds of spectators gathered to play "tug of war" with a Midwest Airlines jet weighing more than 70,000 pounds on Oct. 4 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 along with longtime MACC Fund friends Bob and Brian of "The Hog" 102.9 FM's top-rated morning show. They emceed the event to the delight of all for the second straight year.



Teamwork is more important than brawn in this unique challenge. It drove Coriga's Players (known as the Cyclones in 2007) to win the unique challenge in a pull of 5.93 seconds. Oz Ogres finished second while Club Paragon finished third. Each member of the 12-person championship 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 sarcomal 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 teams cheered them on. They didn't win, but everyone knew they were the biggest winners.

Club Garibaldi's Flying Monkeys were awarded the Team Spirit Award. The Top-Gun fund-raising award went to the Prudential office headed by Jim Fischer. They attended the Milwaukee Bucks game in a Bradley Center Suite courtesy of Pepsi Americas.

Everyone had fun. After all, how many people can say they pulled a jet airliner? The "family-friendly Kids Area," presented by the Bucks Energee Dancers, featured Jer Bear the Clown and Chocolatta the Clown, balloon animals, a "Kids Pull" and the All-Star Mascot Pull. The Oak Creek Cheerleaders added to the fun as well.

Sentry Insurance, Derco Aerospace, Bayshore Town Center and National Insurance Services joined the Plane Pull team with generous sponsorships. Pepsi Americas, Alterra Coffee Roasters and Sliver Spur BBQ provided food and refreshments. Karl's Event Rental provided great support as did Bell Ambulance, Milwaukee County and the General Mitchell International Airport Fire Department. Thanks to all of the generous sponsors led by long-time MACC Fund friends Midwest Airlines, Laacke & Joys and The Hog's Bob and Brian.

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 who have supported this unique event since 2003.

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## Ridin' for Research for MACC

The MACC Fund is grateful to be the beneficiary of the 9th Annual Ridin' for Research on Sunday, March 1 at the Princeton Club in New Berlin. 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 6.

Last year's indoor cycling event raised over \$135,000 for important research.

Riders who are Ridin' for Research can choose to cycle for a \$25 entry fee and a \$50 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)

## RACC for MACC

Racers Against Childhood Cancer, (RACC) captures the support of a unique segment of athletes who race and like to help the MACC Fund's fight against childhood cancer. 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."

Racers have huge hearts and are always ready to help when asked. RACC hosted several different events from traditional races, to "speed golfing" to a golf open. In addition, RACC 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. RACC donated \$25,000 to the MACC Fund in its first season. Thanks to Jenny and Cole Braun and everyone else who embraced this great concept to help the children.

An exciting new RACC venture is the GL Multisport and Running Expo. This exciting event will host over 100 exhibitors, five keynote speakers, eighteen technical sessions. Over 10,000 people are expected to attend with a common goal of enjoying the lifestyle of endurance athletics, multisport (swim, bike, run), and running. Make a date today for Jan. 31 and Feb. 1 at the Waukesha Expo Center.

For information regarding the RACC activities and how to get involved is available at [www.raccfund.org](http://www.raccfund.org). Interested individuals can also get information by calling Cole Braun directly at 262-751-5636.



## Balistreri Sendik's Markets Back MACC

The Balistreri owned and operated Sendik's Food Markets - in Whitefish Bay, Wauwatosa, Mequon, Grafton, Elm Grove, Franklin, Greenfield and Germantown - have joined the MACC Fund team. The stores will be featuring the MACC Fund in their Winter *Sendik's Food Market real food magazine*. The magazine's cover showcases *Chocolate Cheer* with a chocolate whiskey cake that looks delectable. The impressive edition is brimming with all kinds of ideas for the upcoming holidays. It sells for \$1.99 each with all proceeds to the MACC Fund.

In addition, the Sendik's stores will offer special merchandise to benefit the MACC Fund. Plus, you can buy a candy cane for a dollar promoting the 24th annual "Candy Cane Lane" in West Allis to benefit the MACC Fund through "Sharing Christmas." You can also get your TODAY'S TMJ4 MACC\*Star designed by 12-year-old Montana Weiland for \$10 at Sendik's.

The Balistreri owned and operated Sendik's have distinguished themselves as leaders in grocery and fine food retailing since 1926. Now with eight great locations in the Milwaukee metro area, they have reached out to help the children with cancer and blood disorders through their support of the MACC Fund. The MACC Fund is grateful to be part of the Balistreri family stores from November through January.



## 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.

## Admirals Hockey Continues to Back 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 memorable game between the Olympic Gold-Medal winning hockey team - before their famous "Miracle on Ice" victory - against a team of league all-stars. Throughout the ensuing years, the Admirals continued to have special games and promotions benefiting the MACC Fund. "The Famous Chicken" even took to the ice! Last March, the Admirals continued their support by raising nearly \$20,000 through their third annual charity against the Houston Aeros at the Bradley Center.

The MACC Fund is grateful to be the beneficiary of the Admirals Charity Game once again this year on Sunday, March 1 against the Houston Aeros. The Admirals great ticket price of \$3 in the Bradley Center's upper bowl makes it the best value in town. The MACC Fund will receive \$2 from every sale. Tickets are available by calling the Admirals at 414-227-0550 or by visiting [www.milwaukeeadmirals.com](http://www.milwaukeeadmirals.com). Make a date today to be part of the great Admirals hockey fun which promises to be action-packed "good time for a good cause."

Thanks to the Admirals Governor and CEO Harris Turer, President Jon Greenberg and their great staff for keeping the Admirals tradition of caring for kids with cancer and blood disorders alive. And don't think you have to wait for March 1 to enjoy Admirals hockey. They heat up the ice at the Bradley Center every week!

## Wakeboarders

### Clip Close for Charity and Help the MACC Fund with \$10,000 Donation

In July 2002, Cheri Amore passed away at the age of 17 after a life-long battle with leukemia. A long-time supporter of the MACC Fund, Cheri helped to increase awareness and raise money to fund research in order to cure childhood cancer and other blood-related disorders. Her father, Buster, credits the MACC Fund. "There is no way that Cheri would have been able to live as long without the research supported by the MACC Fund," he said. Cheri's family and friends refused to let her death mark the end of her MACC Fund legacy. Following this lead, Cheri's friends, Danny Amir and Erik Ruck, originally grew their hair long because it looked cool. However, after being teased relentlessly, they decided that they would raise money for the MACC Fund by cutting their ponytails at the Air Nautique WWA Wake Board Nationals on Aug. 28. Erik is a nationally renown wake boarder and former national champion. Danny is the pro tour's announcer. Both opted to donate their ponies to Locks of Love, non-profit organization which provides hairpieces to financially disadvantaged children in the United States and Canada under the age of 18 suffering from long-term medical hair loss from any medical diagnosis. Noting the excitement over the wake boarders' soon-to-be shorn locks, Danny offered to shave his head if the crowd could raise \$5,000. With that amount quickly met, he upped the ante. For another \$5,000 he would have his eyebrows be shaved off as well. All told, \$10,000 was donated in Cheri's honor to the MACC Fund. We know she joins the MACC Fund in saying "Great job guys!"

## The Ale House Brews Up a Winner

Winter in Wisconsin can get a little long. But thanks to the popular Ale House in Milwaukee's Historic Third Ward, at least the month of February will seem 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 Ale House raised a record \$15,000 for the MACC Fund. Cheers...to the Ale House and all who hoist a mid-winter "Gift of Hope." Plan on joining the fun this year on Feb. 22.



# MACCetera

**Kris Zimmer** of the Lakeridge Subdivision in Oconomowoc, along with friends and neighbors held a triathlon block party with their kids. Kids biked, ran, swam and had fun raising \$500 for the MACC Fund. Way to go!

**Kayla Fixel** held a lemon-aid stand this summer raising \$22.27 for kids with cancer and blood disorders. Thanks Kayla.

National Honor Society students at **Cedar Grove-Belgium Schools** raised \$430 through their NHS's spring community service project.

On May 9 the **Uptown Motors** basketball team hosted the MACC Fund Benefit Basketball Game at St. Jude Church in Wauwatosa. Participants and those watching were able to meet members of the Milwaukee Marauders Football Team as well as 1994 Rose Bowl members Chris McIntosh and Jamie Vanderveldt. All came together to raise \$776 for kids with cancer and blood disorders.

**St. Mary's Springs High School** had "jean days" through out the 2007-08 school year and raised \$160.45.

**Our Lady of Lourdes Parish Drama Ministry** hosted Feast of Life raising \$270 for the MACC Fund.

The MACC Fund benefited from the **Societa Santa Rosalia** second annual dinner dance, raising \$4,000. Thank you for supporting our mission of helping kids with cancer and blood disorders.

The Kids for Character Club at **Erickson Elementary School** in Bloomingdale, Ill. raised \$76.62 for the MACC Fund. Thanks kids!

The 2007-08 Student Council of **Baraboo High School** raised \$226 through various fund- raising activities for the MACC Fund.

On May 1st, Mrs. Reuters 2007- 08 4k class of **St. Alphonsus** in Greendale had a huge Art Fair. The children sold art that they had created throughout the year. The kids raised \$828.74 through their sale. Thanks guys!

**Chickens 4 Charity** held a "Volleybash" on July 26 at Fat Daddys raising \$2,500 for the MACC Fund. That's not "chicken-feed!!!"

**Marquette University's Alpha Xi Delta Sorority's** "Choose Children Week" raised \$2,582 through the sale of Big Kidz Lunches and a Spaghetti dinner. Thanks to all of the AZD sisters for their great work and to the men of Delta Chi Fraternity for providing their house for the dinner.

**EJ Salentine** hosted the 27th annual Original GTO Club's all-Pontiac Car Show on Aug. 10 raising \$500.

**Christine and Daniel Waschow** once again hosted their annual "Celebrate Life Party" in August. They started this party to celebrate Christine's recovery from acoustic neuroma, a brain tumor that almost took her life. She and her husband decided to raise money to help children with cancer. Their motto is to "Help a Life, the Children of Our Future." This year they were able to raise \$740. Thanks guys!

The JV Girls Golf Tournament **Homestead High School** hosted a tournament and made a donation in the name of Arrowhead High School for \$200. Thanks Girls!

**Halliday's Irish Pub** hosted their Second Annual Bobby Halliday Memorial Golf Outing and chose the MACC Fund as one this year's charities, donating \$500. Thank you!

Thanks to the **Jerry's Race for Kids** for raising money for the MACC Fund this year.

**Congratulations** to the Milwaukee Bucks' broadcast team including **Jim Paschke** and **Jon McGlocklin** for winning an Emmy for local sports programming.

*"Providing hope through research to children with cancer and related blood disorders since 1976"*



Midwest Athletes Against Childhood Cancer, Inc.

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