



Teaming Up to Cure Childhood Cancer and Blood Disorders through Research

MACC FUND TODAY

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Dr. Jogal and a team of specialists provide comprehensive and unified care to children with brain tumors.

A leukemia survivor himself, he offers keen insights into patient care

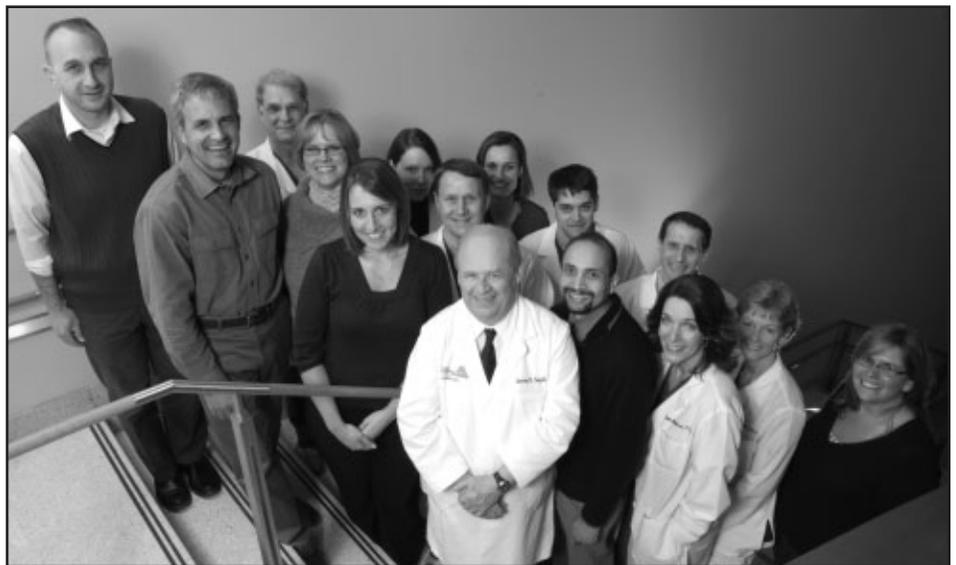
It took an extra year of clinical study before “a light went on” for Dr. Sachin Jogal to decide he wanted to enter the field of brain tumors. At the time he was doing his pediatric hematology/oncology fellowship at St. Jude’s Research Hospital which led him to eventually grow into his niche of expertise.

Dr. Jogal is now the Assistant Professor of Pediatrics at the Medical College of Wisconsin in the Hematology/Oncology Clinic at Children’s Hospital of Wisconsin. He has overseen the program here for just over five years, having made his way from India where he was born and raised for 10 years, before moving to New Jersey for health reasons. He is a leukemia survivor. Dr. Jogal and his wife have three children and reside in Elm Grove, Wis. “where we love the snow.”

Sach Jogal and his colleagues are developing a brain tumor program here that includes optimal management of these patients requiring a multi-disciplinary approach. Prior to his arrival there was really no formalized approach to the care of this unique patient population at Children’s Hospital.

“We have had the right ingredients – great clinicians and personnel with needed expertise, the required subspecialties and services,” Dr. Jogal said. “There was some revamping to do in trying to be more cohesive and have a more team-based approach for our patients as opposed to neuro-surgery doing their own bit, we doing our own bit and everyone else doing their own bit. There was very little cross-talk.

“But now, we have evolved into a cohesive, unified group that interacts to provide excellent care of patients with brain tumors



Back row: Selim Firat, MD (Neurosurgery), Bruce Kaufman, MD (Neurosurgery), Catherine Amlie-Lefond, MD (Neurology), Marike Zwiennenberg-Lee, MD (Neurosurgery), Sean Lew MD (Neurosurgery)

Middle: Fred Klingbeil MD (Rehabilitation Medicine), Laura Vanswol RN (Neuro-Oncology Nurse Coordinator), Jennifer Koop (Neuropsychology), Dave Tuinstra and Chris Peske (Physician Assistants, Neurosurgery)

Front row: Hervey Segall, MD (Neuroradiology), Sach Jogal, MD (Oncology), Anne Matthews and Nancy Etter (Physician Assistants, Neurosurgery) Amy Heffelfinger-Miles, PhD (Neuropsychology)

Other team members integral to the Neuro-Oncology service are not pictured.

and the nidus to start asking important research questions to improve our care in the future.

“We can now feel ourselves as part of one group with a specific cause – taking care of our brain tumor patients. This includes not only providing the best therapies against their cancer, but also to optimize the individual persons – to maximize their potential in every aspect of their life that may be affected by having a brain tumor.”

Patients with central nervous system (CNS) tumors have complex medical and social

needs that begin at diagnosis and continue to evolve throughout their life. Many have multiple abnormalities including neurologic, vision, hearing, speech, endocrine and neuropsychologic.

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Dear MACC Fund Supporter:

A few days ago John Cary and I were at the UW Carbone Cancer Center for a grand opening reception for the 3rd and 4th floors of the Wisconsin Institutes for Medical Research (WIMR) in Madison. It's another big step in curing childhood cancer because the 4th floor includes the *'MACC Fund Childhood Cancer Research Wing - a gift from the Midwest Athletes Against Childhood Cancer'* and made possible by the MACC Fund's many sponsors, donors,

staff, families and friends over the years.

Under the direction of Paul Sondel, MD PhD, this wing will support the mission of the University of Wisconsin's Carbone Cancer Center Pediatric Hematology-Oncology Program in providing innovative, comprehensive, and compassionate family-centered clinical care which is dependent on research and teaching and requires their complete integration. Dr. Sondel believes research is the key to improved treatments (better drugs), improved treatment protocols, improved biology knowledge which allows 'tailoring' treatment to patients, and improved coordination and standardization of treatment delivery by multiple clinical disciplines.

By creatively blending the expertise and resources of the Cancer Center researchers and physicians at WIMR, this unique collaboration is accelerating new cancer discoveries from the laboratory research to clinical research to translational research that gets treatment to the patient bedside. All the ingredients necessary for that kind of progress are in place - outstanding investigators with fine ideas and commitment to excellence in care and research, an exceptional clinical facility for research, treatment and care of kids with cancer, a research environment (both a philosophy and a research facility) of excellence, and research support through NIH and private philanthropy.

Overall, the goals of childhood cancer research are much broader than you might think; they're aimed at (1) more effective, less toxic treatment for all children with cancer and related blood disorders, (2) adding to the body of knowledge and treatment philosophy that will improve the care for adults with cancer as well, and (3) providing lab and clinical insights into improved treatment for other diseases, too. What could be more useful to so many? What could be more gratifying to those who are both new to this work and those who've worked with us throughout Wisconsin and the Midwest to support childhood cancer research and the progress made in childhood cancer survival rates over the last 30 or 35 years. We've had wonderful partners in this work at the cancer centers at the Medical College of Wisconsin and at the University of Wisconsin and the treatment and care their doctors provide through the Children's Hospital of Wisconsin in Milwaukee and the American Family Children's Hospital in Madison. Many families and their kids are better for it. How lucky we are.

Here's the irony in all this for me - as I sit here writing about how research is curing cancer I know from a CaringBridge journal update that the son of life long friends has been in a slow and steady decline over the last six weeks. I have known Chris every day of his life. After some hopeful remission, his brain cancer has progressed significantly and the only treatments available are quite toxic and unlikely to work. How can we believe we've done enough if those are the choices we're left with? Paul Sondel told me a few years ago that there's urgency for these kids every day. Still, some won't make it. They're the ones who don't have time to wait.

When that time comes, we've either done enough or we learn again how much more there is to do. Simply said, it reminds us that we have an obligation to raise more money, faster. Thank you for helping.

Bill Steinberg, Board Chair



Dear MACC Fund Friend:

It's Spring and we need to start thinking of all of the many activities that will be coming up to help the MACC Fund in the busy summer months ahead.

Naturally our thoughts turn to bikes since the TREK 100 captures the attention of the MACC Fund each Spring, and for good reason. The TREK 100 has raised nearly \$9 million of Hope over the past 20 years. This year marks the start of the third decade of the TREK 100. I remember the first one from Madison to Milwaukee! We are heading west again to the Trek Bicycles headquarters in Waterloo. We hope that you will join us on Saturday, June 12. Needless to say, the MACC Fund is indebted to John Burke, President of Trek, and his entire team which has embraced the MACC Fund and its kids for 21 years!

Spring also means getting ready for the *MACC Fund Golf Tour*. Fittingly, the Tour started with the great Lake Country Charity Invitational featuring many of the state's finest high school golfers at Brown Deer Park while raising nearly \$150,000 over four years. Kids helping kids. You can't beat that!

The granddaddy of the Tour - The Chili's MACC Open on Monday, June 7, at Tuckaway - gives me a chance to team up again with my good friend and teammate Junior Bridgeman who owns ERJ Dining, Wisconsin's franchisee for Chili's. It is fitting that we have come together again to help kids since Junior was playing for the Bucks in the game when the MACC Fund began at halftime on Dec. 10, 1976. We hope you will join us for the Chili's MACC Open or at one of the other 20 golf events which make up the MACC Fund Golf Tour.

Speaking of seasons, in Wisconsin it is always Packers season. The MACC Fund is honored to benefit from *"An Evening With Aaron Rodgers."* The Packers impressive quarterback has shown as much style, grace and class off the field as he has on it. This is one more example of that. He exemplifies the commitment and interest shown by athletes helping the children which has been a trademark of the MACC Fund since 1976.

Thanks for your continued interest and support. We know the economic challenges are many, but you have shown over the years that your heart and love for the children and the MACC Fund rises above it all. For this and much more, I humbly and gratefully say *"Thank You."*

Jon McGlocklin, President

The 21st Annual TREK 100

It is hard to believe that the TREK 100 is starting another decade of Hope. The first "generation" of TREK 100s raised nearly \$9 million for pediatric cancer and blood disorder research. Trek Bicycle Corp. of Waterloo, Wis. has been an incredible sponsor in this impressive "Gift of Hope" through cycling. Now it is time to ride again on June 12 in the **TREK 100** - the largest fund-raising event in the 33-year history of the MACC Fund. Cyclists can "ride for hope" in the 21st Annual TREK 100 by choosing the 100-mile, 100k (62-mile), 36 or 19-mile route.

A great ride through Wisconsin's beautiful farmland on rolling rural roads around Waterloo, the home of Trek Bicycles, awaits the riders. Last year, 2,400 cyclists raised net proceeds of over \$700,000 in what has also been voted "one of the best rides in the country" by *Bicycling Magazine*. The TREK 100 will be a homecoming as the ride will center around Trek's impressive worldwide headquarters.

The entry fee is \$40 per rider plus pledge amounts equal to \$1 per mile ridden. The entry deadline is May 31.

Participants receive a commemorative 100-percent heavy cotton T-shirt, breakfast, lunch and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around from the Trek Wrench Force as well as local Trek dealers will be on hand to assist riders.

A post-ride celebration, featuring a chance to visit the Trek Bicycles Atrium with impressive historic cycling displays, music, great food and a relaxing massage, tops off a terrific day of cycling and giving hope to kids with cancer.

Great Trek merchandise is offered as an incentive for those who "go the extra mile" to raise pledges to help a child with cancer. Items include TREK 100 socks, floor pumps, bags, headlights, tool packs, trainers, repair stands and a wide variety of Trek bikes.

The TREK 100 Century Club offers members who raise \$1,000 by May 31 with some added benefits, including: a cocktail reception; live music; a limited edition gift; an amazing silent and live

auction featuring one-of-a-kind cycling items and much more.

Thanks to Trek Bicycles and the TREK 100 corporate sponsors, including the Trek Bicycle Store in Madison, Bank of America, Sells Printing Company, Hanson-Dodge, Prime Coatings, Wheel and Sprocket, Saris and Triple MMM 105.5fm World Class Rock.

Sign up today to become part of the 21st TREK 100 team as a rider or a volunteer. The 100-mile and 100k rides will start from Trek at 7:30 a.m. while the 36-mile and 19-mile rides will start at 10 a.m. On-line registration at www.trek100.org or www.maccfund.org makes it easy, fast and convenient or call 414-456-5830 or 800-248-TREK.

ride for hope™

The annual ride to fight childhood cancer.



TREK

TREK 100 June 12, 2010

Midwinter Brewfest Packs 'Em In

The Midwinter Brewfest was held at the **Milwaukee Ale House** in February and raised nearly \$20,000. Hundreds of patrons enjoyed live music by Copper Box, food from Palermo's and Usinger's, and beverages from over 30 microbreweries which supplied their golden brew to help make some MACC Fund gold!



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They are at risk for treatment related toxicities to multiple other organ systems, such as lungs, heart, liver and kidneys. They are subjected to wide variety of physical disabilities, cognitive delays, growth failure and psycho-social issues.

These have significant ramifications of affecting their school, home, work and social – their daily life for the rest of their lives. It is essential that these patients and their families have a comprehensive and consistent approach tailored to manage their complex needs from the time of referral to long term follow up. The Brain Tumor group here now delivers exactly this in a unified, team-based manner. Having a formalized approach to patient care is very reassuring to patients and their families.

“We wanted our families, their pediatricians – our community – to feel at ease that their child, their patient is an optimal place to manage their brain tumor,” Dr. Jugal said. “Having the understanding that he/she is going to get the best care there is out there is key.

“We want them to have the sense that their child is in the right place. All too often, I get the question ‘Do I need to be at a place like St. Jude’s?’ Realizing that these patients get the same world class therapies and managements right here minimize this anxiety and second guessing. They need to build that trust with us, that level of respect and reassurance that their child is going to be taken care of and they are at the best place.”

The pediatric brain tumor specialists are quite a close-knit and rather small community.

“There may be 40 or so of us around the country,” said Dr. Jugal. “We cross-talk through national meetings and update each other through personal communication on a regular basis. We constantly update ourselves as to the availability of current treatments and prospects for future therapy strategies.”

Most current therapies and national clinical trials are offered here at Children’s. “I can have access to investigational drugs and trials that may not be available here. To this

extent, I can easily direct their care to my colleagues elsewhere, if that is in the best interest of the patient. That kind of reassurance to families is critical.”

As a leukemia survivor and success story himself, Dr. Jugal, doesn’t take what patients have to go through lightly.

“Cancer’s never good for anyone, especially kids,” he said. “Sometimes I question myself what kind of morbidity I got through all the therapy, including brain radiation. When I see some of these studies of brain tumor patients who got brain radiation...or leukemia patients who had brain radiation...a lot of my impetus goes to the care of patient first.”

Brain tumors represent about 20-25% of malignancies in children. In the U.S., about 2,500-3,000 new cases occur per year. The incidence of childhood brain tumors has been rising over the past 30 years (from 2.3 to 3.5 per 100,000 during the period of 1975-2002). The five-year survival of these patients is 50%-65%.

The long term survival rate for children with cancer has now improved to about 80% overall. However, survival rate for children with brain tumor has lagged behind.

Dr. Jugal and the team of specialists experienced in the care of children with brain tumors sees about 40 patients per year, mainly from the Midwest. Dr. Bruce Kaufman, chair of pediatric neurosurgery, has also been instrumental in program development. The task of coordinating team members lies with nurse coordinator Laura Vanswol, who takes the first call, organizes, does the majority of the follow-up.

“We are fortunate to have such a close, collegial, and talented individuals from multiple disciplines that are proud to be within the Pediatric Neuro-Oncology group here at Children’s.

“However, we have to do better to improve our battle against brain tumor,” Dr. Jugal added. “We have to do better to prevent or minimize the side-effects from having brain tumor.

“To this extent, I am proud to see that interdisciplinary interaction within this program has brought us together to optimize our potential to improve. Over the past two years, we have embarked on multiple translational and clinical research studies that encompass investigators from different disciplines.”

This multidisciplinary collaboration is bound to continue to foster more exciting and innovative research here.

“If you take care of the patient...and their family...then everything else around you – including recognition of the institution, the program within it, and the individuals that represent the program and the institution – will come around. We’re thankful to have the MACC Fund and their support.

“As we move to formalize our program into the future, I am certain that the MACC Fund will have a significant role in shaping it. The MACC Fund has been, and will continue to be a vital partner in the fight against cancer, in the improvement of lives of children with cancer here. We need to, and will, work together to be our best.”

May is Brain Tumor Awareness Month

Coinciding with Brain Tumor Awareness Month in May, Dr. Sachin Jugal is seeking to raise awareness of care of children with brain tumors. Activities are planned at Children’s Hospital of Wisconsin to include patients and families along with health care providers.

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The **MACC FUND TODAY** is the official newsletter of the MACC Fund, Midwest Athletes Against Childhood Cancer, Inc. Founded in 1976, the MACC Fund supports pediatric cancer and related blood disorder research in Wisconsin. The MACC Fund has given \$35 million to support scientific research at the Medical College of Wisconsin in the *MACC Fund Research Center* and at the *University of Wisconsin’s Paul P. Carbone Cancer Center in the MACC Fund UW Childhood Cancer Research Wing*. Translational or clinical research is supported at Children’s Hospital of Wisconsin in the *MACC Fund Center for Cancer and Blood Disorders*. The MACC Fund is a federally designated 501(c)3 nonprofit corporation with its office at 10000 W. Innovation Drive, Suite 135, Milwaukee, WI 53226. Telephone: 414-456-5830; 800-248-8735; fax 414-456-6170; email: info@maccfund.org; website: www.maccfund.org Editor: Sean Callahan.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.

“An Evening with Aaron Rodgers”

Green Bay Packers quarterback Aaron Rodgers has made quite a name for himself on the football field. He has also impressed people by the way he handles himself off the field. He wanted to help the MACC Fund help the children and invited some of his friends and fans to join him.

“An Evening with Aaron Rodgers” on Monday, May 17 at Mo’s...A Place for Steaks in downtown Milwaukee is hosted by RBSH Enterprises, Inc., Mo’s...A Place for Steaks and the MACC Fund and sponsored by West Bend Mutual Insurance and Jigsaw, an advertising and marketing firm.

The intimate gathering of fans of one of the brightest stars in the league’s quarterback constellation to benefit the MACC Fund includes Jen Lada of Fox6 Sports hosting a live interview with Aaron followed by a question and answer period.

The MACC Fund is honored to be the beneficiary of “An Evening With Aaron Rodgers.” Aaron exemplifies the commitment and interest shown by athletes which has been a trademark of the MACC Fund since 1976.

The MACC Fund is grateful to Aaron Rodgers and its friends from RBSH Enterprises Inc., Mo’s...A Place for Steaks, West Bend Mutual Insurance Company, and Jigsaw for helping it give a “Gift of Hope” through research to help the children.

The J.K. Lee “Board Break-A-Thon”

The J.K. Lee Blackbelt Academy’s “Board Break-A-Thon” on Feb. 20 at Wauwatosa’s Mayfair Mall raised over \$50,000 for the MACC Fund. Grand Master J.K. Lee’s children Master Chan Lee and Miss Christine Lee worked tirelessly to produce an event that not only raised important funds for the MACC Fund, but gave their students a chance to help children with cancer and blood disorders. They also entertained appreciative crowds.

Hundreds watched in amazement as students of all ages displayed their incredible skills. They were adept at fund-raising, as well. The students were inspired to raise funds to help the children by a fellow student, Hollyn Peterson, who is battling cancer. The MACC Fund is indebted to the Lees; their dedicated and talented students; their family and friends as well as Mayfair Mall for this wonderful support. No one’s sure how many boards were broken, but be assured this outpouring of support raised not only life-saving dollars but uplifted many hearts as well.

The world renowned J.K. Lee Black Belt Academy focuses on physical fitness, character development and self defense -- rather than fighting. The goal is to build a student's self-esteem. Students of all ages experience a deepened sense of community. They worked together to improve help their neighbors in need with the benefit of improved physical strength and stamina, better focus and concentration, greater self discipline, competency in self defense and, most importantly, increased self confidence. The practice of martial arts means respecting each other, encouraging and supporting each other, and celebrating each other's successes. J.K. Lee’s fine martial arts instructors are committed to teaching the physical skills while applying attitude-shaping exercises aimed at bringing out the best character and physical potential in each student.



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, 33 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 2009 **MACC Fund Golf Tour** raised nearly \$500,000. 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 fund-raiser 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 or 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.

The **Lake Country Charity Invitational**, featuring many of the area's finest high school golf teams, led off the Tour again this year. Under the direction of Tom Tallmadge, coach of the four-time defending state champion Hartland Arrowhead High School, the Invitational is a fitting way to start the Tour with kids helping kids. The Honorary Chairman for the fourth year was PGA Tour Player and MACC Fund Honorary Athletic Board Member Mark Wilson.

The granddaddy of them all is the **Chili's MACC Open**. Held on the first Monday in June at Tuckaway Country Club, the Open provides golfers a chance to help in 2010 just like they did in 1977 when Robin Yount's fivesome won the inaugural event. The MACC Fund is honored to partner once again with ERJ Dining, the Wisconsin franchisee for the Chili's MACC Open. Former Milwaukee Bucks great and MACC Fund Honorary Board Member Junior Bridgeman owns ERJ Dining. Junior was playing in the game on the night the MACC Fund began during a halftime presentation retiring Jon McGlocklin's number. Chili's is doing a MACC Fund promotion throughout the month of May at its 13 restaurants.

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 even 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 2010 MACC Fund Golf Tour (as of April 30)

The **Lake Country Charity Invitational**, Brown Deer Park Golf Club in Milwaukee, Saturday, April 24.

The **Mike Halvey Memorial Open** in Honor of Kate Halvey, Kettle Moraine in Dousman, Thursday, June 4.

The **34th Annual Chili's MACC Open**, Tuckaway Country Club in Franklin, Monday, June 7.

The **Champps Americana/Thrivent Financial Golf Outing**, Ironwood Golf Course in Sussex, Thursday, June 17.

The **Jim Mech Memorial MACC Fund Open**, Riverdale Country Club in Sheboygan, Friday, June 18.

The **Cheri Amore Memorial Open**, Twin Lakes Country Club in Twin Lakes, Monday, June 28.

The **Max-Fly Open**, Ironwood Golf Course in Sussex, Friday, July 3.

Village Green Invitational, Village Green Golf Course in Muskego, Saturday, July 24.

Paul Davis Restoration and Remodeling Golf Outing for MACC at Blue Mound Country Club in Wauwatosa, Monday, July 26.

102.9 FM, The Hog's Bob and Brian Open, Grand Geneva Resort in Lake Geneva, Friday, July 30.

Thomas R. Perra Memorial Open, Ironwood Golf Course in Sussex, Saturday, Aug. 7.

Car Care for MACC Open, North Hills Country Club in Menomonee Falls, Monday, Aug. 9.

The **BP MACC Fund Open**, Evergreen Golf Club in Elkhorn, Monday, Aug. 16.

Madison Optimist Club Open at University Ridge in Madison on Sept. 10

MPSO Open (Milwaukee Police Supervisors Organization) Golf Outing, Kettle Hills in Richfield, TBD in September.

Mark Wilson's Making a Mark Fore MACC on the PGA Tour contributes to the MACC Fund based on his performances throughout the 2010 PGA Tour.

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"Tees off" the MACC Fund Golf Tour

The Lake Country Charity Invitational, featuring many of the area's finest high school golf teams, led off the 2010 MACC Fund Golf Tour for the fourth straight year. Under the direction of Coach Tom Tallmadge of four-time defending state champion Hartland Arrowhead High School, the tournament was held at Brown Deer Golf Course on April 24. The course hosted the PGA Tour's event for years.

Despite persistent rains and temperatures which never topped 45 degrees, the Invitational was played in its entirety for the first time in three years. Hartland Arrowhead's Varsity won the event with Arrowhead's Varsity Reserve team coming in second. Marquette High School's Varsity Reserve team finished third. Marquette's Luke Rhyner was Medalist with an impressive score of 72.

Mother Nature did her best to make her presence known once again this year, but she couldn't dampen the spirits of the golfers who raised nearly \$32,000. They were inspired by 6-year-old Emilie Janzen, who was diagnosed with cancer in 2008. She came back for a second year - this time without her pink hat - so the boys could see her hair adorned with a bow. Her smile brightened the threatening skies as her proud dad Erich thanked the admiring golfers. A tear or two in the crowd was a harbinger of the moisture soon to come, but alas, play continued and everyone was better for that.

MACC Fund Honorary Athletic Board Member and PGA Tour Professional Mark Wilson is the Invitational's Honorary Chairman. His resume includes winning the 2007 Honda Classic and the 2009 Mayokoba Golf Classic Open. He wrote a letter thanking the players and encouraging them in their fund-raising for the MACC Fund. He reminded players that the challenges they face pale 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 sponsored holes at the Invitational. Mark will play nine holes with golfers from Hartland Arrowhead and Kettle Moraine high school. They won a raffle of the top fund-raising teams for the chance to play with Mark this summer as he has for the past three years.

A high school golf tournament of this type benefiting a charity is certainly impressive if not unprecedented raising nearly \$150,000 in four years. Our heartfelt thanks goes out to the players and coaches who raised funds on behalf of the MACC Fund.

Thanks also to the golfers and coaches; the generous donors and hole sponsors; the Arrowhead parents and volunteers; Mark Wilson; coach Tom Tallmadge and Brown Deer golf professional Scott Evans with special thanks to the primary sponsor, Robert W. Baird and Company, for its generous underwriting for the third consecutive year.

The MACC Fund is pleased to join forces again with ERJ Dining, the Wisconsin franchisee for Chili's restaurants for the Chili's MACC Open. The 34th annual MACC Fund Open, the Chili's MACC Open, will be played on Monday, June 7, at Tuckaway Country Club. This first major MACC Fund event has become one of the MACC Fund's signature events. Foursomes of golfers are paired with celebrities from the world of sports, entertainment and broadcasting. The cost is \$375 which includes golf and a cart, a hearty lunch, bounteous dinner buffet, a special gift and a "Gift of Hope" to the children.

Junior Bridgeman owns ERJ Dining. He was a teammate of Jon McGlocklin's on the Milwaukee Bucks and was playing for the Bucks in the game when the MACC Fund began at halftime on Dec. 10, 1976. A longtime member of the MACC Fund's Honorary Athletic Board, Junior is also member of the Wisconsin Athletic Hall of Fame along with Jon. It is fitting that they have come together once again to help kids. We hope you will join us. Simply visit maccfund.org.



"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 \$30,000 to the fight against childhood cancer and blood disorders, bringing his total contributions to \$150,000. That is the largest amount given to the MACC Fund from a professional athlete.

The Wisconsin Lutheran High School and two-time PGA Tour winner and his wife Amy have supported the MACC Fund for seven years. They had excitement of their own minutes after the 2010 Masters when then welcomed their second son Cole into the world. The Wilsons' foursome - with Cole joining big brother Lane - has a special place in the heart of the MACC Fund through the "Making a Mark Fore MACC" program.

Candy Cane Lane continues to glow



Tens of thousands of visitors enjoyed last December's spectacular holiday lights display at the 24th annual *Candy Cane Lane* in West Allis.

Children's bright eyes enjoyed the lights and the thrill of seeing Santa. Generous neighbors once again cared more about making the children happy and helping the MACC Fund than they did about higher electric bills. Giant collection jars jingled with coins which are turned into hope. Outstanding support from area businesses and civic leaders combined for a glowing and colorful "Gift of Hope Through Research" for children with cancer and related blood disorders.

Nearly \$84,000 was raised in the **Sharing Christmas** program this past year. Lights galore brightened the lives of the children with cancer and blood disorders despite another snowy month.

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 the dedicated planning committee, to the neighbors 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 and donors of candy.

The MACC Fund and Candy Cane Lane thanks the following sponsors and 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, Crossmark, Habermehl Electric, Kordus-Wegner Plumbing; Custard Insurance Adjusters, Yaskawa Electric and Lamar Outdoor Advertising.

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West Bend Brewers Doubles for MACC

West Bend's "Silver Lining" is helping the MACC Fund this baseball season with a \$50 donation for every double hit by a Milwaukee Brewers player. Last season the home team had 281 doubles accounting for a wonderful donation of \$14,050. Legendary Hall of Fame broadcaster and member of the MACC Fund's Honorary Board Bob Uecker called many of those doubles on the Brewers Radio Network whose flagship is News Radio 620 WTMJ. The long time supporter of the MACC Fund plans to be back behind the microphone to call them again after his hiatus for surgery in April.

West Bend will host its biennial golf outing for its agents on Aug. 16 at West Bend Country Club. The 2006 and 2008 editions of the outing have raised over \$140,000. Talk about a Silver Lining! The MACC Fund is honored to have Kevin Steiner, President and Chief Executive Officer of West Bend, on its Board of Directors.



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Facebook or Twitter
links at the bottom
of the page.**



Ridin' for Research for MACC

Ridin' for Research has become a sure sign that Spring is just around the corner. The indoor cycling event on Feb. 28 at South Milwaukee Middle School was another great success as 250 indoor cyclists participated and raised nearly \$105,000 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 from throughout the area led the generous riders through the hours. They were joined by young people who have survived cancer whose stories of courage inspired the riders throughout the day. Many of the riders were riding with stories of their own on their minds. Tributes of all sorts made the day extra special.

The University of Wisconsin Milwaukee's Women's Basketball Team was on hand throughout the day attending to the riders' every need. Their outstanding coach, Sandy Botham, was also one of the special guest riders when she wasn't helping other riders with their needs. Sandy is also a member of the MACC Fund's Honorary Athletic Board. The Women's team was joined by their male counterparts for the afternoon. The enthusiasm which these fine student athletes brought to the event was easy to see. The Panthers left with many new fans.

Generous supporting sponsors include: Mo's Restaurants, Hector's Mexican Restaurant, Tripoli Country Club, Goldi's, Archer Promotional Services, Artique, Bartolotta's Restaurant Group, Schwanke Kasten Jewelers, Sabor/Buffalo Wild Wings, Marcus Hotels, Fred Astaire Dance Studio, Emery's Cyclery, Exciting Events, Goodman Enterprises, Trek Bicycles, UWM Women's Basketball Team, John Peret Photography and Barrett Moving & Storage. They all pitched in to make it a great day for the children thanks to the thousands of dollars they raised.

Special thanks to the fitness clubs who donated bikes, prizes or more: Le Club Sports Club, Milwaukee Athletic Club, Elite Fitness & Racquet, Bally Total Fitness, Harry & Rose Samson Family JCC, Metro YMCA's, Gold's Gyms, Sneakers, Wisconsin Athletic Club, and Happy Feet Cycling Team.

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



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 - helped the MACC Fund once again this past winter raising \$60,000 for the fight against childhood cancer and blood disorders! The stores featured the MACC Fund in their Winter *Sendik's Food Market Real Food* magazine. They also provided special merchandise offers throughout the stores to benefit the MACC Fund. In addition, they sold thousands of candy canes as well as hundreds of the TODAY'S TMJ4 MACC*Star designed by 9-year-old Noah Polzin.



The Balistreri owned and operated Sendik's stores have distinguished themselves as leaders in grocery and fine food retailing since 1926. With eight great locations in the Milwaukee metro area, they have reached out to help a variety of charitable causes in addition to the MACC Fund. The children with cancer and blood disorders, and everyone associated with the MACC Fund are grateful to the Balistreri Sendik's stores for their outstanding support.



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 102nd edition of the Greater Milwaukee Auto Show Charity Gala in downtown Milwaukee last February. Tuxedos and glittering gowns filled the hall as generous patrons 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 seventh year the MACC Fund was invited to be part of the festive occasion. MACC Fund board member Tammie Miller and her husband Tom McCormick were the MACC Fund's Honorary Chairs. They worked hard to make it one of the best Galas ever in terms of MACC Fund participation. The MACC Fund joined the Make-A-Wish Foundation and the Bobbie Nick Voss Charitable Funds for Colorectal Cancer Awareness as the 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 seven-year total should be more than \$175,000 for MACC!

maccfund.org

Hope Through Hoops

Kids helping kids. Hope through Hoops. That's what the Wisconsin Basketball Coaches Association (WBCA) has been doing to help the MACC Fund since 1978. This year four schools helped the MACC Fund with special games.

The Grafton High School boys and girls teams played their rival Port Washington in January culminating a variety of fund-raising activities to benefit the MACC Fund. They did a great job and raised over \$1,300, surpassing their wildest dreams.

Waukesha's Catholic Memorial High School took on Mukwonago and included the MACC Fund in their "Coaches vs Cancer" game. After the final horn sounded, their 3-day event raised nearly \$600.

Thanks to these four schools for putting the ball in play for the MACC Fund.

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.

WBCA STARS 'Best of the Best'

The state's best high school basketball players will again converge in Madison on Saturday, June 19, for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games**. 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 33 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 \$1.6 million for the MACC Fund since 1978! Last year's games raised \$106,000!

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 Caron Townsend, Executive Director Jerry Petitgoue, Assistant to the Director Ken Barrett, Boys Co-Chairmen Tony Scallon and Mike Huser and Girls Chair Loren Homb.

Thanks a Million, Coaches!

Battle of the Badges Backs Macc

The MACC Fund was fortunate to be the beneficiary of the "Battle of the Badges" once again this year. The annual hockey game between members of area police and fire departments was held before a Milwaukee Admirals game at the Bradley Center in April. Clad in special hockey sweaters – that's what purists call hockey jerseys - depicting both departments, the teams played a spirited regulation game to the delight of family, friends and hockey fans of all ages. Even some of the Admirals caught part of the game prior to taking to the ice. The Firefighters won on the ice, but the real winners were the kids helped by the MACC Fund. After the final horn both sides shook hands and skated off the ice knowing that they stayed true to their calling of helping others in need. This time their assignment was to help a child with cancer or a blood disorder.

The Battle of the Badges also included a fun night at "Long Wong's" on Bluemound Road. A special 80's night complete with costumes and the great hits was hosted by DJ "Fireman Jim" of 102.9 The HOG. Fireman Jim also did double duty by being a special guest on the Bob and Brian Radiothon for MACC on 102.9 THE HOG in April.

Thanks to the firefighters, the police, the Admirals and everyone who helped raise \$6,696 for the MACC Fund. Special thanks to Roy Spielman of the North Shore Fire Department for coordinating the "Battle of the Badges" and to Christian Osell for organizing the 80's party.



TODAY'S TMJ4 will celebrate three decades of supporting the MACC Fund this year. The station is producing the latest in a series of vignettes featuring the Stories of Hope of children with cancer.

McCoy Contractors sponsors the special vignettes which feature success stories showing children fighting cancer and blood disorders each day. Carole Meekins and Mike Jacobs of TODAY'S TMJ4's News 4 team 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. "From Basement to Beautiful" sums up their work very well. The company's waterproofing, wall repair and expert finishing have made them the leader with over 20,000 projects for satisfied customers since 1956.

TODAY'S TMJ4 has embraced the work of the MACC Fund making a significant difference in the lives of many children for 30 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 the official media sponsor of the Milwaukee Bucks MACC Fund 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.

McCoy
CONTRACTORS
Since 1956



Provides Hope

Women for MACC has been helping children with cancer since 1982. Their efforts have been responsible for generating over \$3.75 million in donations. Members have also brightened the days and shortened the hours for the children and their families at the cancer clinic.

Women for MACC has come a long way since its debut with a Children's Fashion Show featuring the traveling troupe of the Broadway Show "Annie." One thing that has remained constant is the passion members bring as an incredible force in the fight against childhood cancer and related blood disorders. The commitment of the board and members of Women for MACC continues to be 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. 28 - 29 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's event put the 18-year total contribution over \$1 million. The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, will fill the Grand Ballroom at the Hyatt Regency Milwaukee on Oct. 26th.

Women for MACC members always find time to help with MACC Fund events in addition to hosting hospital visits from Milwaukee athletic teams.

The MACC Fund and the children thank Deb Weiner for her term as president and Jan Lennon for serving on both boards, as well as the entire board for all they have done and are doing to provide hope through research.

womenformacc.org

American English Concert Raises Record Dollars

Beatles fans galore in the Fox Valley in February made the sixth annual "American English Benefit Concert for the MACC Fund" a resounding success. The award-winning Beatles Tribute Band turned the "Players Choice" in Appleton into a great concert venue while raising record dollars through this special edition of Music for MACC.

Beatles fan and American English aficionado Greg Thompson had a vision to combine his love of Beatles music with his passion to create this magical mystery tour for MACC.

The fans age and the music gets better each year as the appreciative audience remembered the past as American English performed the familiar and beloved songs. Fans of all ages were once again joined by the music which changed the world. Authentic period musical instruments and classic Beatles costumes added to the night's authenticity.

The concert raised a record \$11,340, bringing the six-year total to nearly \$40,000! That's sweet music indeed. Thanks to Greg and his family for their wonderful "Gift of Hope" to children with cancer and related blood disorders and their families!

Special thanks to all who attended as well as the generous sponsors for their great support.

Brookfield Jaycees Back MACC for 26 years

The Brookfield Jaycees have been helping the MACC Fund through their annual Basketball Marathon for 26 years. This unprecedented backing from a JC chapter is a testimonial to Brookfield's commitment to helping children with cancer and blood disorders. Hundreds of members and thousands of players have taken their love of the game to the hardwood for the love of the kids. This year's games in March tipped off a new quarter century of support. This incredible commitment prompts a humble "Thank you" from the MACC Fund and all of the kids who had a chance to bounce a ball and make a basket thanks to the Brookfield Jaycees' help.



Robinade Old School Lemonade Backs MACC

Who would have ever thought that Robin Yount's "Robinade" would be attracting as many fans as his Hall of Fame career did as a Milwaukee Brewers icon? Well, maybe not quite as many as his Brewers fans, but the number of Robinade thirst quenching fans is growing every season.

Robin certainly made a great name for himself during the glory years with the Milwaukee Brewers. Turning lemons into lemonade, he is still helping the MACC Fund help kids just like he helped the Brewers win games. He was a star on the diamond and the children the MACC Fund helps knows he was a gem off the field too. Just as Robin thought of the MACC Fund during his playing days, he thought of it as he entered the refreshment field. The MACC Fund benefits from proceeds of "Robinade."

Always willing to help the MACC Fund, Robin has been a generous donor of auction items which have raised thousands of dollars for the MACC Fund. He also did a series of six interviews last December promoting the TODAY'S TMJ4 Sports Auction 4 MACC, including a live television weather forecast making him an honorary member of the TODAY'S TMJ4 Weather Team.

Robin turned his love for lemonade into *Robinade Old School Lemonade* two years ago. 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. Robin has added another MVP candidate to the lineup – Robinade LimeAde. He also is introducing a Robinade which you will find on the shelf and not just in the refrigerated cases. 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.

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, when his fivesome 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 one more example of what an All-Star he really is, both on and off the field!

MACCetera

Ridgestone Bank set up donation containers in their lobby. Thank you for the \$45 from the staff and members of Ridgestone Bank.

Greendale High School hosted a Lullaby Concert. Their free will donation raised \$501.

Jacob Lueck celebrated his 10th birthday hosting a bowling party with gifts in memory of Annie Weber and Jeremy Rosen. His friends and family helped him raise \$205. Way to go Jacob!

B'Nai B'Rith Youth Organization Inc. held a fundraiser and chose the MACC Fund to receive \$100.

Fred Korth Bowling Party, now in its 18th year, raised \$2,900. This annual event was held at the AMF in West Allis. Thanks Pat and Fred, not only for your bowling party but for being the annual Mr. and Mrs. Claus to the delight of many children.

Thank you Ryan! Ryan has now raised a total of \$1,660 by selling original origami artwork and forwarding the proceeds to the MACC Fund, all while battling cancer. You are an inspiration, Ryan.

Theta Chi's Ski For Cancer

The University of Wisconsin's Theta Chi Fraternity created Ski for Cancer over four decades ago. After a 15-year hiatus, Ski For Cancer returned to the campus in 2010. The brothers of Theta Chi once again reached out to help the children through the MACC Fund as their predecessors did for many years.

The 2010 Theta Chi Ski for Cancer was held at Tyrol Basin Ski Hill south of Madison on Feb. 20. The students worked with alumni advisers and produced a special day of skiing dedicated to helping the children with cancer and blood disorders. Proud alumni also gave generously for something that was near and dear to their hearts, the rebirth of the venerable Ski For Cancer.

The students and alumni proudly presented a check for \$15,500 in April at the American Family Children's Hospital in Madison to Dr. Paul Sondel of the University of Wisconsin's Carbone Cancer Center. The generous donation will help MACC Fund supported research in the new MACC Fund Childhood Cancer Research Wing of the Wisconsin Institutes for Medical Research (WIMR) on the campus of the University of Wisconsin.

Plans are already underway for the 2011 edition. The MACC Fund sincerely thanks all of the members of Theta Chi, past and present for their great support. Special thanks to Parker Gabriel who headed the fraternity's efforts and to Tom Farins who helped from the alumni perspective.

Friends still remember a special friend



T. Emmett Steele's life affected many people in his short lifetime. 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 by contributing proceeds from the event to the MACC Fund.

Make a date today to be part of the fun for the 15th annual event at the Saddle and Cycle Club, 900 W. Foster in Chicago, on Friday night, Aug. 6.

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, Bill Kelly, Ed Murphy, Brett Opie, Tom White, Kevin Carroll, 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. The group has raised \$450,000 to date so you know what they will be shooting for in 2010! If you are interested in attending this great event, please contact Dwight Ekenberg at EKEK1@AOL.COM

Midwest Airlines Seat Sale Benefits MACC

Midwest Airlines has supported the MACC Fund nearly since the airline took to the skies in 1984. In January, the airline held a public sale of the classic seats that were flown in its MD-80 and Boeing 717 aircraft. These seats were too heavy for inflight service at today's fuel prices, but hundreds of people realized that they were perfectly fit for ground duty in a rec room, family room or anywhere else a comfortable seat could double as a conversation piece.

At \$50 a set, the seats didn't last long. Needless to say, the ever-popular and extra-spacious Signature seats flew out of the hangar. By the time the sale ended, the sale tallied \$11,300 for the MACC Fund's fight against childhood cancer and blood disorders. This is one more example of the airline's long-standing commitment to helping children through its support of the MACC Fund.

Don't worry if you missed out on the sale. You'll have another chance at getting a great piece of Milwaukee's aviation history when a set of seats used on Milwaukee Bucks and Milwaukee Brewers charter flights will go up for bids in the TODAY'S TMJ4 Sports Auction 4 MACC in December. Stay tuned.

In April, Republic Airlines announced that Midwest Airlines and Frontier Airlines would operate under the Frontier brand. Fans of Midwest don't need to worry, since the chocolate cookie will stay in the "best care" tradition of Midwest. It's comforting to know that Frontier – continuing Midwest's tradition of community support – will

FRONTIER
A I R L I N E S

help the MACC Fund push the *frontiers* of research to help children with cancer and



WORKING FOR A HEALTHY WISCONSIN

MACC Fund Benefits from Community Health Charities Workplace Giving Campaigns

The MACC Fund is a proud member of Community Health Charities of Wisconsin (CHCWI), a federation that connects the MACC Fund to workplace/employee philanthropy campaigns for its member health agencies. Through its membership the MACC Fund is included in both public and private workplace-giving campaigns that reach over 750,000 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 in its role to facilitate contribution efficiency and make connections between employees and our members.

Donors to the United Way, the state of Wisconsin campaign and the combined federal campaign can designate the MACC Fund to be the beneficiary of their gift.

CHCWI represents over 50 Wisconsin health agencies and is always 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 the MACC Fund to connect you with 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 at 414-918-9100.

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 Becky Pinter at the MACC Fund at 414-456-5838, 800-248-8735 or info@maccfund.org.

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Bob & Brian Radiothon Backs MACC

The Bob and Brian 28-Hour Radiothon on 102.9 THE HOG on April 8 - 9 was a great success. It raised over \$112,000. That's \$20,000 more than 2009. The popular morning team for more than two decades broadcast live for 13 hours on Thursday and for 11 hours on Friday, while their popular website filled in the void with highlights of the day.

Bob and Brian are longtime supporters of the MACC Fund through their annual Bob and Brian Open, their Plane Pull with Midwest Airlines and Laacke and Joys, their "Best Of" CD and the Radiothon. During the Radiothon, they auctioned off great items, interviewed sports and media celebrities and encouraged people to do what they do, support the MACC Fund. Concert tickets, electronics, unique experience items and much more filled the auction airwaves.

Interviews with Hall of Famer and Brewers icon Robin Yount led off the star-studded cast of interviewees. Other luminaries included Olympic Gold Medalists Bonnie Blair and Dan Jansen, college basketball coaches Buzz Williams of Marquette, Bo Ryan of Wisconsin and Bruce Pearl of Tennessee. Coach Williams joined in the auction fun raising bids to the delight of all before becoming the highest bidder.

Bucks announcer Jim Paschke offered an NBA Playoffs preview. James Jones of the Packers, Kurt Thomas of the Bucks, former NFL standout Joe Panos and the legendary coach of the Milwaukee Wave, Keith Tozer, all called in to help. Two-time U.S. Open Champion, ESPN golf analyst and great MACC Fund friend and honorary board member Andy North called in as well – from the ESPN set between on-air assignments at the Masters!

Fittingly, MACC Fund President and co-founder Jon McGlocklin closed out the final two hours in the studio with Bob and Brian. Generous listeners lit up the phones while listening to Jon's heartfelt and inspirational MACC Fund stories.

The clock struck 5 p.m. on Friday afternoon but the phones kept ringing as listeners joined their favorite radio friends in helping the children. Thanks to one and all, especially Bob and Brian, and the entire staff of THE HOG for a wonderful "Gift of Hope."

