



Teaming Up to Cure Childhood Cancer and Blood Disorders through Research

MACC FUND TODAY

A PUBLICATION OF MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC. Volume 33 No. 1 Spring 2012

Affable 'Dr. Marcio,' new Hematology/Oncology Chief, bolsters effort to make Milwaukee a 'destination center' in Pediatric Cancer and Hematology

MACC Fund, institutional partnerships, Milwaukee influence move to Midwest

How does someone born and raised in Rio de Janeiro, Brazil, who spent a quarter century of his medical education, training and professional career in Los Angeles, end up in Milwaukee? Even more curious is the fact he really, really likes it here.

"I'm being absolutely honest with you," said the newest member to the MACC Fund Research Center team, Marcio H. Malogolowkin, MD. Dr. Marcio (or Dr. M&M) as he is commonly referred to by colleagues and patients, speaks very warmly about his new found home. In fact, he was so excited about the move that he upped his start date to late December so he could experience the full brunt of a Wisconsin winter.

The mild winter might be addressed next winter for the new Professor and Division Chief of Pediatric Hematology/Oncology/Bone Marrow Transplant.

Born and raised in Brazil with an Eastern European heritage, Dr. Marcio knew at the age of 12 he was destined to work in the field of medicine. His strong work ethic comes from his father, a clinical pathologist in one of the largest clinical laboratories in Rio.

"I started cleaning glassware," he said. "My father said that if you are ever to be the boss you have to learn from the bottom up. I knew everything inside out. Then I fell in love with hematology."

Dr. Marcio attended medical school and residency in Brazil. He was accepted for a Fellowship at Children's Hospital of Los Angeles in 1986. His plan, somewhat dictated by his student visa, was to go back



Photo by Children's Hospital of Wisconsin

Marcio H. Malogolowkin, MD

to Brazil, and try to be a clinical researcher and conduct clinical trials.

"But I had always thought about being a medical researcher and I knew if I went back, I'd take over my father's laboratory and I'd miss the patient connection."

After finishing his Fellowship 1989 he was offered a combined position at Children's Hospital of Los Angeles and the Children's Cancer Study Group as a protocol development liaison.

"I trained and worked with a wonderful man, Dr. Jorge Ortega, who became my mentor...and my 'father' in LA. He is a great physician and human being."

Dr. Ortega introduced Dr. Marcio to the world of rare, pediatric tumors.

"I just accepted his mentoring and followed in his footsteps to become an expert in very rare tumors in pediatrics... like liver tumors, germ cell tumors, Wilms tumors...the rarest of the rare."

His focus was always on clinical translational research where he could "improve the outcomes of children with cancer. As a result of that I ran a lot of pilot trials where you test the hypothesis, prove what is feasible and then bring to the large group and pass on to a larger population.

"I did fairly well with those rare tumors. But I also started getting more interested in organizing, administration and making sure that we could take care of patients in a more efficient manner."

Dr. Marcio has spent the past 25 years in pediatric hematology/oncology at California institutions including Children's Hospital of Los Angeles and UCLA. From 2008-2012 he has been annually recognized as one of the "Best Doctors in America."

The past dozen years Dr. Marcio has been working with colleagues from Europe, South America and Japan to bring all these very rare patients to common trials and studies "so that we can learn more about them. We've done a lot of work together and within the next year we may have the first international study for some of these rare tumors. That's a big deal."

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Dear MACC Fund Supporter:

We're very excited about what you read in the cover story article about "Dr. Marcio," new Hematology/Oncology Chief at Children's Hospital. We're lucky to have him and anxious to see what we can accomplish together in building on the important work already done. We're also reminded of the sad fact about the disadvantage for kids with cancer – each year more than a million adults in the US are

diagnosed with cancer while only 13,000 kids are diagnosed with childhood cancers. For adults or children alike, cancer occurs regularly, randomly, and spares no age, ethnic group, socioeconomic class or geography. Cancer research, education, treatment and care is needed by all of them but nowhere more than by kids with cancer and related blood disorders - cancer claims the lives of more children than any other disease.

Each school day 46 kids are diagnosed with cancer. At any given moment, somewhere across the country, 7 kids are literally fighting for their lives and won't live through the day. One out of 5 children diagnosed with childhood cancer dies. Each year in the US almost 3,000 of the 30-40,000 kids in treatment do not survive and two-thirds of survivors face at least one chronic health condition. Despite this, childhood cancer and related blood disorders research is vastly and consistently underfunded. If you know how important childhood cancer research is, this gets to be a pretty emotional thing when you realize how much goes to support adult cancers.

Most money is given to well-publicized adult cancers such as breast or prostate cancer. No wonder, as Dr. Marcio mentioned in the cover story, pediatric cancer only represents one percent of all cancers in North America. Yet childhood cancer competes for the same research dollars the other 99% patients researchers are working for. As an illustration, if the National Cancer Institute's budget is \$4.6 billion, breast cancer receives 12%, prostate cancer receives 7%, all major groups of pediatric cancers combined received less than 3%. Just to be clear, we have no complaints about pink ribbons, no cause is more important to the many women and their families who benefit from it. We just have a lot of our own work to do - raising awareness and understanding, credibility enough to get money that funds budgets and the kind of teamwork that finds permanent solutions for the problems these kids are dealing with. They go through so much, often with no idea what cancer means or how it will change their lives.

All of the money raised by the MACC Fund, its donors, sponsors, athletes, volunteers and staff goes to support the research for treatment and care of kids with cancer and related blood disorders. In Jon McGlocklin's column you'll read about the TREK 100, raising nearly \$10 million over 22 years. The MACC Fund Golf Tour will feature 20 events including the MACC Fund Open which has been held every year since 1977. Our first major event, it is now known as the Chili's MACC Open. Along with other major partners over the years are newer events like an "Evening with Aaron Rodgers" which sold out quickly again this year, an indication of a job well done by all in getting healthy people interested in kids with cancer. Together we've contributed \$42 million and "we are all together," as Dr. Marcio said, all for the same reason; life for kids.

Bill Steinberg, Board Chair



Dear MACC Fund Friend:

Spring came early in Wisconsin this year. This means that people started riding their bikes and hitting the links earlier than ever in preparation for the TREK 100 and the MACC Fund Golf Tour.

The TREK 100 captures the attention of the MACC Fund each Spring, and for good reason. As the largest event in our 35-year history, it has been responsible for nearly \$10 million of Hope over the past 22 years. We will head west again to the Trek headquarters in Waterloo, Wis., on Saturday, June 9, to break that magical \$10-million mark. We hope you will join us for a great ride sponsored by a wonderful company, Trek Bicycle Corp. It goes without saying that 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 23 years! We hope to see you there.

Spring also means getting ready for the *MACC Fund Golf Tour*. The Tour started with the inclement weather-shortened Lake Country Charity Invitational on April 28. For 6 years, the "kids helping kids" Invitational has featured many of the state's finest high school golfers playing so other kids battling cancer and blood disorders can play. MACC Fund Honorary Athletic Board Member and PGA Pro Mark Wilson joined the teams at Erin Hills, the home of the 2017 U.S. Open. I always look forward to the Chili's MACC Open since it is the modern day incarnation of our first major event in 1977. We hope you will join us for the Chili's MACC Open on June 4 or at one of the other 20 golf events which make up the MACC Fund Golf Tour.

It is always football season in Wisconsin and you can't think of football without thinking of Aaron Rodgers. His excellence extends far beyond the lines of the field. He has distinguished himself by helping the MACC Fund raise over \$400,000 since joining our Honorary Athletic Board in 2010. In May he will host his sixth major event for the MACC Fund, the Third Annual "Evening With Aaron Rodgers," which sold out quickly once again this year. He has thrilled many with his exciting play while warming the hearts of the children who benefit from the MACC Fund with his kind and loving spirit. He is an MVP in the best sense of the term.

Thank for your continued interest and support. You have shown over the years that your heart and love for the children and the MACC Fund is ever present. For this and much more, I humbly and gratefully say, "Thank You."

Jon McGlocklin, President

The 23rd Annual TREK 100

The TREK 100 has raised nearly \$10 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 9 in the 23rd annual **TREK 100** - the largest fundraising event in the 35-year history of the MACC Fund. Cyclists can "ride for hope" 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 worldwide home of Trek Bicycles, awaits the riders. Last year, over 2,200 cyclists raised \$750,000. The TREK 100 has also been voted "one of the best rides in the country" by *Bicycling Magazine*.

The entry fee is \$45 per rider plus pledge amounts equal to \$1 per mile ridden. The entry deadline is May 25. The fee increases to \$55 until June 1. 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 comes from the Trek Wrench Force as well as local Trek dealers who are 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 18 with some added benefits as well as a limited edition gift.

The TREK 100 is title sponsored by Trek Bicycle Corporation. Other major sponsors include: DT Swiss, Sells

Printing, Hanson-Dodge, Bank of America, Prime Coatings, 105.5 Triple M, Metcalfe's Sentry Foods, Silver Spur, Wheel & Sprocket and Trek Bicycle Store of Madison.

Sign up today to become part of the 23rd 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 414-955-5830 or 800-248-TREK.

ride for hope

The annual ride to fight childhood cancer and blood disorders.



TREK™

TREK 100 June 9, 2012

Midwinter Brewfest Packs 'Em In

The **Midwinter Brewfest** was held at the **Milwaukee Ale House** in February and raised over \$23,000. Hundreds of patrons enjoyed their favorite live music, food from Palermo's and Usinger's, and beverages from over 30 microbreweries. Thanks to all who made Brewfest a huge success once again!



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Two years ago (March 2010) Dr. Marcio was happily back in LA as the division head for Clinical Affairs and Clinical Research for Hematology/Oncology at Children's Hospital of Los Angeles. It is easily among the top three size-wise in the nation seeing approximately 500 new cancer patients and over 1,000 new hematology patients annually.

"I love LA. It's a big city with interesting weather...very hot. I thought LA had lots of nice people until I got to the Midwest and got to know people in Milwaukee. This is a wonderful, wonderful community. The people are fantastic."

Dr. Marcio never thought he would end up in Milwaukee. His wife Romie, also of Latin American descent, and daughter Julianna said, "Let's go and learn...this could be a good experience."

In September 2010 he came to Milwaukee "and I have to confess, I was absolutely blown away."

Even though he had been to Milwaukee six years prior (for about 36 hours...his daughter was looking at colleges) his impression back then was one of a small community, a college town with a relatively small patient program. He knew a little about the Medical College of Wisconsin and Blood Center of Wisconsin but never had much of a reason to interact with them.

"I was really surprised. I saw a very vibrant institution. There were so many people working together from so many different institutions. I saw so much potential."

Dr. Marcio also found a very strong sense of community and the mission to improve the quality of care for those with pediatric cancer and blood disorders through research and education.

"Our missions paralleled. I said 'Oh my gosh, I have found a jewel in the Midwest.'"

But were the powers to be impressed with a clinician and clinical researcher from LA?

"I really thought they were looking for a basic scientist, a person with RO1 grants or greater access to NIH funding. So to my surprise, in late December (2010, a week before his marriage) I get a call that I'm one of the four final candidates."

Dr. Marcio was asked to come for a second interview in late March or early April.

"I said I want to come at the end of January or February and they said, 'What?' I decided if I was going to live in Milwaukee I ought to know what it's like during the worst part of winter. They said it can very cold and lots of snow. That's exactly why I want to go there."

The honeymoon is still on hold, unless one counts February in the Brew City. But it seems to have worked out.

"To be very honest, I thought she might hate it here and would say no way am I going to stay in Milwaukee. That would have been my excuse to get me off the hook. But Romie experienced what I saw...a great community, wonderful people and the cold never really bothered her that much."

She works as a Psychologist at Children's Hospital of Wisconsin. The couple lives in Fox Point - "a mere 16 minutes away" from the office on a good traffic day.

Dr. Marcio has three major goals:

- 1) To provide excellent care.
- 2) To be an academic leader in pediatric hematology, oncology and bone marrow transplantation through outstanding research and education.
- 3) Foster the development of novel approaches to the treatment of cancer and blood disorders. "Not only do we want patients and families in Milwaukee and Wisconsin to stay here, we want to become a 'destination

center' for areas of specific research. So instead of people going to St. Jude's or Texas they will be coming to Milwaukee and Children's Hospital of Wisconsin for their therapies."

Dr. Marcio values the partnership with the MACC Fund and the commitment to the cause.

"I knew when I went into pediatric hematology/oncology transplants that I wanted to help find a cure for these diseases."

The reality is pediatric cancer only represents 1 percent of all cancers in North America. Yet childhood cancer competes for the same research dollars the other 99 percent of patients researchers are working on.

"We are at a disadvantage. We are in a precarious situation...1.2 million people vs. 13,000 people. The MACC Fund doesn't care about numbers. It cares about giving the best care and finding solutions for the problem of pediatric cancer and blood disorders.

"That partnership is so important to me. I said these are the people I want to work with. This is the kind of team effort we need to further the agenda that is so dear to all from a physician and division head in Hematology/Oncology to a MACC Fund Board Member, just like it is to all of the supporters of the MACC Fund. We are all together."

As Dr. Marcio has said dozens of times to many different people "It was very encouraging to know about the unique partnership with the MACC Fund. It weighed tremendously on my decision to take on this challenge...and so far I am very pleased with the results."

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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 contributed \$40 million to support scientific research at the Medical College of Wisconsin in the *MACC Fund Research Center* and at the *University of Wisconsin's Carbone Cancer Center in the MACC Fund UW Childhood Cancer Research Wing* and 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: 414-955-5830; 800-248-8735; fax 414-955-6170; email: info@maccfund.org; website: www.maccfund.org Editor: Sean Callahan.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.

Aaron Rodgers Backs MACC

Third Annual “An Evening With Aaron Rodgers” is a fan favorite again

After his National Football League MVP season, Aaron Rodgers is looking forward to continuing to help the MACC Fund through his Third Annual “An Evening With Aaron Rodgers.” A capacity crowd will fill the Grand Ballroom at the Hyatt Regency Milwaukee on May 22. Aaron will be joined once again by ESPN’s impressive football analyst, Trent Dilfer, and ESPN’s Jeremy Schaap who did a great E-60 ESPN story on Aaron which included a segment on the MACC Fund.

Aaron’s actions continue to speak as loud as his words during his inaugural Evening in 2010 when he spoke of children with cancer and blood disorders as heroes in his eyes. He went on to say that he was “in it (the MACC Fund) for the long haul.” The crowd cheered its approval that night and the children and the MACC Fund couldn’t have been happier then, and everyone who cares about the MACC Fund continues to be grateful for having Aaron Rodgers on the MACC Fund team.

Last November Aaron appeared on behalf of the MACC Fund at “The Pack Lunch” sponsored by Anheuser-Busch to the delight of a roomful of Packers fans and friends. Anheuser-Busch is also a generous

sponsor of Aaron’s upcoming event in May.

Aaron didn’t waste any time helping the MACC Fund again this year. He was a guest on the Bob and Brian Radiothon in April when he spoke of the Evening and his special interest in helping the children whom the MACC Fund is dedicated to who are battling cancer and blood disorders.

The Third Annual “An Evening With Aaron Rodgers” sold out in a matter of weeks after tickets went on sale in January. It promises to be another great night in Aaron’s on-going support of the MACC Fund. An impressive array of sponsors will team up with Aaron including Anheuser-Busch, Associated Bank, Gruber Law Offices, LLC, the Milwaukee Brewers, the Milwaukee Journal Sentinel, WS Packaging Group, Inc. and West Bend *The Silver Lining*.©

Aaron has participated in a number of events for the MACC Fund over the past two years. In addition, patients battling cancer and blood disorders sit in waiting rooms and are treated in in-patient units featuring a Packers helmet and a picture



of Aaron with Mickey Mouse after his Super Bowl MVP performance autographed and personalized for each setting. The children, their families and loving caregivers say it is comforting to know that Aaron is on the MACC Fund team working for them.

Aaron has played an integral role in raising over \$400,000 for the fight against childhood cancer and blood disorders proving that his MVP status isn’t limited to just what happens between the lines.

West Bend’s “Silver Lining”[®] Helps MACC

West Bend’s “Silver Lining” is helping the MACC Fund once again this baseball season with a \$50 donation for every double hit by a Milwaukee Brewers player. Last season the home team had 276 doubles accounting for a wonderful donation of \$15,050. 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 recent Broadcasting Hall of Fame inductee and long time supporter of the MACC Fund is back behind the microphone to call them again.

West Bend will once again help sponsor a great night of football talk with the National Football League’s MVP at “An Evening With Aaron Rodgers” on May 22 at the Hyatt. The Silver Lining will cover an entire golf course in August as West Bend hosts its third biennial golf outing for the MACC Fund at the beautiful West Bend Country Club. This impressive event raised \$154,000, the largest amount ever raised in a golf outing for the MACC Fund in 2010, bringing the total from the past three outings to nearly \$300,000!

West Bend also honors an agent each year with the Mike Koehler Award. This award, which benefits the MACC Fund, is for agents who distinguish themselves in their field and in their community. The MACC Fund is honored to have Kevin Steiner, President and Chief Executive Officer of West Bend, on its Board of Directors and chair of its Finance Committee.





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, Germantown, New Berlin and West Bend helped the MACC Fund for the fourth straight year this past winter raising a record \$107,300 for the MACC Fund's fight against childhood cancer and blood disorders. The four-year total from this great family grocery enterprise totals \$312,000.

The award-winning stores featured the MACC Fund in their Winter *Sendik's Food Market Real Food* magazine. They sold nearly 57,000 candy canes as well as a record 2,543 TODAY'S TMJ4 MACC*Stars designed by the indomitable 10-year-old, Jack Bartosz. Sendik's also provided special merchandise offers throughout the stores to benefit the MACC Fund. They even made a very special birthday cake for the MACC Fund's 35th birthday following the TODAY'S TMJ4 Sports Auction 4 MACC.

The Balistreri owned and operated Sendik's stores have distinguished themselves as leaders in grocery and fine food retailing since 1926. With 10 great locations in the Milwaukee metro area and West Bend 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.

Why not make Sendik's your grocery shopping destination. You will find great values throughout the store as well as the finest in meats, fish, floral, produce, deli and bakery. Plus, you will have a chance to support important causes like ABCD (After Breast Cancer Diagnosis), the Penfield Children's Center and Feeding America Eastern Wisconsin as well as the MACC Fund throughout the year. Visit www.sendiksmarket.com for the latest in Sendik's news.



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 February 26 at Ben Franklin Elementary School in Menomonee Falls was another great success as indoor cyclists as well as Yoga and Zumba enthusiasts, came together to help raise over \$70,000 to support research for children with cancer and related blood disorders.

With a heart for the children, participants rode stationary bikes for two to six hours, or joined one of the Yoga or Zumba sessions in this unique community fitness fundraising event. Dedicated instructors from area fitness clubs and organizations led these groups, touched by the stories of those who have survived cancer, as well as for their own personal reasons. Tributes of all sorts made the day extra special.

The University of Wisconsin Milwaukee's Women's Basketball Team was again on hand throughout the day attending to everyone's needs. Their outstanding coach, Sandy Botham, was also one of the special guests riding on stage, as well as attending to and cheering on the participants. Sandy is also a member of the MACC Fund's Honorary Athletic Board. The enthusiasm which these fine student athletes brought to the event was easy to see. The Panthers left with many new fans.

Special thanks to all of the dedicated presenters as well as to Barrett Moving and Storage, Emery's Third Coast Tri-Shops, Schwanke-Kasten Jewelers, Exciting Events, Sabor Restaurant, Bartolotta Restaurants, Elite Sports Clubs, Leadership Menomonee Falls, Image Masters Photography by Gorzek, David Hobbs Honda, UW Milwaukee Women's Basketball Team, Menomonee Falls School District, Mario and Cousins in Menomonee Falls.

Very special thanks to the participating facilities: Aurora, Bally Total Fitness, Circus Bear, Elite Sports Clubs, Gracie's Fireworks, Gold's Gym, Happy Feet, JCC, Le Club Sports Club, Milwaukee Athletic Club, Mukwonago Athletic Club, Princeton Club, Westwood, Innovative, Wisconsin Athletic Clubs, YMCAs of Metro Milwaukee, and more. Everyone pitched in to make it a great day for the children thanks to the thousands of dollars they raised.

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

THE MILWAUKEE BREWERS INAUGURAL “MINI-MARATHON” BACKS MACC

Fundraising component to the 13.1-mile race will benefit the MACC Fund

The Milwaukee Brewers have supported the MACC Fund throughout its 35 years. Brewers doubles, home runs, stolen bases, pitching changes, double plays and more have all raised funds for the MACC Fund in conjunction with the Brewers' broadcast sponsors on behalf of the MACC Fund.

The inaugural “Brewers Mini-Marathon” on Saturday, Sept. 22, is another example of this big league support. Beginning at beautiful Miller Park, runners will enjoy a scenic route through Milwaukee, prizes and a post-race tailgate party all of which are sure to make this one of the most unique half marathons in the area. In addition, the race also offers an opportunity to raise money for the MACC Fund, benefitting childhood cancer and blood disorder research in Wisconsin impacting the care of kids everywhere.



The course will include many Milwaukee landmarks including Miller Valley, the Harley-Davidson Museum, the Mitchell Park Conservatory Domes, Miller Park and others. Runners and volunteers will receive a free Brewers ticket voucher good for select 2012 or 2013 games at Miller Park, a participant medal, a “tech” shirt, and a post-race tailgate party outside Miller Park with live music. Vision Event Management will be managing the Mini-Marathon in conjunction with Brewers Enterprises.

Great course support will be provided with 10 aid stations featuring water and Gatorade, misting stations and entertainment along the way. Spectators will have plenty of free parking at Miller Park and will be able to watch the runners on the giant scoreboard while they run on the warning path from right field.

In making the announcement at a press conference at Miller Park on April 12, Milwaukee Brewers Chief Operating Officer Rick Schlesinger said: “Brewers Enterprises is always looking to develop new events to add to the entertainment offerings in Milwaukee, and we think the Mini-Marathon will be a terrific day of fun that will benefit a worthy cause.”

Fundraising proceeds from the Brewers Mini-Marathon will benefit the MACC Fund. Participants can organize their own fundraising page online at www.brewersmini.com and donors can make donations online. A complete list of fundraising prizes can be found at www.brewersmini.com

Participants can register for the race at www.brewersmini.com. The cost of the race is \$65 for those registering by April 30, \$75 between May 1 – July 31 and \$85 between August 1 – Sept. 19. For those registering on packet pick-up day at Miller Park on Sept. 21, the cost is \$100. Complete race details, a course map and other information including signing up to volunteer can all be found at www.brewersmini.com.

Thanks to the Milwaukee Brewers and Brewers Enterprises for including the MACC Fund in this very special event which is sure have “legs” to become another great Milwaukee tradition.



ASA MIDWEST TOUR TEAMS UP WITH THE MACC FUND FOR A HISTORIC RACING EVENT AT THE MILWAUKEE MILE

The American Speed Association® Midwest Tour is heading to the historic Milwaukee Mile on Tuesday, June 12th, 2012 for the Swiss Colony Howie Lettow Memorial 150 presented by RaceTeamGear.com. This special racing event will honor the memory of a beloved man while raising funds for the MACC Fund's *"race against childhood cancer and blood disorders."*

Howie Lettow was more than a racing crew chief. He was a mentor to many drivers over the course of his life. Some of these went on to become some of racing's biggest stars. A quiet man whose actions spoke through success on the track, his many achievements as crew chief led eight drivers to the "Rookie of the Year" title in the ASA National Tour. He also mentored NASCAR stars, Mark Martin and five-time NASCAR Sprint Cup Champion, Jimmie Johnson.

This great racing night will give fans a chance to see the stars and cars of the American Speed Association and NASCAR's special guests including the return of the legendary Rusty Wallace to race the Milwaukee Mile under the lights against the likes of David Ragan, David Stremme and Tony Raines, to name a few. Plus, Sprint Cup Champion and 2012 Daytona 500 winner, Matt Kenseth, will return to his home state to race against his son Ross.

Steve Einhaus, American Speed Association Midwest Tour Vice President, noted "We have been working on this event for two years. We always had a vision to honor Howie. He loved to help young people and he was an amazing mentor, so joining forces with the MACC Fund is something he will be very proud of as he watches down over all of us. We hope that the entire racing community will come together to help us."

With family value price tickets and special group sales available, race fans will see over 250 laps of great racing in three divisions, Super Late Models, Big 8 style limited late models, and ASA Midwest SCAG Trucks at the historic one mile oval for a low price while helping the MACC Fund. Visit asamidwesttour.com for more information. Thanks to the ASA Midwest Tour for including the MACC Fund in this special night paying tribute to a racing legend like Howie Lettow and for helping MACC to *race for a cure*.

Brewers action backs MACC

Thanks to the generosity of three MACC Fund friends and the creativity of the Milwaukee Brewers marketing staff working with their radio and television partners, exciting Brewers action will add up to more than "Wins" in the standings. Brewers doubles, stolen bases and pitching changes will all add to the excitement of the game while also helping the MACC Fund's fight against childhood cancer and blood disorders.



West Bend's "Silver Lining®" will once again make a \$50 donation on the Brewers radio network for every double hit by a Brewer. Last season the home team had 276 doubles accounting for a wonderful donation of \$15,050.

The Balistreri Sendik's Markets have been on the MACC Fund team for four years helping to raise over \$310,000. Working with the Brewers radio network and the Fox Sports Wisconsin team, Sendik's has come up with a creative way to back MACC by donating for every base the Brewers steal. In baseball parlance, Sendik's – the home of the famous Red Bag – will donate for every Brewers "stolen bag." So now stolen bases – bags, if you will - will not only add to the excitement of the game, they will add to the MACC Fund's Gift of Hope thanks to the 10 Balisteri family-owned Sendik's stores.

Sartori Company is *pitching* in to help make a change for the better for the MACC Fund through their special program on the Brewers radio network. Sartori, the award-winning producer of rich and creamy Sartori Bella Vitano cheese which was named Best American Cheese at the World Cheese Awards in Dublin, Ireland, will donate to the MACC Fund for each game's first pitching change. We all want the Brewers starters to go long every game, but thanks to Sartori, a Wisconsin based company for over 70 years, pitching changes will be a *change* for the better helping a child battling cancer. Thanks Sartori for joining the MACC Fund team and for pitching in to make *change* to help a child win the game of life.

A record-breaking Bananagrams check

Last November, 535 people filled the gym at Hartland's Arrowhead High School setting a Guinness world record for the number of people playing Bananagrams. They also raised funds in collaboration with the MACC Fund to fund a clinical trial at the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin.



Presenting the \$75,000 check from the world record Bananagrams event are from left Sarah Bartosz, President of the I Back Jack Foundation, Inc. along with her son and inspiration for the Foundation, Jack, Dr. Mike Kelly and John Cary of the MACC Fund.

Congratulations...

The Medical College of Wisconsin will confer an Honorary Doctor of Humanities degree upon Jan Lennon for her dedication to the College spanning more than thirty-five years. Jan is a long-time MACC Fund Board Member and Officer as well as a Past President and Director of the Women for MACC. Thanks for your *Gift of Hope*, Jan.

Welcome...

Bill Wertz has joined the MACC Fund Board of Directors. Bill will be a welcome addition. He is Partner/Milwaukee Market Leader for Baker Tilly Virchow Krause, LLP. Welcome to the team, Bill.



"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 2012 MACC Fund Golf Tour for the sixth straight year. Under the direction of Tom Tallmadge, retired coach of five-time defending state champion Hartland Arrowhead High School, the tournament was held at Erin Hills on April 28 with Northwestern Mutual and The Janzen Family as its Hospitality Sponsors.

Inclement weather shortened the event to a 9-hole tournament. Hartland Arrowhead won Division 1 honors and Division 2 was won by Onalaska. Brookfield Central's

Eddie Wajda was the individual winner at even par. The cold rain couldn't dampen the spirits of all who undoubtedly left the beautiful championship venue in heated vehicles knowing they raised \$58,590, an amount that will continue to grow. Erin Hills also generously hosted the Invitational in 2007 and 2008. It hosted the 2011 U.S. Men's Amateur Open to rave reviews and is the site of the U.S. Open in 2017.

MACC Fund Honorary Athletic Board Member and PGA Tour Professional Mark Wilson has been the Invitational's Honorary Chairman since 2007. His resume includes five Tour Championships, three in 13 months including the *Humana Challenge in partnership with the Clinton Foundation* in Los Angeles in February, a 29th World ranking and 9th place on the Fed-Ex Cup points and PGA Tour money list as of

April 28. He joined the golfers for the day encouraging them to learn early in life the value of helping others which is consistent with the PGA Tour's giving back to the communities it serves.

A high school golf tournament of this type benefiting a charity is impressive, if not unprecedented. Raising \$250,000 in six years is remarkable. Despite the unpredictable weather, each year The Lake Country Charity Invitational lives up to its credo "*Some kids play so others can live.*"

Heartfelt thanks goes out to the ownership of Erin Hills and its wonderful staff, Tom Tallmadge, the Arrowhead golf team, parents and volunteers, Mark Wilson, Northwestern Mutual and The Janzen Family along with the generous hole sponsors and donors.

The MACC Fund is pleased to join forces for the fourth consecutive year with ERJ Dining, the Wisconsin franchisee for Chili's restaurants, for the Chili's MACC Open.



The 36th annual MACC Fund Open - the Chili's MACC Open - is Monday, June 4, at Tuckaway Country Club. This first major MACC Fund event has become one of the MACC Fund's signature events. Foursomes are paired with celebrities from the world of sports, entertainment and broadcasting. The cost is \$375 and includes golf and a cart, a hearty lunch, bounteous dinner buffet, a special gift and the all important "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.

"A Mark Fore MACC"

Pro golfer Mark Wilson is continuing his "Making a Mark Fore MACC" program on the PGA Tour this season. He is having another great season. The Menomonee Falls native makes a donation for every 36-hole "cut" made in addition to contributing extra dollars for every top-30 finish. Since 2004, his contributions total \$220,000. This is the largest amount ever donated to the MACC Fund by a professional athlete.

The Wisconsin Lutheran High School alumnus and five-time PGA Tour winner, along with his wife Amy, have supported the MACC Fund for nine years. The Wilsons', with sons Lane and Cole rounding out the foursome, have a special place in the heart of the MACC Fund through the "Making a Mark Fore MACC" program.

Mark caught the attention of the golfing world in 2011 with two wins in the Tour's first weeks in January and February. He won the Sony Hawaiian Open and the Phoenix Waste Management Open. Mark kept his winning ways by winning the *Humana Challenge in partnership with the Clinton Foundation* in Los Angeles in February. He followed that by finishing third in the Accenture Match Play Championship.

The Honorary Chairman of the Lake Country Charity Invitational, Mark joined the fine high school golfers at Erin Hills on April 28 giving the golfers a special day to remember. The golf world is learning what the MACC Fund has known for years, namely that Mark is not only a great golfer, but a great guy with a big heart as well. Thanks to Amy and Mark for "Making a Mark Fore MACC!"



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, 35 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 2011 **MACC Fund Golf Tour** raised over \$400,000. 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 at Erin Hills, site of the 2017 U.S. Open. Under the direction of Tom Tallmadge, the retired coach of the five-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 sixth year was PGA Tour Player and MACC Fund Honorary Athletic Board Member Mark Wilson. The winner of the Tour's *Humana Challenge in partnership with the Clinton Foundation* in Los Angeles in February, Mark joined the golfers to the delight of all despite the inclement weather which reduced it to a 9 hole event.

The granddaddy of them all is the **Chili's MACC Open**. Held on the first Monday in June each year at Tuckaway Country Club, the Open provides golfers a chance to help in 2012 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 14 statewide 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 414-955-5830 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 2012 MACC Fund Golf Tour (as of April 30)

Lake Country Charity Invitational – Erin Hills, Erin, Saturday, April 28.

36th Annual Chili's MACC Open - Tuckaway Country Club, Franklin, Monday, June 4.

Mike Halvey Memorial Open in Honor of Katie Halvey - Kettle Moraine, Dousman, Thursday, June 7.

Jim Mech Memorial MACC Fund Open - Riverdale Country Club, Sheboygan, Friday, June 15.

Champps Americana/Thrivent Financial Golf Outing - Morningstar, Waukesha, Thursday, June 21.

Cheri Amore Memorial Open - Twin Lakes Country Club, Twin Lakes, Monday, June 25.

Max-Fly Open - Ironwood Golf Course, Sussex, Tuesday, July 3.

102.9 FM, The Hog's Bob and Brian Open - Grand Geneva Resort, Lake Geneva, Friday, July 27.

Tom Perra Memorial Open - Ironwood Golf Course, Sussex, Saturday, Aug. 4.

Car Care for MACC Open - North Hills Country Club, Menomonee Falls, Monday, Aug. 13.

The BP MACC Fund Open - Evergreen Golf Club, Elkhorn, Monday, Aug. 13.

West Bend's "Silver Lining" Open – West Bend Country Club, West Bend, Monday, Aug. 20.

Madison Optimist Club Open - University Ridge, Madison, Sept. TBD.

The **Corporations Caring for Kids Invitational** - Oconomowoc Golf Club, Oconomowoc, Monday, Sept. 10.

MPSO Open (Milwaukee Police Supervisors Organization) Golf Outing ScenicView, Slinger, Monday, Sept. 10.

Professional golfer **Mark Wilson's Making a Mark Fore MACC** on the PGA Tour contributes to the MACC Fund based on his performances throughout the 2012 PGA Tour. At the time of printing, Mark was in the Top 10 on the PGA Tour's FedEx Cup points standings following his Tour win in Los Angeles in February.

maccfund.org



Celebrating 30 Years of Hope

Women for MACC has been helping children with cancer for 30 years. Their efforts over three decades have been responsible for generating \$4 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 March 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. 25-26 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's event put the 20-year total contribution to well 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 November 6.

The MACC Fund and the children thank Meghan Lodes 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. Meghan is following well in her mom and dad's footsteps helping children battling cancer and blood disorders. Her dad is co-founder of the MACC Fund and her mom is past president of Women for MACC.

womenformacc.org

American English Concert Rocks!

Beatles fans galore in the Fox Valley in February made the eighth annual "American English Benefit Concert for the MACC Fund" a resounding success. The award-winning Beatles Tribute Band turned "Players Choice" in Appleton into a great concert venue while raising lifesaving 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 over \$12,000 bringing the eight-year total to nearly \$75,000! Imagine that! The theme was "Imagine" as in the famous John Lennon song with the hope of "Imagine" one day when we won't have to do the concert.

Special thanks to Players Choice, U.S. Bank, Oldies 103.9 WVBO, New York Life, Bower Printing - Appleton, Schenck Business Solutions, Don's Quality Market - Seymour and Cambria Suites for their great support.

Brookfield Jaycees Back MACC again

The Brookfield Jaycees have been helping the MACC Fund through their annual Basketball Marathon for 28 years. This unprecedented backing is a testimonial to the Brookfield Jaycee'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 another year of support which also includes proceeds of their baseball dugout concession sales during the summer at Brookfield's Wirth Park. This great commitment means so much to the MACC Fund and the children who can look forward to making a 3-pointer thanks to the help of the Brookfield Jaycees.

Theta Chi's Ski For Cancer Backs MACC

The University of Wisconsin's Theta Chi Fraternity created "Ski for Cancer" in the late 1960s. 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 alumni and the current members joined forces again in 2012 and created a record-breaking fundraising event benefiting the MACC Fund.

The 2012 Theta Chi Ski for Cancer was held at Cascade Mountain, south of the famous Wisconsin Dells, on March 3. It boasted the biggest crowd since the annual event came back in 2010. 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 raised a record amount of over \$30,000 bringing the total Theta Chi Ski For Cancer total over the years to over \$300,000. Plans were underway at the time of printing for a check presentation at the American Family Children's Hospital in Madison with 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 Interdisciplinary Medical Research (WIMR) on the campus of the University of Wisconsin.

The MACC Fund sincerely thanks all of the members of Theta Chi's Psi chapter, past and present, for their great support. Special thanks to Brock Hensen who headed the fraternity's efforts and to Tom Farins and John Graan who helped from the alumni perspective. Plans are underway for the 2013 edition under the direction of Scott Lee.

Brian Gotter's Bowling 4 MACC



Brian Gotter is the personable weatherman on TODAY'S TMJ4. The term "weatherman" doesn't really do him justice since he graduated with a degree in Meteorology from Oklahoma University, arguably one of the nation's premier curriculums. Brian has helped the MACC Fund for years in a number of ways yet he and his wife, Tina, wanted to do more. Brian loves bowling so he turned his love of bowling and Tina's event planning skills to good use by hosting Brian Gotter's Bowling 4 MACC.

Cedars III in Cedarburg was the perfect venue for this inaugural event which attracted 250 bowlers who filled the eight lanes throughout the day. The Gotters and their dedicated committee worked diligently to solicit auction and raffle items which raised important research funds. Each of the 5 groups of bowlers got to hear of Brian's commitment to the MACC Fund which was bolstered by the heartfelt words of the Gotters' dear friend and childhood cancer survivor Brandon Novack. Brandon will graduate soon from UW Green Bay with a degree in marketing after battling cancer since he was 12.

The event was an overwhelming success raising \$20,000 while giving hours of bowling fun. Very special thanks to Tina and Brian Gotter, their great committee, the great folks at Cedars III, the generous donors and lane sponsors and all who joined in the bowling, bidding and raffling fun.

Inspired by Ryan

Ryan Luxem inspired many people with his courage and strength in his battle with cancer which ended at far too young an age at 11. He also had a love of art, Origami in particular. He sold his wonderful creations with proceeds going to the MACC Fund. So it is no surprise that his loving family and friends would carry on his legacy and his wishes to continue his efforts to raise funds for childhood cancer and related blood research.

An Art Fair was held in honor of Ryan on March 24 at Union Grove Elementary School. The purpose was to spread awareness about childhood cancer while raising money for childhood cancer research. The hope of the Art Fair was to share Ryan's story and the stories of the many children whose lives have been affected by childhood cancer with others who in turn will pass these stories on. It was a great success raising close to \$6,000! Ryan will be happy to know that his family is already planning the "Inspired By Ryan Art Fair" next year.

WBCA STARS 'Best of the Best'

The state's best high school basketball players will come together in June for the 35th annual Wisconsin Basketball Coaches Association (WBCA) All-Star Games at the *JustAgame Fieldhouse* in the Wisconsin Dells.

The girls will play on Friday, June 15, while the boys will take the hardwood on Saturday, June 16. This year's games in this exciting new venue promise dynamic contests featuring the "best of the best" in Wisconsin. Tickets can be purchased on game day. The Great Wolf Lodge is offering special room rates for this exciting basketball weekend. Visit www.wisbca.org for all of the information for tickets and accommodations.

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 35 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 \$1.8 million for the MACC Fund since 1978. Last year's games raised a record \$134,000.

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 John Miron, Executive Director Jerry Petitgoue, Assistant to the Director Ken Barrett, Boys Co-Chairmen Tony Scallon and Mike Huser, and Girls Chair Loren Homb and Sam Mathiason as well as the entire WBCA Executive Board and membership.

Thanks a Million, Coaches!

Milwaukee Wave Continues to Back MACC

The Milwaukee Wave have helped the MACC Fund throughout their 27-year history as Milwaukee's premier indoor professional soccer team. The Wave, under the ownership of Jim Lindenberg and the fine coaching of Keith Tozer, teamed up with the MACC Fund again this year. They were kind enough to highlight their regular season finale game as a special Wave / MACC Fund game raising \$3,000. The family fun also included impressive in-game fundraising and the sale of the player's jerseys off their backs. The MACC Fund was also a beneficiary of \$3,000 at the annual "Wave of Hope" Gala at the Milwaukee Athletic Club. Thanks to the Wave for including the MACC Fund in the "Tidal Wave" of soccer excitement!

maccfund.org



TODAY'S TMJ4 celebrated 31 years of supporting the MACC Fund last year. This is unprecedented in this television market...and likely throughout the country as well. The station features a series of "Stories of Hope" vignettes of children with cancer and blood disorders. McCoy Contractors sponsors these very special vignettes.

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 completed 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 over 30 years. In addition to support throughout the year the station's other annual programs benefiting the MACC Fund include the TODAY'S TMJ4 Sports Auction 4 MACC which raised \$56,000 last December and the TODAY'S TMJ4 MACC*Star. In addition, it is the official media sponsor of the annual 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

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 fans, but the Robinade thirst quenching fanbase is growing every season. Robinade Old School Lemonade is an all-natural lemonade along with another MVP in Robinade LimeAde.

Robin recently made a special appearance as part of the Bob and Brian Radiothon and thrilled the MACC Fund and the Radiothon's listeners with a check for over \$39,000 from Robinade sales. Robin used the opportunity to say how excited he was to help the MACC Fund while also thanking Robinade's customers, distributors and participating stores. 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.

Robin made a great name for himself during the glory years with the Milwaukee Brewers. Now he is turning lemons into lemonade by helping the MACC Fund help kids just like he helped the Brewers win games. He was a star on the diamond. Children who benefit from the MACC Fund know 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 20-year Brewers icon 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."

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. 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!



GoGeddit.com is an exciting online opportunity promoting great deals on unique retail packages that are packed with exclusive offers and experiences in Milwaukee and Madison. A great friend of the MACC Fund, Richie Burke, started GoGeddit. He is following in his dad's footsteps in helping the MACC Fund. John Burke is President / CEO of Trek Bicycle Corp., the sponsor of the TREK 100. Richie is making GoGeddit extra special by donating 1% of its overall sales to the MACC Fund! What are you waiting for? **GoGeddit at GoGeddit.com - Great deals. Better experiences.**

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 414-955-5830 or 800-248-8735 and learn more ways to help children with cancer and blood disorders through proper planning while also helping yourself.

maccfund.org

Candy Cane Lane continues to glow



Candy Cane Lane has brightened the skies in West Allis for 26 years as tens of thousands of visitors enjoy December's annual spectacular holiday lights display.

Thousands of children 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 costs from 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.

Over \$103,000 was raised in the **Sharing Christmas** program this year. Lights galore brightened the lives of the children with cancer and blood disorders.

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 goes out to the dedicated planners and 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. And thanks to the generous contributors and donors of candy who all combined for a brilliant Gift of Hope.

The MACC Fund and Candy Cane Lane truly appreciates the following generous donors:

Local 80 AFSCME, Bevsek-Verbick Funeral Home, VCA Pahle Animal Hospital #836, West Allis Firefighters Association, Jelly Belly, Eillien's Candies, SUPERVALU, Ritt, Beyer and Weir, Evers-Heilig, R. M. Palmer Company, Tom's Dependable Heating, Kordus-Wegner Plumbing and Custard Insurance Adjusters.

MACC Fund Benefits from the 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 60 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. 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.



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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 Chili's MACC 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 414-955-5838, 800-248-8735 or info@maccfund.org.

Superstar ~ \$7,500

Nicholas Family Foundation
US Bank Technology Services

Captain ~ \$3,000

A.O. Smith Foundation
Dr. and Mrs. Patrick Brody
Carol Gehl
Barbara Kendro

Starter ~ \$1,000

Richard Bierwirth
Clients & Suppliers of TJR
Communications
Karen and Eddie Doucette
Fredman Leasing Company
Gina and Bill Friebus
The Kort Family
McGlocklin Family
Metso Minerals
MGIC Investment Corporation
Sharon & Kelly Moran

Rod & Pat Petersen
The Rexhausen Family
Ted & Noelle Rulseh
Robert A. Schultz, Jr.
Diane M. Wisniewski

Coach ~ \$500

Larry & Jan Barbera
Gayle & Bill Denton
Flannery Family
David Krill

Dennis & Judy Kruzan
Jan Lennon
Becky & Brian Pinter
Gail & Michael Polzin
R&R Insurance Services, Inc.
Ann & Thomas Roeder
Sabinash Family
Mr. & Mrs. Richard Sheridan
The Wagner Family c/o GW Electronics
Beth and David Wilmoth
Dr. & Mrs. Gerald Ziebert

MACCetera

MACC Fund board member **Walt Winding** had a special birthday in December. His great children, Jeff and Jennifer, and his beloved grandson, Jack, invited some of his friends to join in the fun and to make a gift to the MACC Fund in his honor. His friends filled the place and donated \$18,000 in Walt's name. Happy Birthday Walt and thanks to your family and friends. Special thanks to you for all that you have done over the years to help give kids birthdays!

The eighth grade class at **Blessed Savior West** held a car wash and raised \$275 for the MACC Fund and cancer research. Thanks kids!

The **Milwaukee Admirals** teamed up with Potawatomi Casino for the **Potawatomi Puck Toss** at each game benefiting six nonprofits including the MACC Fund. The program raised over \$13,000 from the regular season alone. Thanks to the Admirals for continuing their generous support of the MACC Fund and to Potawatomi for providing a great power play of fun.

Cudahy's Pick 'n Save's EGGStravaganza took the town by storm on April 7 raising over \$4,000 through great raffles and lots of Easter fun and food. Thanks to the store's dedicated staff, its generous guests and thoughtful donors for helping MACC and for making this such an EGGciting day in Cudahy.

Our friend **Jer-Bear the Clown** and his family hosted a Haunted House back in October and raised \$155 for the MACC Fund.

Thanks to **RACC (Racers Against Childhood Cancer, Inc.)** for their donation of \$14,000 from their events in 2011.

Derco Aerospace hosted a Chili/Bake Sale and Craft Fair raising \$512 for the MACC Fund.

Brookfield's BMO Harris Bank held a fundraiser "The Grinch who Stole Christmas" raising \$220.

Cub Scout Pack 509 from **Highland View Elementary** of Greendale held a penny war raising \$203 for the MACC Fund. Thanks Scouts!

Bucks Back MACC

The NBA's shortened season didn't deter the Milwaukee Bucks from continuing their long-standing support of the MACC Fund in a number of ways. Coach Scott Skiles made sure to make time in the preseason practice schedule for the Bucks annual visit to Children's Hospital of Wisconsin's *MACC Fund Center for Cancer and Blood Disorders*. This holiday visit is a highlight for the children, their families and care-giving staff as well as the players and coaches.

Two days later, the Bucks took the court against the Minnesota Timberwolves on Dec. 21 for the 35th annual Bucks MACC Fund Game. The 2011 TODAY'S TMJ4 MACC*Star designer, 10-year-old Jack Bartosz, presented the game ball with his twin, Annie. He was joined by ten other children helped by the MACC Fund in a poignant pre-game ceremony. The starting five from each team met the kids and presented each with an autographed commemorative ball. The final score in this annual preseason game never seems quite as important as the "*Gift of Hope Through Hoops*" made possible by the wonderful donation of \$50,000 from Senator Kohl and the Bucks.

Two Bucks players stood out this year in their support of the MACC Fund, **Drew Gooden** and **Mike Dunleavy**. Drew made a generous contribution and gave a dozen tickets to home games to the children treated in the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin while Mike donated a \$1,000 for each point he scored in the Bucks MACC Fund Game on Dec. 21. We are happy to say that he scored in double figures and made 13 a lucky number.

Thanks to Senator Kohl and the Bucks, with special thanks to Drew and Mike, for carrying on the great Bucks tradition of supporting the MACC Fund since it started on the Milwaukee Arena floor during a Bucks game to retire Jon McGlocklin's number on Dec. 10, 1976. Since Jon and Eddie Doucette founded the MACC Fund on that historic night, the Bucks have contributed over \$1.8 million through their annual games.

Jersey Mike's has been making great east coast style submarine sandwiches for 56 years. March was Jersey Mike's Month of Giving throughout the country. The month-long promotion culminated on March 28 with **Jersey Mike's "Make A Difference Day."** Customers at the Jersey Mike's locations in Brookfield and Waukesha who made a \$2 donation to the MACC Fund received a free sub. Franchisee Tim Murphy's Jersey Mike's offered another special program with the MACC Fund's good friends from Pepsi on March 29 as well. Thanks to the generosity of their customers throughout March, the local Jersey Mike's "Month of Giving" raised more than \$2,500 for the MACC Fund. Thanks to Tim Murphy and Jersey Mike's for backing MACC throughout March and for making a *substantial Gift of Hope*.



OKANJO

Sell easier. Buy happier.

Okanjo is Japanese for "check out." Based in Milwaukee's Third Ward and employing a Milwaukee-based staff, Okanjo.com was co-founded by local entrepreneur and philanthropist, Michael Drescher, along with former senior officials from both DHL and AOL. It is an online global shopping platform with a strong social media mix that enables buyers and sellers to instantly interact with each other as they conduct transactions locally and globally. Okanjo believes the online shopping experience should be easy and happy and should contribute to a smaller, fairer and more prosperous world. To make good on this belief, Okanjo offers competitive rates and an opportunity for buyers and sellers to reach a higher level of social consciousness by directing a portion of their purchase or profit to a good cause. It will soon be easy to contribute a portion of items sold and purchased on Okanjo to the MACC Fund and other nonprofits you support. Sign up at www.Okanjo.com to be notified of the upcoming launch and to keep updated on how you can help the MACC Fund in the coming weeks. The MACC Fund thanks Michael Drescher, his co-founders, and the rest of our friends at Okanjo for helping the kids battling cancer and blood disorders by their generous support of the Milwaukee Bucks MACC Fund Game, the Third Annual "*Evening With Aaron Rodgers*" and Brian Gotter's "*Bowling 4 MACC*."

Return on MACC Fund Research Investments

Everyone is looking for a good return on their investments. The MACC Fund invests in the world class research at the Medical College of Wisconsin in the six-story *MACC Fund Research Center*, at the University of Wisconsin's Carbone Cancer Center in the 14,000 square foot *MACC Fund Childhood Cancer Research Wing* of the Wisconsin Interdisciplinary Medical Research Center (WIMR) and at Children's Hospital of Wisconsin in the *MACC Fund Center for Cancer and Blood Disorders*.

The MACC Fund contributed \$10 million in annual research support to the Medical College of Wisconsin and the University of Wisconsin for six years. This led to \$30 million in extramural support and nearly 60 National Institutes of Health (NIH) grants. Support to Children's Hospital of Wisconsin led to COG (Children's Oncology Group) designation of a Phase One Study Center, one of only 21 in the nation providing cutting edge therapy.

That's a pretty good return on investments, especially when children's lives are at stake.

Buzz Cuts for MACC

Shorewood High School and Whitefish Bay High School will be hosting *Buzz Cuts for Cancer* events on May 23 and May 25 respectively. Participants in the MACC Fund's Buzz Cuts literally "make a change" by collecting donations from friends, family, and businesses in exchange for "buzzing" their hair. Virtually all of the participants are high school students. The goal of Buzz Cuts is to raise awareness of the need for ongoing childhood cancer research while raising money for the MACC Fund. This is the seventh year for Buzz Cuts at Shorewood which has raised nearly \$74,000 while it is the second year for *Buzz Cuts* at Whitefish Bay High School. Two years ago Whitefish Bay raised nearly \$18,000 for the MACC Fund for pediatric cancer and blood disorder research.

Gold Ribbon Gala

Ryan Mullarney and Amanda Au were diagnosed with Acute Lymphoblastic Leukemia (ALL) in January and February, 2008, respectively. Sadly, they both lost their battle in 2010. Amanda and Ryan's Family and Friends Team was formed in 2011 to help find a cure for cancer.

The first annual Gold Ribbon Gala was held Friday, March 16 at the Hyatt in the Grand Ballroom. Over 200 guests enjoyed a fun-filled night which included nearly 70 silent auction items. The evening was filled with music, laughter and friends who came out to honor the memory of Ryan and Amanda. The Gala celebrated all of the children whose lives have been touched by cancer, children in remission, children currently fighting cancer and children who have lost their battle along with Ryan and Amanda. The event raised over \$12,000 and plans are already underway for 2013.

The J.K. Lee "Board Break-A-Thon"

The J.K. Lee Blackbelt Academy's "Board Break-A-Thon" on Feb. 11 at Wauwatosa's Mayfair Mall raised almost \$45,000 for the MACC Fund and Habitat for Humanity. 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 and Habitat, but gave their students a chance to help children with cancer and blood disorders. They also entertained appreciative crowds throughout the day.

Hundreds of curious shoppers watched in amazement as students of all ages displayed their incredible skills. They were adept at fundraising, as well. 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 work together to 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.

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



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Bob & Brian Radiothon Backs MACC

The Bob and Brian 29-Hour Radiothon on 102.9 THE HOG on April 4-5 was a great success for the fourth year. It raised over \$100,000. Milwaukee radio's popular morning team for more than two decades broadcast live on Wednesday and Thursday. Their popular website filled in the void with highlights of the day in the overnight hours.

Bob and Brian are longtime supporters of the MACC Fund along with their great station. They have supported the cause through their annual Bob and Brian Open, a 5k Rock N' Run, their "Best Of" CD as well as their Radiothon. The Rock N' Run on June 16 at 5p.m. is part of Wauwatosa's Hart Fest in conjunction with Leff's Lucky Town. Leff's also joined forces with THE HOG for a weekend Brewers Tailgate Party during the Cubs series.

The Radiothon featured great auction items, interviews with local and national sports and media celebrities as well as a chance for listeners to join them in supporting the MACC Fund. Concert tickets, electronics, unique experience items and much more filled the auction airwaves.

Interviews included NFL MVP Aaron Rodgers, Olympic Gold Medalists Bonnie Blair and Dan Jansen, Brewers General Manager Doug Melvin, NFL alumnus Joe Panos, Robin Yount, college basketball coaches Buzz Williams of Marquette and Bo Ryan of Wisconsin, coach Keith Tozer of the champion Milwaukee Wave, Drew Gooden of the Bucks, Bucks television announcer Jim Paschke, Daytona 500 Champion Matt Kenseth, and auto racing analyst Jim Tretow, as well as station favorites Jen Lada of Fox 6 Sports and Stephanie Sutton of Channel 12 Sports and Fireman Jim.

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 Thursday afternoon but the phones still kept ringing as listeners joined their favorite radio friends in helping the children while extending the Radiothon for an extra 30 minutes. Thanks to one and all - especially Bob and Brian and the entire staff of THE HOG - as well as the generous donors, bidders, sponsors and guests for a wonderful "Gift of Hope."

