



Hope for Kids

# MACC FUND Today

A PUBLICATION OF MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

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## Improving Pain Treatment for Patients with Sickle Cell Disease is Primary Goal

*MACC Fund support aids Dr. Brandow in landing two major grants*

Dr. Amanda Brandow spends most of her time dealing with pain in patients with sickle cell disease and working on ways to better understand and treat those suffering from it.

That's because the board certified Pediatric Hematologist-Oncologist of the Medical College of Wisconsin practicing at Children's Hospital of Wisconsin, with a special interest in providing comprehensive and compassionate care for children with sickle cell disease (SCD), is keenly focused on understanding and developing better ways to assess and treat the pain that plagues her patients with SCD.

"It's my passion," said Dr. Brandow, a Chicago native who has been a faculty member at the college since 2008. "I became interested in SCD when I was a resident here. I stayed here for my Fellowship because I really wanted to focus on hematology. I discovered I enjoyed the patient care aspect of SCD and working with that population."

The majority of people with SCD in the United States are African American. It is a disease inherited genetically and transcends their whole life.

Dr. Brandow spends approximately 75% of her time researching SCD and the other 25% in the clinical setting working face-to-face with families providing inpatient and outpatient care. The SCD program at Children's



Dr. Amanda Brandow

Hospital includes approximately 350 children (mainly from the Milwaukee central city and some from northern Illinois) ranging in age from two months old to 18 years. Dr. Brandow sees these patients with the remainder of the SCD team during hospitalizations and in the outpatient clinic when they are doing well.

Dr. Brandow's first contact with the family is usually when their child is 2 months of age after the diagnosis of SCD is made on the state newborn screen. There are four common genotypes of SCD ranging from mild to most severe. The hallmark of any genotype, but especially the most severe form, is pain.

"That's really my interest and what I research...how to better measure and evaluate pain, determine the underlying cause of pain and eventually how to develop novel treatments for pain."

There are exacerbations of pain that are acute in onset and come out of the blue that very often require IV narcotics in the emergency room or hospital. Patients often require significantly high doses of narcotics just to get them comfortable. This pain can last two, three, four or more days."

There are other complications that can occur such as lung problems (acute chest syndrome), strokes (about 10% of children with SCD have a stroke before age 20 years that can affect gross motor function or their ability to learn) as well as life threatening infections. "These children experience a lot of repeated events that bring them to the emergency room or hospital," Dr. Brandow said.

The only cure for SCD is a bone marrow transplant with the ideal donor being a fully matched brother or sister.

"Unfortunately many of our patients do not have the benefit of a matched sibling thus their only option is a matched unrelated donor that is often difficult to find. The only proven disease modifying therapy for SCD is hydroxyurea, an oral medication taken

*continued on page 3*



## Dear MACC Fund Supporter:

A few weeks ago, the Wall Street Journal featured a health & wellness article on "Cancer's Overlooked Patients." Teens and young adults often face cancers that are less common in adults and children. We've talked about that in this column from time to time – some things never change. Despite steady gains in cancer survival resulting from new treatments and earlier detection, survival rates for teens and young adults with some types of cancer have barely budged in 30 years. Cancer survival rates have improved by 1.5% a year for children under 15 but less than 0.5% a year for the 15-24 year old age group.

A push for better care and better outcomes for kids stuck between pediatric and adult oncology comes from the National Cancer Institute and an alliance formed with the Livestrong Foundation. These cancers are less common than in adults. This article reported that 1 in 285 children in the US will be diagnosed with cancer before age 20. This year, about 10,000 new cases will be diagnosed in children under 14, and more than 5,300 in 15-19 year olds. Many of these kids are the least-frequent users of primary medical care and can experience delays in diagnosis, with symptoms often assumed to be something else. They're often treated in adult or pediatric oncology units and often receive treatments that aren't most effective for tumors that behave differently in teens and young adults than in other patients. Ironically, studies show with one type of leukemia, teens and young adults have better outcomes with pediatric treatment protocols which are more aggressive than adult treatment. The kids can generally tolerate more intensive chemotherapy.

Translational research improves their chances for receiving more effective and / or less toxic treatment but few academic medical centers have clinical trials open to them. Not so for the kids at the Medical College of Wisconsin and worth repeating from an earlier newsletter is this: our partnership with Children's Hospital of Wisconsin (CHW) played an important role in a Phase One Study Center designation from the Children's Oncology Group because it makes these kinds of treatment options more readily available through clinical trials closer to home. Nearly every one of the kids treated at CHW is enrolled in a clinical trial, two-thirds are enrolled in two trials compared to 10% of 15-19 year olds nationally. That's not a perfect comparison but what a difference it makes to have access to the best anyone knows about research, education, treatment and care.

Similar success stories have come from our support of the work being done by our research partners, doctors and nurses at the UW Carbone Cancer Center and the Medical College of Wisconsin – they're all rock stars, every one. In the same way it has always been, that's our story and we're sticking to it - there's important work to be done and the kids will be better for it. With the help of our donors, sponsors, volunteers, and staff, that's why we keep doing this work. Thanks for what you do for those who need it.

Bill Steinberg, Board Chair



## Dear MACC Fund Friend:

The year started off with lots of laughs thanks to "Laugh It Up Milwaukee" presented by the Bayshore Community Foundation and starring Martin Short. Proceeds benefited the MACC Fund and the Harry and Rose Samson Family Jewish Community Center. The beautiful Pabst Theater was filled with laughter as Short's one-man show raised the spirits of all as well as over \$45,000 for the MACC Fund. Thanks to Bayshore and the JCC for this great way to start the new year.

The MACC Fund is celebrating a silver anniversary this year with the 25th annual TREK 100 sponsored by our great friends from Trek Bicycle. The June 7 TREK 100 promises to be very special and will propel the contributions to the MACC Fund over \$12 million. Our sincere thanks goes to John Burke, President and CEO of Trek, along with his dedicated team as well as the thousands of riders, volunteers and donors who have helped make this the biggest fund-raiser in the 37-year history of the MACC Fund. We hope to see you there whether you are a seasoned veteran rider, volunteer or a first timer. Speaking of anniversaries, the MACC Fund is celebrating 30 years of Pepsi teaming up for a refreshing, thirst-quenching "Gift of Hope" which has contributed over \$1.2 million.

Spring was slow in coming to the area but one sure sign of warmer things to come occurred on May 6 as white tulips were at the center of each table in a capacity filled ballroom at the Hyatt Regency Milwaukee for the 5th annual "An Evening With Aaron Rodgers." Aaron continued his MVP support of the MACC Fund and invited two of his teammates, John Kuhn and Randall Cobb, to join him. It was another great evening which saw net proceeds closing in on \$1.5 million in the past five years. Thanks Aaron!

The MACC Fund Golf Tour's Spring season teed off with the Lake Country Charity Invitational on April 26 at Brown Deer Golf Course. For the past eight years many of the state's finest high school golfers have raised over \$75,000 before teeing off so kids battling cancer and blood disorders can dream of playing, too. The 38th Annual "Chili's MACC Open" on Monday, June 2, at Tuckaway Country Club will lead the way to 18 other golf events on the MACC Fund Golf Tour this year.

There is always something going on with the MACC Fund to help the kids. Follow us on Facebook, Twitter and visit [maccfund.org](http://maccfund.org) regularly to keep up with the MACC Fund's "Gift of Hope." Thank for your continued interest and support. Your support steadily grows as we set our sights on another record year of fund-raising fun for a serious cause of helping kids with cancer and blood disorders. Thanks for helping give every child a fighting chance.

Jon McGlocklin, President

once daily that has been proven to decrease or prevent pain events and is safe. However, hydroxyurea will not treat a pain event once it has started as it is not a pain medicine.”

The average life expectancy for a patient with severe SCD is the mid-forties. Many times patients die acutely. They may come to the hospital with what seems like a pain event and then go into multiple organ failure. “We don’t know why exactly they die more acutely vs. chronically.”

Hence the treatment for SCD pain goes back to square one. “Where it is now, where it’s been, unfortunately it’s the same,” Dr. Brandow admits. SCD was discovered over 100 years ago. Patients suffering from pain then were given morphine and fluid. “Today if we admit someone to the hospital for pain we give them morphine and fluid to treat their pain. We do not have any other therapies to offer them- either treatment or preventative measures. We also see the pattern of their pain get worse over time. The pain from SCD can transition from being acute exacerbations of pain in childhood where pain comes, lasts, goes away and later repeats, to more chronic daily pain in teenagers and adults. Teenagers with daily pain, for example, may have trouble going to school or holding down a job when they get older.

“My interest is driven by the desire to discover why patients with SCD have pain,” said Dr. Brandow, herself a mother of a 2-year-old son (Oliver) and as of this writing was expecting a newborn. “The treatment has not changed and we don’t have a lot of novel treatments to give kids for pain.”

In the past it was believed the cause of pain was the “sickle” shape red blood cells (half mooned sickle and very rigid vs. very flexible) which got stuck in the small vessels leading to decreased blood flow with resultant long bone pain or deep organ pain.

“We’re realizing it’s a lot more complicated than that,” Dr. Brandow said. “I really want to understand the underlying biology of their pain. This understanding will potentially lead to new treatments for their pain. We want to do more than just treat the end result (using morphine) but actually working on the prevention or cure side.

“As children age their pain gets worse. Why is that?” Neuropathic pain, an abnormality in the nerves, could be one of the reasons where the etiology of their pain is not necessarily related to the red blood cell but may be at the level of the nervous system. “A lot of patients describe their pain with very specific words that are very suggestive of neuropathic pain. Words like ‘burning, shooting, shock-like’... a sort of pain that radiates, that is characteristic of nerve pain (vs. pain from, say, a broken leg which is more pounding or throbbing).

“The reason that these pain descriptors and potential for neuropathic pain are intriguing is that there is a whole class of drugs that specifically treats neuropathic pain that have not been traditionally used to treat SCD pain. This

could potentially open up a whole new area of drugs already available that haven’t yet been tried.”

For years, anecdotally, patients with SCD avoid cold temperatures because they know that it stimulates pain. Jumping into a pool or a rapid change in temperature from going into an air conditioned movie theater or climactic weather changes from warm to cold can trigger a pain event and they can end up in the emergency room the next day. “Why is that?” Dr. Brandow asks. “We have no idea. That got me intrigued.”

In studies completed at the Medical College of Wisconsin using mice with SCD, it has been shown that SCD mice have increased sensitivity to cold, heat and pressure suggesting there may be something wrong with their nerves that is consequently driving the pain. “I translated these laboratory findings to humans by evaluating sensitivity to cold, heat and pressure in both children and adults with SCD.”

There are validated ways to measure these various sensitivities in children age 7 and up by applying a sensation of warm or cold temperature through a computer-driven thermode that provides this thermal stimulus and records patients’ responses to these stimuli. “What we found was patients with SCD were more sensitive to cold and heat than patients without SCD suggesting increased pain sensitivity, but why?”

This initial study led to a National Institute of Health (NIH) grant awarded to Dr. Brandow to continue building on this work to help answer the question of why these abnormalities are occurring and how they may be causing increased pain sensitivity in SCD patients. Much of the work to this point that led to the NIH grant has been funded by the MACC Fund, allowing Dr. Brandow, along with her mentor Dr. Julie Panepinto, to obtain preliminary data, support a research coordinator to help recruit patients and perform testing and support other research costs.

“We’re looking at markers of inflammation called leukotrienes that are involved in the pathology of asthma. We know they are increased in patients with SCD and that they are associated with neuropathic pain in patients without SCD. By bringing all of this together with other pain sensitivity measures we hope to figure out if there is an association that reveals inflammation may actually be driving the pain sensitivity in patients with SCD.”

Currently there are existing drugs (i.e., Singlair) that are used to treat asthma that block the effects of leukotrienes; perhaps these or other drugs that modify leukotrienes could be used to treat SCD pain. “The whole idea is to try and find novel ways to treat or prevent pain other than just treating the end point with opioids.”

Dr. Brandow received a second grant from the American Society of Hematology, an award for Junior Faculty, to support her research related to SCD and pain. “In this project we are looking at another marker that may also be

continued

linked to increased pain sensitivity," she said. "This marker is called 'Substance P' and could be another target for novel pain treatments."

Pain research in SCD is difficult because of so many different variables. "How do you 'standardize' pain...pain is variable based on the patient and patients experience pain in different ways confirming the likelihood of varying levels of pain sensitivity. Pain research is not well developed in SCD and that's why treatments haven't advanced.

"The model I have to study pain in patients with SCD is unique. We are the first group of investigators to publish our work in looking at increased pain sensitivity in patients with SCD. I want to take this research to the next level."

Dr. Brandow plans to use the data gathered with support from these two grants to apply for additional grants to further her research. "I would love to see my research move into the development of new novel treatments that treat the underlying cause of SCD pain or to start using drugs currently available that could treat neuropathic pain".

"If I had a dream or by the time I retire it may take that long, I'd like to have a child with SCD who is in pain be given something to treat the pain besides morphine. We would be treating the underlying reason why they have that pain vs. treating the end result. We have to find better ways to treat and/or prevent the severe pain that causes our patients to suffer."

The MACC Fund, as always, is playing a key role. "The MACC Fund has been instrumental in this work. It has really helped to move our research forward."

Dr. Marcio Malogolowkin, Medical Director of the MACC Fund Center, concurs. "The two outstanding grants Dr. Brandow received epitomize what the MACC Fund is all about. These grants would not have been possible were it not for the MACC Fund's trust, confidence, unquestionable support, belief and support of these young investigators. I'm extremely proud to be part of the MACC Fund."



Bo Johnson was a wonderful boy whose battle with cancer ended on Sept 28, 2012, but his spirit lives on in all who knew him and many who only heard of his courageous battle. Created in his memory, the GO BO Foundation brings hope to children with life-threatening medical conditions by funding research, supporting treatment, and helping their families during times of financial need.

On Feb. 11, Bo's mom, Annika Johnson, and his Uncle Rolf Johnson, shown kneeling in the front, were joined by members of the GO BO Foundation to present a \$10,000 from the GO BO Foundation to the MACC Fund's Becky Pinter and John Cary at the MACC Fund Center at Children's Hospital of Wisconsin. Bo is shown in a picture along with his friend Mitch Arnold of Plymouth, WI who "rang the bell" shortly before this presentation signaling the end of his treatment for cancer.

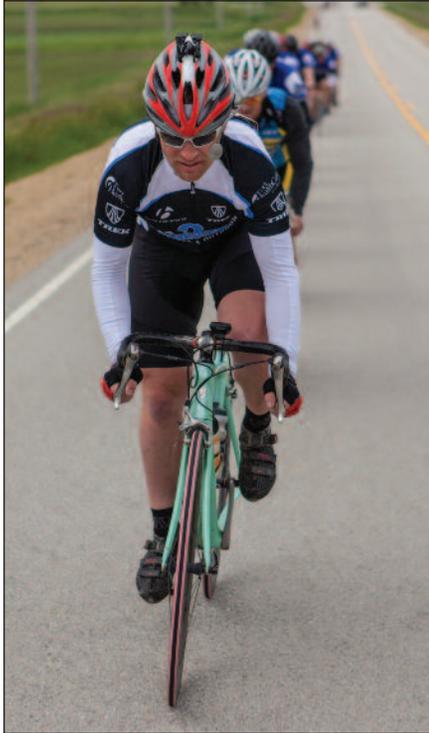


Baird presented the Community Involved Player of the Year award to Aaron Rodgers at the ESPN Wisconsin's Wisconsin Sports Awards on April 24th at the Milwaukee School of Engineering's Kern Center. Steve Booth, Baird Chief Operating Officer presented the award to Aaron Rodgers.

Pictured from left to right ESPN Wisconsin's Jason Wilde, MACC Fund Executive Director John Cary, Aaron Rodgers, 2-time US Open Champion and ESPN golf analyst Andy North and Steve Booth, COO of Baird. Rodgers and North are both members of the MACC Fund's Honorary Athletic Board.

# The 25th Annual TREK 100

## *“Ride for Hope”*



The TREK 100 has raised nearly \$12 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. Trek is working hard with the MACC Fund to make this year’s 25th annual edition on June 7 the best ever.

The TREK 100 is the largest fundraising event in the 37-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 headquarters of Trek

Bicycles, awaits the riders. Last year, over 2,300 cyclists raised \$825,000. The TREK 100 has also been voted “one of the best rides in the country” by *Bicycling* Magazine and was recently named to *Outside* magazine’s “bucket list” of great bike rides.

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 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 and the TREK 100 Century Club offers members some added benefits as well.

TREK 100 sponsors include Giant Manufacturing, Post Moderne, Tri Link, Tektro, Ramiko Fox, Liow Ko, Maxxis, Pro Max, Premetec, DT Swiss, Onward Helmet, Shimano, Quest Briohn Builders, Bank of America/Merrill Lynch, Wheel & Sprocket, Ripon

Printers, Prime Coatings, Velo and VP Components.

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.

Visit [www.trek100.org](http://www.trek100.org) or [www.maccfund.org](http://www.maccfund.org) for all the information.

## **ride for hope**

The annual ride to fight childhood cancer and blood disorders.



*Rest stop fun*



*Bucky Badger at the starting line*

**TREK 100 June 7, 2014**

# THE MILWAUKEE BREWERS THIRD ANNUAL “MINI-MARATHON + 10K” BACKS MACC

**Fundraising component to the 13.1-mile and 10k races will benefit the MACC Fund**

The Milwaukee Brewers have supported the MACC Fund since its inception 37 years ago. 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.

The third annual Brewers Mini-Marathon + 10k presented by Sendik's on Sept. 20, will once again begin at beautiful Miller Park. The run provides runners with a scenic route through Milwaukee, prizes and a post-race tailgate party making this one of the most unique half marathons in the area. In addition, the races also offer an opportunity to raise money for the MACC Fund, benefitting childhood cancer and blood disorder research in Wisconsin. Thanks to many dedicated runners and their generous friends, the last two editions of the "Brewers Mini-Marathon," presented by Sendik's, raised over \$160,000 giving another example of this big league support.



The courses will feature many Milwaukee landmarks including the Miller Valley, the Harley-Davidson Museum, the Mitchell Park Conservatory Domes and Miller Park. Runners and volunteers will receive a free Brewers ticket voucher good for select 2015 games at Miller Park, a participant medal, a "tech" shirt, and a post-race tailgate party outside Miller Park with live music. The highly regarded Vision Event Management will once again be managing the Mini-Marathon +10K in conjunction with the impressive Brewers Enterprises.

Great course support will again be provided with 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.

Fundraising proceeds from the Brewers Mini-Marathon+10k will benefit the MACC Fund. Participants can organize their own fundraising page online at [www.brewersmini.com](http://www.brewersmini.com). Donors can make donations online.

Participants can register for the race at [www.brewersmini.com](http://www.brewersmini.com). The costs of the Mini-Marathon +10K races are \$75 and \$55 respectively, for those registering by Aug. 1. The cost is \$85 and \$65 between Aug. 1 – Sept. 17. For those registering on packet pick-up day at Miller Park the cost is \$100 and \$80. Race details, a course map and other information including donating and signing up to volunteer can be found at [www.brewersmini.com](http://www.brewersmini.com).

Thanks to the Milwaukee Brewers, Brewers Enterprises and Sendik's for including the MACC Fund once again in the Brewers Mini-Marathon + 10K.

## 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 adds up to more than "Wins" in the standings. Brewers doubles, stolen bases and pitching changes 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®" makes a \$50 donation on the Brewers radio network for every double hit by a Brewer. Last season the home team had 275 doubles accounting for a wonderful donation of \$15,000.

The Balistreri Sendik's Markets have been on the MACC Fund team for six years helping to raise over \$560,000. Working for the third year with the Brewers radio network and the Fox Sports Wisconsin team, Sendik's donates 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." Last year the stolen bases added up to \$15,000 for the MACC Fund's Gift of Hope thanks to the 12 Balisteri family-owned Sendik's stores.

Sartori Cheese is *pitching* in again this year to help make a *change* for the better for the MACC Fund through its special program on the Brewers radio network. Sartori is the award-winning producer of rich and creamy Sartori Bella Vitano cheese. It was named Best American Cheese at the World Cheese Awards in Dublin, Ireland, and will once again generously donate to the MACC Fund for pitching changes. They donated \$25,000 for the past two seasons. Thanks Sartori for joining the MACC Fund team and for *pitching* in to make *change* to help a child win the game of life.

# An Evening with Martin Short at the Pabst Theater



The MACC Fund was fortunate to benefit from the 3rd annual "Laugh It Up Milwaukee" on Jan. 18 at the iconic Pabst Theater in the heart of downtown Milwaukee. The fourth oldest theater venue in the country was a beautiful venue for a night of comedy provided by the remarkable Martin Short.

Presented by the Bayshore Community Foundation and sponsored by the Daniel M. Soref Charitable Trust and Bilt-Rite Furniture, the evening benefited the Harry and Rose Samson Family Jewish Community Center and the MACC Fund.

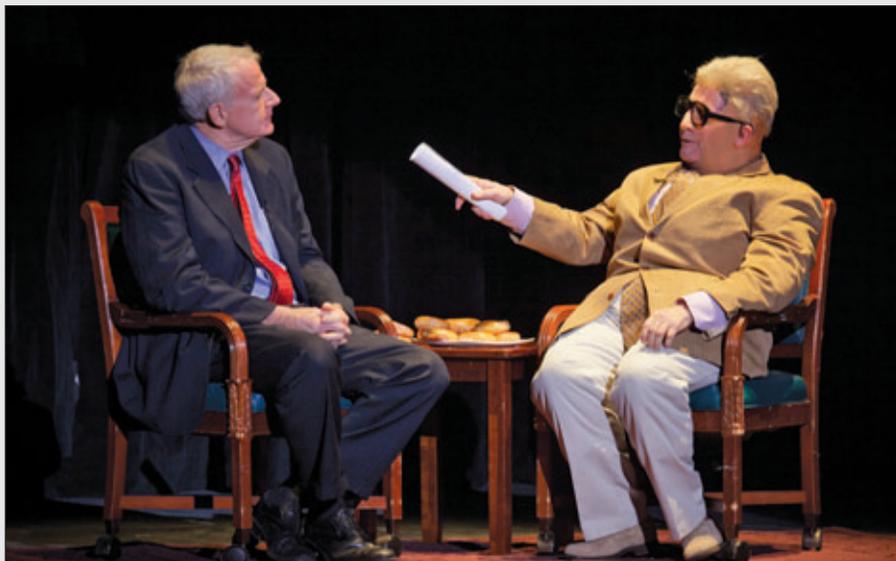


Photo by the JCC

*Milwaukee Mayor Tom Barrett was the good natured foil for Martin Short's iconic "Jiminy Glick" which provided lots of laughs at the expense of the Mayor who was happy to help the MACC Fund during "Laugh It Up Milwaukee".*

Generous MACC Fund supporters Associated Bank, Baker Tilly, Gruber Law Offices, Kapco, West Bend Mutual Insurance and the Brewers Community Foundation also sponsored the fun-filled evening.

Famous for his many characters from Saturday Night Live, Martin Short, the voice of the Cat in PBS's "Cat in the Hat," performed a one-man show which had the audience laughing from start to finish. Milwaukee Mayor Tom Barrett was the good-natured and good sport foil in Short's famous "Jiminy Glick" interview segment. The equally good-natured General Manager of The Bayshore Town Center, David Moss, used his size and girth to help Martin Short turn into a human bag pipe. It was a night to remember and the kids with cancer had the last laugh as the event raised \$45,000 for the MACC Fund to support pediatric cancer and blood disorders research.

The MACC Fund thanks the Bayshore Town Center, the Harry and Rose Samson Family Jewish Community Center, Mayor Barrett, the Evening's sponsors and of course, Martin Short.



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



Photo credit - Mark Was

*The MACC Fund's John Cary with Master Chan Lee and Grand Master J.K. Lee at the J.K. Lee Board Break-A-Thon at Bayshore Town Center.*

The J.K. Lee Blackbelt Academy's "Board Break-A-Thon" on Feb. 22 at Bayshore Town Center raised nearly \$41,000 for the MACC Fund. Grand Master J.K. Lee's children, Master Chan Lee and Miss Christine Lee, once again worked tirelessly to produce an event that raised needed funds for the MACC Fund while giving 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 Bayshore Town Center for this wonderful support. No one's sure how many boards were broken, but be assured this outpouring of support raised not only lifesaving 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.



Brian Gotter is the personable weatherman on TODAY'S TMJ4. "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 including this year's third annual "Brian Gotter's Bowling 4 MACC". Brian and his lovely and talented wife, Tina, led a fun-loving and hard working committee produced a record-breaking event which raised over \$31,000. Longtime MACC Fund friend, Ben Conrad, added his special marketing expertise.

Cedars III in Cedarburg was the perfect venue once again for the third annual event on March 22. A full field of bowlers throughout the day filled the eight lanes. The Gotters and their dedicated committee once again worked diligently to solicit auction and raffle items which raised important research funds. Each of the five groups of bowlers got to hear of Brian's commitment to the MACC Fund. His words were bolstered by the heartfelt words of childhood cancer survivors who also joined in the bowling fun.

Very special thanks to Tina and Brian Gotter, their great committee and the great folks at Cedars III. Our gratitude also goes out to the generous donors and lane sponsors as well as all who joined in the bowling, bidding and raffling fun by Bowling 4 MACC.

Brian will host the "Gotter 4 MACC" Chinooks game at Concordia University's Kapco Park on June 11.



*The Brian Gotter Bowling 4 MACC team outside the iconic Cedars III venue in Cedarburg*



# The 2014 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, 37 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 2013 **MACC Fund Golf Tour** raised nearly \$400,000. The "prize money" was made payable to "*Pediatric Cancer and 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, meeting new friends or simply playing a round with their favorite foursome. Regardless of the reasons, 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 at Brown Deer Golf Course, the longtime home of the US Bank Championship which was a stop on the PGA Tour. The Invitational returns next year to Erin Hills, the 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 2014 season with kids helping kids. The Honorary Chairman for the eighth year was five-time PGA Tour Player and MACC Fund Honorary Athletic Board Member Mark Wilson. Mark will once again play with three teams from the top fund-raising high school teams during the summer.

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 2014 just like they did in 1977 when Robin Yount's fivesome won the inaugural event. The MACC Fund is honored to be 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 including its "MACC Fund Day" on May 28 with all proceeds being donated to the MACC Fund.

If you, your company or organization is planning 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 and blood disorders.

To learn more about the Tour call the MACC Fund at 414-955-5830. You can also visit [www.maccfund.org](http://www.maccfund.org) and get ready to **tee it up to help drive cancer out of kids lives "fore" good!**

# WBCA ALL-STARS 'Best of the Best'

The state's best high school basketball players will come together in June for the 37th annual Wisconsin Basketball Coaches Association (WBCA) All-Star Games at the *JustAgame Fieldhouse* in the Wisconsin Dells.

The girls will play throughout the day on Friday, June 20, while the boys will take the hardwood all day on Saturday, June 21. The games in this exciting 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](http://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 36 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 over \$2 million for the MACC Fund since 1978. Last year's games raised \$135,000.

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 Jim Myers, 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.

The Association's Hall of Fame at the JustAgame Fieldhouse in the Dells is great to see when you visit the Dells.



Photo - The Milwaukee Business Journal

**Congratulations** to MACC Fund Chief Operating Officer Becky Pinter for being named to the Milwaukee Business Journal's "40 Under 40" list. The readers of the Milwaukee Business Journal now know what the MACC Fund has known for years - that Becky is one of the area's rising stars.



## Backs MACC

The Milwaukee Wave have helped the MACC Fund throughout their 29-year history as Milwaukee's premier indoor professional soccer team. The Wave teamed up with the MACC Fund again this year. They highlighted their regular season finale game as the Wave / MACC Fund game. The family fun included impressive in-game fundraising which contributed \$1,000 to the MACC Fund. Eleven-year-old Maggie Schlelein of Germantown represented the children helped by the MACC Fund by kicking out the honorary game ball.



Photo credit - Brian Malloy for the MACC Fund

MACC Fund Board Members with Aaron Rodgers at the "Evening With Aaron Rodgers" from left, first row John Steinmiller, Aldo Madrigrano, Jan Lennon, Aaron Rodgers, Walter Winding and Paul Griepentrog. Second row, from left TJ Marini, Al Costigan, Paul Knoebel, Honorary Board Member Andy North and Jon McGlocklin. Board members Scott Falk, Tammie Miller, Bill Steinberg, Kevin Steiner and Bill Wertz were not able to attend.

# Aaron Rodgers Backs MACC



Photo credit – Brian Malloy for the MACC Fund

Aaron Rodgers is surrounded by the children he is dedicated to helping who were part of the “Aaron Rodgers 12 Days of Christmas” campaign sponsored by Kohl’s and created by the Milwaukee Journal Sentinel. The children capped off the Fifth Annual “An Evening With Aaron Rodgers” by presenting him with a collage of their pictures which they autographed for him.

Aaron Rodgers’ reputation precedes him as a great football player as shown by his Super Bowl and League MVP titles. His MVP titles are not limited to the field of play, however. For the last five years, Aaron has been an MVP on the MACC Fund’s team scoring points for children battling cancer and blood disorders. If dollars were points, his score would be about 1.5 million!



Photo credit – Brian Malloy for the MACC Fund

Aaron Rodgers with Chloe at his special Evening. Chloe was diagnosed with leukemia in May 2012 and hopes to complete treatment in the MACC Fund Center at Children’s Hospital of Wisconsin in August.

Aaron hosted the fifth annual “An Evening With Aaron Rodgers” on May 6 in the Grand Ballroom at the Hyatt Regency Milwaukee. Aaron was joined by his teammates John Kuhn and Randall Cobb on stage along with Jason Wilde of ESPN Wisconsin who hosted the entertaining discussion. Wilde hosts the popular “Tuesdays With Aaron” each week during the Packers season. Madison’s Andy North, two-time US Open Champion and ESPN golf analyst was the Evening’s Master of Ceremonies. Both Aaron and Andy are MACC Fund Honorary Athletic Board Members. It was an inspirational night enjoyed by a capacity crowd. Steve “The Homer” True of 540 ESPN Milwaukee conducted a high paced auction which capped off the Evening before the children presented Aaron with a framed collage which they autographed for him.

Very special thanks to the capacity crowd who attended and to the generous presenting sponsors: Associated Bank, Beer Capital Distributing, Gruber Law Offices, Miller Lite, the Milwaukee Journal Sentinel, Northwestern Mutual and West Bend Mutual Insurance as well as the cooperating sponsors: the Brewers Community Foundation, the Costigan Family Foundation, Dental Associates, Jim Mueller and Mueller Qaas, Prevea Health, Surg Restaurant Group and Walter G. Winding / Winding and Company.

Aaron has participated in a number of events for the MACC Fund since 2010 playing an integral role in raising funds for the



Photo credit – Brian Malloy for the MACC Fund

From left, ESPN Wisconsin’s Jason Wilde and the Packers Randall Cobb, Aaron Rodgers and John Kuhn during the Fifth Annual “An Evening With Aaron Rodgers” on May 6 at the Hyatt Regency Milwaukee.

MACC Fund. For the second year 12 children were featured in the annual “Aaron Rodgers’ 12 Days of Christmas” to benefit the MACC Fund. Created by the Milwaukee Journal Sentinel and sponsored by Kohl’s, the unique program told the stories of the children from 12/1 – 12/12, through a series of full page newspaper ads as well as through the eyes of their parents through videotaped interviews. You can still see the poignant stories at [www.jsonline.com/twelvedays](http://www.jsonline.com/twelvedays). It did more than tell their stories, it helped make their future brighter by raising \$75,000 resulting from a donation of 5% of toy sales.



Clad in a tuxedo, Bryce holds an Aaron-signed football he helped auction to the cheering crowd. Diagnosed with Aplastic Anemia in 2012, Bryce has had two bone marrow transplants. He has stolen the hearts of his caregivers as he did the hearts of the Evening’s guests.

Aaron has also designated the MACC Fund to be the beneficiary of his philanthropic efforts ranging from celebrity golf tournaments to community awards.

Aaron is an MVP in every sense of the term and his commitment to the MACC Fund and the children clearly shows that.



## Candy Cane Lane continues to glow

Candy Cane Lane has brightened the winter skies in West Allis for 28 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 the extra 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 \$86,000 was raised in the **Sharing Christmas** program in 2013. This remarkable amount will help brighten 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 **Milwaukee Admirals** have been great supporters of the MACC Fund throughout its tenure of giving Milwaukee great hockey action. Their support has extended to everything from special benefit games over the years, including a league All-Star Game against the beloved



1980 Olympic Team (before their famous games in Lake Placid), to appearing at MACC Fund events to visiting the children in the hospital. Admirals owner Harris Turer and his front office team headed by President Jon Greenberg are always ready to step up to help along the players and coaches. The Admirals teamed up with **Potawatomi Bingo Casino** for the "**Chuck A Puck**" contest throughout the season. Fans bought pucks which they tossed on to the ice with lucky winners getting great prizes. The contest on the ice added a cool \$2,500 to the MACC Fund and \$2,500 to each of five other community charities. Thanks to Potawatomi Casino and congratulations and thanks to the Admirals for their success on the ice taking them to the Playoffs once again and their generous support off of the ice.

## MACC Madness

The MACC Fund's friends from Champps Americana in Brookfield and Thrivent Financial's Matt Hug joined together with US Foods, Beer Capitol Distributing and MillerCoors to create an exciting event which donated to the MACC Fund for Bucks, Badgers and Marquette basketball games in March culminating with a great live event to tip off the first game of the NCAA's Final Four. Exciting auction packages and the generous donations from the games raised an exciting MACC Madness "Gift of Hope." Thanks to all!

## CONGRATULATIONS

**Mike Dunleavy** played for the Bucks for two years before joining the Chicago Bulls in 2013. His dad was the Bucks head coach in the 90s. Mike got an early exposure to the MACC Fund and was a generous supporter while playing for the Bucks. He donated \$1,000 for every point he scored in the annual Bucks MACC Fund game and this past season donated \$1,000 for each point he scored against the Bucks as a Bull in the pre-season game. He received the "NBA's Sportsmanship Award" this year and donated his \$5,000 award money to the MACC Fund. Congratulations and thanks for continuing to think about the kids and the MACC Fund, Mike.



The MACC Fund is pleased to join forces for the sixth consecutive year with ERJ Dining, the Wisconsin franchisee for Chili's restaurants, for the Chili's MACC Open. Chili's is proudly supporting the MACC Fund throughout the month of May at their restaurants throughout Wisconsin. May 28 will be "MACC Fund Day" throughout the state at your favorite Chili's with all proceeds benefiting the MACC Fund.

The Chili's MACC Open is Monday, June 2, at Tuckaway Country Club. This first major MACC Fund event is still a signature event. Foursomes are paired with celebrities from the world of sports, entertainment and broadcasting.

Junior Bridgeman owns ERJ Dining. He was a teammate of Jon McGlocklin's on the Milwaukee Bucks and was playing for the hometown team 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.



Photo by Mark Was

TODAY'S TMJ4's Carole Meekins and Mike Jacobs during the TODAY'S TMJ4 Sports Auction 4 MACC on Dec. 14. They were joined by their teammates John Malan and Lance Allan as well as MACC Fund volunteers who answered phones in the station's 33rd annual MACC Fund broadcast.



Tim O'Brien Homes held a Fitness Contest raising dollars for charity and raised \$4,747 for the MACC Fund. Tim O'Brien and Lisa Gilbert of Tim O'Brien Homes present the check to MACC Fund Chief Operating Officer, Becky Pinter.



The MACC Fund's John Cary is flanked by Jim and Jan Sartori who presented the Sartori "Brewers Pitching Changes for MACC" check.

## Robinade Old School Lemonade Backs MACC

Robin Yount was a Hall of Famer on the field. His "Robinade" Old School Lemonade is making him an All-Star in the beverage industry as well. He has always been an MVP with the MACC Fund having donated \$40,000 to the MACC Fund over the years through proceeds from his Robinade. Always willing to help the MACC Fund, Robin has also been a generous donor of auction items which have raised thousands of dollars for the MACC Fund.

He was a star on the diamond and 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 continues to think of it with Robinade.

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. Helping the MACC Fund through Robinade shows that Robin is a true Hall of Famer both on and off the field!

## Lucky Leprechaun

The second annual "Lucky Leprechaun" filled the streets of Wauwatosa with over 2,500 runners and walkers on March 22. The event was hosted by Leff's Lucky Town and Performance Running Outfitters and produced by Vision Event Management. The MACC Fund benefitted from the fundraising efforts of the participants who raised \$5,000. The unpredictable March weather tried its best but it couldn't put a damper on the 7K's hearty runners. Thanks to Leff's and Performance Running Outfitters as well as Miller Lite for teaming up to help the MACC Fund. Leff's is no stranger to the MACC Fund. Its Brewers Opening Weekend Tailgate has benefited the MACC Fund for years.



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

## September is Childhood Cancer Awareness Month

Gold is the color designated for childhood cancer. Mother Nature does a pretty good job of turning trees Gold on her own. The MACC Fund is helping her turn the area Gold in September by teaming up with the "I Back Jack" Foundation, the Medical College of Wisconsin and Children's Hospital of Wisconsin in September to celebrate Childhood Cancer Awareness Month. One aspect of this effort is "Gold in September" or G9 which is the idea of 11-year-old Annie Bartosz. Annie's twin brother Jack's battle with cancer inspired the creation of the "I Back Jack" Foundation while he inspired thousands with his courageous fight which ended in Aug. 2012. Keep an eye out for "Gold in September" activities and thanks for doing your part.



## Women for MACC offers Hope

Women for MACC has been helping children with cancer for 32 years. Their efforts over

three decades have been responsible for generating nearly \$4.5 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 its 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 MACC Fund will be taking over as the beneficiary of the popular Hartford Gun and Conservation Club's "Shoot for a Cure" on Aug. 23-24 which gives trap enthusiasts a chance to help "shoot down" cancer. 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 Nov. 5.

The MACC Fund and the children thank Erin Hareng for her terms as President and Jan Lennon for serving on both boards, as well as the entire Board of Directors for all they have done and are doing to provide hope through research.

## Sendik's Balistreri Sendik's Markets Back MACC



Sendik's Ted Balistreri (right) and the MACC Fund's John Cary

The Balistreri owned and operated Sendik's Food Markets in Whitefish Bay, Wauwatosa, Mequon, Grafton, Elm Grove, Franklin, Greenfield, Germantown, New Berlin, West Bend, Bayside - and now in Hartland - helped the MACC Fund for the sixth straight year this past winter. The stores raised \$122,500 for the MACC Fund's fight against childhood cancer and blood disorders thanks to the generosity of their loyal patrons. The six-year total from this great family grocery enterprise totals \$564,000.

The award-winning stores featured the MACC Fund in their Winter *Sendik's Food Market Real Food* magazine. They sold over 75,000 candy canes as well as 2,850 of the TODAY'S TMJ4 MACC\*Star designed by 11-year-old Maggie Schlehlein of Germantown. The stores also provided special merchandise offers to benefit the MACC Fund.

The Balistreri owned and operated Sendik's stores have distinguished themselves as leaders in grocery and fine food retailing since 1926. With 12 great locations in the Milwaukee metro area, West Bend and Hartland 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 throughout the year like ABCD (After Breast Cancer Diagnosis), the Penfield Children's Center and Feeding America of Eastern Wisconsin as well as the MACC Fund.

Now Sendik's gives you another reason to cheer for exciting Brewers baseball action. Every Brewers stolen base will mean \$100 to the MACC Fund thanks to the Sendik's Red Bag for Charity program on the Brewers Radio Network and FoxSports Wisconsin. Stolen "bags" (bases) and the famous Sendik's Red Bag combine for a Brewers action packed "Gift of Hope." A perennial leader in stolen bases, the swift feet of the Brewers led to Sendik's donating \$15,000 to the MACC Fund. Thanks Sendik's for all of your great support. Visit [www.sendiksmarket.com](http://www.sendiksmarket.com) throughout the year for the latest in Sendik's news.

## Inspired by Ryan

Ryan Luxem inspired many people with his courage and strength in his battle with cancer. Unfortunately, Ryan's battle 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 not surprising 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.

The third annual "Inspired By Ryan" Art Fair was held in honor of Ryan in March in Union Grove. The purpose was to spread awareness about childhood cancer while raising money for childhood cancer research. The Art Fair shared 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 success once again raising close to \$4,000! Ryan would have been proud of all of those supporting the "Inspired By Ryan Art Fair."



COMMUNITY  
HEALTH CHARITIES

Give.  
Connect.  
Help.<sup>SM</sup>

## 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.

## Brookfield Jaycees Back MACC again

The Brookfield Jaycees have been helping the MACC Fund through their annual Basketball Marathon for three decades. This outstanding support is a testimonial to the Brookfield Jaycees 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 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.

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 \$45 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*. 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; fax 414-955-6170; email: [info@maccfund.org](mailto:info@maccfund.org); website: [www.maccfund.org](http://www.maccfund.org) Editor: Sean Callahan.

PLEASE REMEMBER THE MACC FUND IN YOUR ESTATE PLANNING.

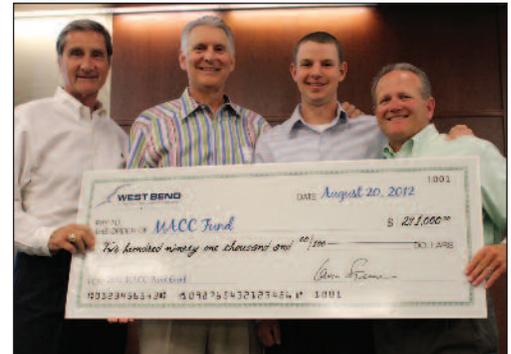
# WEST BEND® *Helps MACC*

THE SILVER LINING®

West Bend's "Silver Lining" is stepping up to the plate once again this season with a \$50 donation to the MACC Fund for every double hit by a Milwaukee Brewers player. Last season the Brewers had 275 doubles accounting for a wonderful donation of \$15,000.

West Bend helped sponsor "An Evening With Aaron Rodgers" on May 6 at the Hyatt Regency. The Silver Lining also hosts a biennial golf outing for the MACC Fund at the beautiful West Bend Country Club. 2012's total of \$300,000, the largest amount ever raised in a golf outing for the MACC Fund, will be the number to surpass this year on Aug. 18. West Bend's total donated from the past four outings is nearly \$600,000!

West Bend also supports the annual Bucks MACC Fund Game and is a sponsor of the TODAY'S TMJ4 Sports Auction 4 MACC. The company's Mike Koehler Award benefits the MACC Fund by honoring 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.



*Joining Kevin Steiner, West Bend's President & CEO, (far right) at the record 2012 open are Jon McGlocklin, Andy North and Brandon Novak who was diagnosed with cancer 12 years ago.*

## MACCetera

The **Women of AT&T** host Jeans for a Buck/Food for a Buck benefiting local charities including \$1,300 to the MACC Fund so far this year.

The **6th Grade Christian Formation Class of St. Mary's Parish** in Menomonee Falls, raised \$200 through their Stewardship Challenge for the MACC Fund. Way to go kids!

In 2013 **Tim O'Brien Homes** held a Fitness Contest raising dollars for charity and raised \$4,747 for the MACC Fund.

High School Girls basketball backed MACC as New Berlin Eisenhower took on New Berlin West in February raising over \$2,200 for the MACC Fund in the **Ike and West Shooting for Adam** benefit.

The 3rd Annual **Inspired by Ryan Arts Fair** on Mar. 29 raised over \$3,376 for the MACC Fund honoring Ryan who lost his battle at 11 several years ago.

The **Midwinter Brewfest** was held at the Milwaukee Ale House in February and raised over \$21,000. Patrons enjoyed their favorite live music, food from Palermo's and Usinger's, and beverages from over 30 microbreweries.

The MACC Fund's friends at **Cudahy's Pick 'N Save** hosted their annual **Eggstravaganza** for MACC on Apr. 12 and raised \$2,190 in their annual pre-Easter benefit.

**PonyBug** is a special fleece hat with a slit for your ponytail. Sales of this unique item in memory of Zoe by her uncle, Fox 6 News anchor Brad Hicks and his sister Kirsten, Zoe's mom, raised nearly \$200 thanks to their donation of 10% of each sale. We know Zoe would be proud of her Uncle and Mom.

**Culver's of Fond du Lac** has been collecting change for the MACC Fund and their winter collection raised \$153. Thanks Culver's! Always a better ButterBurger!

Speaking of change, the MACC Fund's longtime friends at **Thomas Jewelers** continue to collect change for the MACC Fund raising nearly \$250 so far this year.

The MACC Fund benefited from the Celebrity "**BLUtender**" at the **Pfister Hotel** with proceeds expected to be about \$4,000. Thanks to MACC Fund Board Member T.J. Marini for being the 'celebrity' bartender for the MACC Fund.

Thanks to one of our favorite volunteers, **Ryan Hypke**, who did the Ironman Challenge last year and raised almost \$1,700 for the MACC Fund in his first Ironman competition. Ryan has his sights set on another great year.



**Children's**  
Hospital of Wisconsin

## Congratulations to Children's Hospital

Children's Hospital of Wisconsin recently earned "Magnet Recognition Program®" status for the third consecutive time from the American Nurses Credentialing Center. This impressive designation is granted every four years and it is only granted to those organizations that demonstrate sustained superiority in nursing care. Children's has distinguished itself in this important area as families of children battling cancer and blood disorders can attest to. Children's is among an elite group of three-time Magnet-recognized hospitals. Less than 1 percent of all hospitals with Magnet status have earned the designation for three consecutive four-year periods and only about 7 percent of the hospitals in the nation have achieved Magnet recognition. Of those who have achieved this status, only 3 percent successfully earn re-designation. Congratulations once again. The MACC Fund is honored to partner with Children's to give every child a fighting chance.

## Michael Best's "Best Pass" Adds up for the MACC Fund

Michael Best & Friedrich was founded in 1848, two years after the City of Milwaukee was incorporated. It is regarded as a leading law firm in the Midwest with approximately 220 attorneys serving clients at its offices in Milwaukee, Madison, Waukesha and Manitowoc and Chicago. Over the years, the firm has been dynamic and responsive to the changes facing businesses. It has also remained true to its longstanding goal of delivering results for clients.

Michael Best's commitment to the communities it serves extends beyond the law firm's clients. Its attorneys and employees are involved in a wide array of efforts benefiting many. They are Green Bay Packers fans as well. That commitment to community and excitement over the Packers led them to team up with the MACC Fund for the second straight year for the **Michael Best "Best Pass" Program**. Michael Best made a donation to the MACC Fund for every touchdown pass thrown by the Packers. They were joined by longtime client and great MACC Fund supporter, KS Energy Services which matched their generous gift. Aaron Rodgers, the Packers great Quarterback and MVP as well as MACC Fund supporter, missed some games leading to a drop in touchdowns yet Michael Best and KS Energy Services "rounded up" their donation to \$30,000 for the second straight year. Thanks to Michael Best and KS Energy Service for adding special "MACCitement" with every Packers touchdown pass.

## American English Concert Celebrates 10 years

Beatles fans in the Fox Valley on Feb. 7 made the 10th anniversary "American English Benefit Concert for the MACC Fund" a resounding success. It celebrated the 50th anniversary of the Beatles coming to America and making their famous appearance on the Ed Sullivan Show on Feb. 9, 1964. A "reincarnation" of the famous television show was an entertaining part of the evening which mirrored the famous broadcast from 50 years ago. It even included the commercials of the bygone era and the reading of a telegram from the famous manager of Elvis Presley, Col. Parker.

The award-winning Beatles Tribute Band from Chicago turned "Players Choice" in Appleton into a great concert venue raising important funds for this special edition of Music for MACC.

A decade ago, the extreme 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 get better each year. So, too, does the appreciative audience with fond memories of 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 decade of Hope total to nearly \$100,000. Special thanks to Bouwer Printing and Mailing, Express Convenience Centers, WVBO 103.9FM, New York Life, Beefeaters, Don's Quality Meats, Liberty Hall, U.S. Bank, Darboy Barber Shop, Schenck, Hilton Garden Inn and Players Choice of the Fox Cities for their great support.

### 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](mailto:info@maccfund.org)

#### **Superstar ~ \$7,500**

Nicholas Family Foundation  
US Bank Technology Services

#### **Captain ~ \$3,000**

A.O. Smith Foundation  
Karen & Eddie Doucette  
Carol Gehl  
Barbara Kendro  
Joy & Clark Vilter

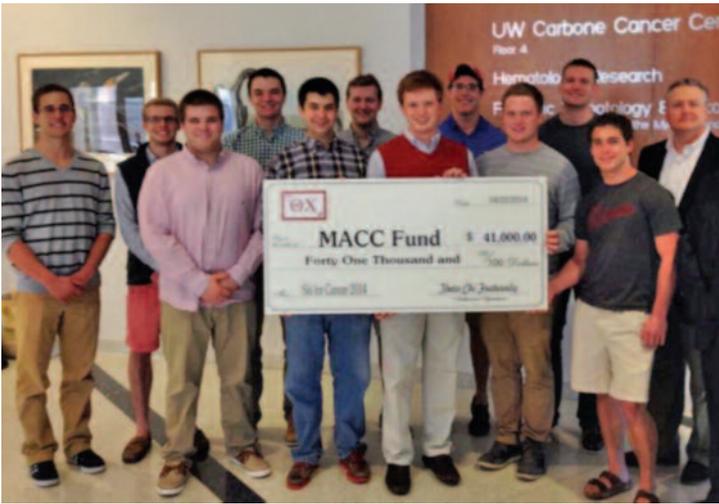
#### **Starter ~ \$1,000**

Kathy & Dan Beers  
Richard Bierwirth  
Dr. & Mrs. Patrick Brody  
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Clients & Suppliers of  
TJR Communications  
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Ted & Noelle Rulseh  
Pam & Stuart Schroeder  
Robert A. Schultz, Jr.  
Diane M. Wisniewski

#### **Coach ~ \$500**

Larry & Jan Barbera  
Flannery Family  
Dr. Lawrence, Joyzle and Mari Howards  
Dennis & Judy Kruzan  
Jan Lennon  
Becky & Brian Pinter  
Sabinash Family  
Kurt Schummer  
Marjorie Singer  
Shannon & John Tabaska  
The Wagner Family c/o GW Electronics  
Beth & David Wilmoth



## Bob & Brian Radiothon Backs MACC

### Theta Chi's

### Ski For Cancer Backs MACC

The University of Wisconsin's Psi Chapter of the 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 for the fifth straight year and helped create a record-breaking fundraising event benefiting the MACC Fund.

The 2014 Theta Chi Ski for Cancer was held at Cascade Mountain, south of the famous Wisconsin Dells, on March 1. It boasted the biggest fund-raising day in the illustrious history of the iconic ski event. A creative video encouraging students to attend included vignettes from campus personalities including the Chancellor, Dean of Students and Final Four Badgers basketball coach, Bo Ryan.

The students worked with alumni advisers and produced a special day of skiing dedicated to helping the children with cancer. Proud alumni also gave generously for something that was near and dear to their hearts, the venerable Ski For Cancer.

The students and alumni raised a record \$41,000 outdistancing 2013's previous record by \$12,000 bringing the total Theta Chi Ski For Cancer total over the years to nearly \$375,000. The fraternity presented the record check in the MACC Fund Childhood Cancer Research Wing of the Wisconsin Interdisciplinary Medical of the University of Wisconsin.

The MACC Fund sincerely thanks all of the members of Theta Chi, past and present, for their great support. Special thanks to John Luckey, who headed the fraternity's efforts, and to the Alumni advisor Jon Graan, who always helps from the alumni perspective.

The Bob and Brian Radiothon on 102.9 THE HOG on Apr. 9 - 10 was a great success for the MACC Fund for the sixth year and raised over \$75,000. Milwaukee radio's popular morning team for more than two decades, Bob and Brian, broadcast live throughout the day on Wednesday and Thursday for the MACC Fund. Their popular website filled in the overnight with highlights of the day.

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, their "Best Of" CD as well as their Radiothon. Leff's joined forces with THE HOG for a Weekend Brewers Tailgate Party.

The Radiothon featured great auction items and interviews with local and national sports and media celebrities including Hall of Famers and iconic Wisconsin sports figures Bart Starr and Robin Yount, Packers QB Aaron Rodgers, 2-time US Open Champion Andy North, Olympic Gold Medalist Dan Jansen, UW's Final Four coach Bo Ryan, Bucks Center John Henson, Brewers Pitcher Yovanni Gallardo, Houston Oiler and UW Badger alum JJ Watt and MACC Fund Co-Founders Eddie Doucette and Jon McGlocklin. Bidders had a chance to join them in supporting the MACC Fund. Concert tickets, electronics, unique experience items and much more filled the auction airwaves.

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. 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."

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



Midwest Athletes Against Childhood Cancer, Inc.

[www.maccfund.org](http://www.maccfund.org)  
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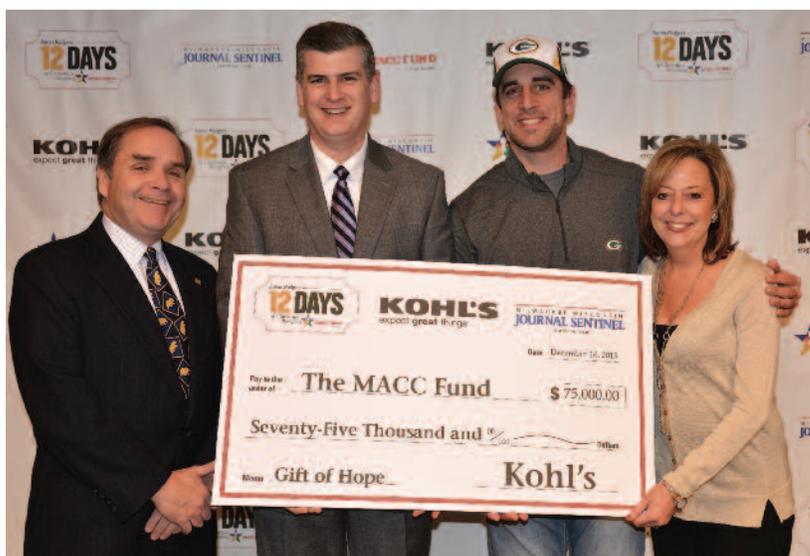
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Kohl's continued its support of the MACC Fund for the second year through its "Aaron Rodgers 12 Days of Christmas Benefiting the MACC Fund." Working in conjunction with Aaron Rodgers and the Milwaukee Journal Sentinel – which created the unique program which ran from Dec. 1-12 – Kohl's helped share 12 "Faces of the MACC Fund" by telling the story of kids helped by MACC Fund supported research.



*Left to right John Cary of the MACC Fund, Pete Deubler of Kohl's, Aaron Rodgers, Pam Henson of the Milwaukee Journal Sentinel.*

Thanks to Kohl's, Aaron Rodgers and the Milwaukee Journal Sentinel for brightening the holidays for the MACC Fund and sharing the stories of 12 "faces of the MACC Fund."