



Teaming Up to Cure Childhood Cancer and Blood Disorders through Research

MACC FUND TODAY

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Children's Oncology Group selects the MACC Fund Center for Cancer and Blood Disorders as a Phase 1 Center

Designation raises Center's status 'among best in the world' for clinical research

A year ago an enthusiastic Michael E. Kelly, MD, PhD, lauded the progress of an ambitious five-year plan to overhaul the research infrastructure for cancer and blood disorders at the Medical College of Wisconsin's Department of Pediatrics.

On target, programs expanding and new opportunities for patients being treated with cutting edge therapies were a few of the phrases cited by the Associate Professor of MCW and Interim Co-Section Chief of Pediatric Hematology, Oncology and Bone Marrow Transplant.

Fast forward a year later and Dr. Kelly's plan, developed in 2008 thanks to a \$5 million multi-year gift from the MACC Fund, now finds itself ahead of schedule.

The somewhat unexpected yet opportunistic kick forward comes as a result of the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin being named a designated Phase 1 Center in the Children's Oncology Group (COG). COG is a group of 240-250 medical institutions. Of that group only a select 20-22 centers are part of the Phase 1 Consortium and designated to run early phase clinical trials.

"This is another measure about where we are," said Dr. Kelly. "We're clearly in the upper echelon of pediatric oncology institutions across the country. Really, when you think of COG it is not just in the



Some of the members of The Phase 1 Center team in front of the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin. From Left: Justin Nebel, Dr. Leslie Mortland, Jen Brown, Dr. Michael Kelly, Rebecca Fischer, NP, Becky Rehborg and Pam Boettcher.

U.S., it's worldwide, and this puts us among the best in the world."

Dr. Kelly credits the MACC Fund gift for building the clinical research infrastructure and becoming very competent in running all phases of clinical trials...from early phase clinical trials that include experimental agents all the way up to very complicated Phase 3 clinical trials.

"This is a clear demonstration of what we're able to do with regard to help from the MACC Fund. This is a great opportunity for our patients and our program and really reflects the investment made by the MACC Fund."

This is the first time a program on campus has been designated as a Phase 1 Center.

"A huge step forward not only for Children's Hospital of Wisconsin but for the whole campus," Dr. Kelly said.

The "opportunity" to get the designation came via an email to Dr. Kelly from a member of the MACC Fund Scientific Review Board.

"We seized the opportunity," Dr. Kelly said, noting the Phase 1 designation was always a part of the five-year master plan (it just came a year and one-half ahead of schedule). "We found out earlier this year there was going to be a competitive renewal for the COG Phase 1 Consortium and that we should apply. We put the application together and on Aug. 1 we were selected."

The Phase 1 Center "went live" in mid-October.

"I think it clearly is in line with the Cancer Center's goals of offering early phase interventional trials for both pediatric and adult cancer patients," Dr. Kelly said. "We're obviously very excited about this."

The Phase 1 team consists of Drs. Kelly, Julie Talano and Leslie Mortland. In addition there is Rebecca Fischer, a nurse practitioner in the cancer program, Becky Rehborg the lead clinical research coordinator, Nancy Peret the lead research nurse, and Pam Boettcher and Michelle Martin who are the regulatory specialists.

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Dear MACC Fund Supporter:

Ultimately the goal of all the work we've funded is to achieve better results for kids with cancer and related blood disorders. Research aimed at understanding how treatments could be better implemented and at developing new therapies has benefitted these kids for years. What you'll read in the cover story is grounded in a sense of purpose that has guided us for the 35 years – life for kids. There's been a sense of urgency for every one of them; some couldn't wait. They've gone ahead to 'save a place' for us as Aaron Rodgers asked Cheri Amore a year ago. Despite battling acute lymphocytic leukemia from the age of three, Cheri died shortly after her 17th birthday but left a legacy of hope and courage for all who knew her.

Thirty-five years ago Eddie and Jon knew that something needed to be done for Eddie and Karen's son, Brett, and kids with cancer. It's hard to imagine that they had any idea what this might become. One of the biggest challenges starting out was to get healthy people in Milwaukee and Wisconsin interested in kids with cancer. We've been blessed with many family and friends, sponsors, volunteers, athletes, doctors and our dedicated staff - many of them dear friends between then and now who've made these kids a priority in their giving. You'll see some of them acknowledged in Jon's column on this page.

The MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin received an 'opportunistic kick forward' in being named a designated Phase 1 Center in the Children's Oncology Group to run early phase clinical trials. It's meaningful and lasting recognition of what Dr. Kelly and the Department of Pediatrics have done to build a new infrastructure for research and a level of treatment and care that hasn't been available on this campus before. That's the big news in the cover story of this newsletter and comes, in part, as a result of a \$5 million multi-year gift from the MACC Fund.

Here's another example; it's the work of Dr. Paul Sondel at the UW Carbone Cancer Center in Madison. Dr. Sondel's recent trials on treatment for neuroblastoma, a cancer that develops in nerve cells and most commonly affects children 5 years and younger, were cut short because of their overwhelming improvement over the standard treatment that had been currently in use for kids. MACC Fund support was critical to Dr. Sondel and his lab team in this success.

Putting a real-life face on that - this year's MACC*Star was designed by 10-year-old Jack Bartosz of Hartland. Jack was diagnosed with neuroblastoma in 2005 and continues his battle today. Having battled cancer for more than half of his life, Jack's MACC*Star's theme is "Just Believe" and features the words Love, Dreams, Hope, Faith, A Cure. That's what this has always been about. It's why we do this work.

Bill Steinberg, Board Chair



Dear MACC Fund Friend:

Thirty-five years ago, when Eddie Doucette and I helped launch the MACC Fund, we never dreamed that it would become the beacon of Hope that it has for children battling cancer, and more recently blood disorders. At that time in 1976 we were joined by a group of five friends who dared to dream with us to help children like Karen and Eddie's son, Brett, who was battling leukemia. Having Brett alive to celebrate this birthday makes it even more special. Ironically, he works for a Children's Hospital in Phoenix.

One of the original members is still a vital member of our board today, John Steinmiller of the Milwaukee Bucks. The MACC Fund would not be where it is today without then Bucks owner Jim Fitzgerald's support which began during a Bucks game on Dec. 10, 1976, in the Milwaukee Arena. The MACC Fund continues to owe so much to Senator Kohl, too, who graciously embraced the cause when he purchased the team in 1985. He and the Bucks continue to be steadfast in their support today.

This year we will celebrate our 35th Birthday on Saturday, Dec. 10 with our dear friends from TODAY'S TMJ4 for a "Prime Time" edition of the TODAY'S TMJ4 Sports Auction 4 MACC on Channel 4 from 7 – 9 p.m. We hope you join us. This is the unprecedented 31st consecutive year of live broadcast MACC Fund support from TODAY'S TMJ4. The station is the third longest tenured sponsor following the Bucks and the dedicated Wisconsin Basketball Coaches Association, which joined the team in 1978 with their annual All-Star Games.

Lots of amazing things have happened in the past 35 years, but few are as important as the overall cure rate for childhood cancer rising from 20% to 80%. The \$40 million which the MACC Fund has contributed to research in Wisconsin at the Medical College of Wisconsin, Children's Hospital of Wisconsin and the University of Wisconsin, has played an important role in that impressive statistic. Friends like you helped make that possible by joining our team. Since research knows no boundaries, MACC Fund supported research has helped children throughout Wisconsin, the nation and the world.

I would be remiss if I didn't thank my dear friend Eddie Doucette along with his wonderful wife, Karen, for allowing us to turn their tragic diagnosis of Brett's leukemia into a *Gift of Hope*. My wife Pam has been a great supporter and took it to the next level with Women For MACC. I also want to thank the dedicated people who made up the MACC Fund Board of Directors over the past 35 years - with special tribute to those serving now including our Chairman, Bill Steinberg and Vice Chair Paul Knoebel. Both of their support dates back nearly as long as the MACC Fund itself. Needless to say I want to thank all those who served so diligently on the MACC Fund staff which has been led by our dedicated Executive Director John Cary for nearly 30 years.

It's been quite a run. Yet, as we celebrate the lives saved, we are always reminded that we support research to honor those who have died - whom we trust always had Hope. Thanks for helping the MACC Fund give a *Gift of Hope*.

Jon McGlocklin, President

The 22nd Annual TREK 100

The 22nd TREK 100 continued its tradition of raising more money for pediatric cancer and blood disorders research than any event in the MACC Fund's history. The 2011 TREK 100 produced proceeds of \$720,000 bringing the 22-year total to nearly \$10 million!

Trek Bicycle Corporation of Waterloo, Wis., is the nation's largest manufacturer of bicycles. The company has been the incredible sponsor of the TREK 100 since 1990. The ride has traditionally been recognized as one of the "Best Rides in the Country" by *Bicycling* magazine.

This year, nearly 2,200 riders cycled 19, 36, 62 (100k) or 100 miles over the beautiful roads abutting abundant farmland in the area around Trek's Waterloo headquarters on June 11.

The riders' day started with a bountiful breakfast served by gracious volunteers mustering everything from fresh pancakes to fruit and juices. Once on their ride, the cyclists were met along the way by enthusiastic rest stop volunteers serving up everything from chips to brats. There was even a polka band at the Fall River Foundry!

Trek provided great prizes from bike bags to bicycles for the dedicated riders who solicited pledges for every mile they rode in hopes of finding a cure for childhood cancer. Peter



Photo by Trek Bicycle Corp.

The beautiful countryside and quiet roads combined for a great TREK 100 ride.

Schraufnagel and David Herro headed the fund-raising list raising nearly \$40,000. Rounding out the Top 10 list were: Matthew Regan at \$15,608, Mike Bown, \$12,365, Bob Burns, \$11,921, Bill Duke, \$11,200, Mark Dorney, \$10,150, Tom Gregory, \$8,850, Dave Blais, \$8,524 and longtime friend and past top fundraiser Dan Boland at \$7,700.

The TREK 100 is a great reunion of MACC Fund friends from around the country, including Brigadier General Corey Carr who comes from Indiana each year. He rode his own TREK 100 in Iraq several years ago. This year, a friend of his, Chief Warrant Officer Ben Coon, rode his TREK 100 in Afghanistan where he is a Blackhawk pilot. Ben's father along with his friends like Corey rode in the TREK 100 in his honor in "Army Strong" jerseys. Several other returning veterans also joined in the TREK 100 this year. Their service to our country along with all military service personnel inspire the riders each year.

The MACC Fund thanks the legions of donors who offered goods and services, the scores of volunteers, the riders, and everyone who pledged support. A very special thanks goes to Trek, of course, and the other TREK 100 major sponsors: DT Swiss, Grand Dynasty, Bank of America, Post Moderne, Sells Printing, Hanson-Dodge, Prime Coatings, 105.5 Triple M, Sentry Foods, Silver Spur, Wheel & Sprocket, Trek Bicycle Store of Madison and Saris Cycling Group.

Please join in the fun at next year's 23rd Annual Ride on Saturday, June 9, at Trek's Waterloo headquarters. For information on riding or volunteering, please contact the MACC Fund at (414) 955-5830, 1-800-248-TREK or visit www.maccfund.org

ride for hope

The annual ride to fight childhood cancer.



TREK

Join us to help break the \$10 million mark
at the TREK 100 June 9, 2012

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Justin Nebel, the clinical trial manager, runs the day-to-day operation of the clinical trials organization including the Phase 1 program.

“Without him, none of this happens,” Dr. Kelly said of the Clinical Research Manager. “Doctors like to take care of patients and do not want to be wrapped up in details of clinical trials operations. Justin and his team provide that operational expertise.

There hasn’t been much change in the number of oncology faculty over the past three years. However, there’s been a dramatic increase in the scope and depth of the operations that come from the new infrastructure.

“With the MACC Fund gift we were able to build a clinical trials infrastructure that would benefit the entire division and entire program,” Nebel said.

Dr. Kelly and Dr. Talano have designed several Phase 1 trials that are their own creation.

“Nothing comes prepackaged,” Nebel said. “Investigator-initiated early phase trials are typically the most difficult studies because we create everything from scratch.

“As the faculty base grows and as programs grow as a whole there will be more opportunities to run these types of studies. We’ll have our infrastructure in place, staff and financing from the MACC Fund – which has been great and allowed us to do this – and we’ll be able to run even greater trials with greater depth.”

Nebel likens the structure to be that of a mobile cavalry.

“You can take me, pull me out of a division, and have me create a structure within that structure,” he said. “You’ve got research coordinators, research nurses who are all able to design every kind of study from the very complex intervention trials and PI initiated trials to COG all the way back to retrospective research reviews.”

“If you’re not a COG institution you’re really don’t have anything competitive in the realm of pediatric cancer. The survival rate for cancer patients has increased dramatically because of all the data that goes right back up to the consortium and impacts the next therapy to be offered.

“We always knew we were going to run early intervention trials,” Nebel said. “Now we had to do it quickly. We had to meet and educate our Hospital Compliance and Institutional Review Board (IRB) on the novelties of Phase 1 clinical trials. All the prep that went into this was incredible.”

Nebel admires Dr. Kelly’s tenacity and ability to get things going and get things done.

“Mike’s great. He thinks like a Fortune 500 Company CEO and that’s fairly rare with physicians in an academic setting. He thinks on the five-mile high view but he knows how to bring it back to where the rubber meets the road. He’s an effective guy.”

How will the Phase 1 designation benefit patients? For starters, patients will now receive novel therapies here in Milwaukee.

“The past three to five years we’ve referred 10-15 patients per year to other centers outside of Milwaukee to receive more novel therapies,” Dr. Kelly said. “Now we are positioned to keep a majority of these patients here...not only the Phase 1 Consortium opportunities but also the investigator-initiated clinical trials that are going to be unique to Milwaukee.

“We are striving to become an institution of destination for people – patients, parents and families – who are looking for cutting edge, novel therapies to help treat their child’s cancer.”

In addition to impacting oncology patients, the early phase clinical trials will ultimately benefit patients who have gone onto transplants and further optimize the transplant’s ability to cure cancer.

“It’s a great feeling to be able to offer these really novel treatments to the kids,” said Nebel. “People are going to say there’s a Phase 1 trial operation at Children’s Hospital of Wisconsin. They’re going to call their physician and say ‘can we be enrolled in this?’

“We couldn’t have done this without the support from the MACC Fund. This is a great achievement...the feedback from the families and the fact as a center we’re able to offer things that most other centers in the world are not able to offer.”



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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



Jack Bartosz presents a picture which he and Emilie Janzen autographed for Aaron as Jon McGlocklin looks on.

Football fans throughout the country know how great a season the Green Bay Packers Super Bowl XLV MVP Aaron Rodgers is having. Aaron has had an outstanding year helping the MACC Fund, too. He joined with his fine business management and marketing team, RBSH Enterprises, Inc., and hosted the Second Annual "An Evening With Aaron Rodgers" last May to a soldout crowd in the Grand Ballroom at the Hyatt Regency Milwaukee hosted by ESPN's Trent Dilfer. Aaron reiterated his commitment to the enthusiastic crowd that it was the cause - helping children with cancer and blood disorders - heroes in his eyes - which drove him to embrace the MACC Fund in the first place in 2010. He also said he was "in it (the MACC Fund) for the long haul." The children and the MACC Fund couldn't be happier or more grateful. The Evening raised an incredible \$235,000 making everyone even happier.

Aaron will team up with H Koal and Carla Cossy of RBSH Enterprises once again to host the third annual "Evening With Aaron Rodgers" on May 22 in the Hyatt Regency Milwaukee Grand Ballroom. Trent Dilfer will join Aaron on stage along with ESPN's award winning Jeremy Schaap.

Aaron has participated in a number of events for the MACC Fund over the past 18 months. He played an integral role in raising over \$375,000 for the fight

against childhood cancer and blood disorders proving that his MVP status isn't limited to what happens between the lines.

One of the special moments with Aaron occurred on the field in March prior to the Milwaukee Wave's Indoor Professional Soccer game. That's when he met Jack Bartosz and Jack's friend, Emilie Janzen. They all became fast friends and are featured on the back of a Wheaties

box which sports Aaron on the front. Jack and Aaron have become pen pals, of sorts. Jack sent Aaron a special "I Back Jack" Foundation golf towel which hangs on Aaron's golf bag. He told Jack he shot one of his best rounds after he hung the towel on his bag.

Aaron gave Jack a framed autographed Wheaties box and called his young friend on his 10th birthday which he celebrated with his twin, Annie. Jack was shown at Aaron's "Evening" as part of ESPN's E60 report by Jeremy Schaap on October 11. Diagnosed with neuroblastoma at age 5, Jack has spent half of his life battling cancer. He knows he has his favorite player and friend Aaron on his team.

To kids like Jack and Emilie and many other kids, and to many adults as well who care about the children, Aaron truly is an MVP for helping the MACC Fund help children with cancer and blood disorders.



Aaron Rodgers with the Bartosz twins, Annie and Jack

maccfund.org



"Sharing Christmas on Candy Cane Lane"

A visit to **Candy Cane Lane** is a sure bet to brighten up your holidays. From Nov. 25 – Dec. 26, lights galore will glow to the enjoyment of thousands of people who drive through the area in West Allis bounded by 92nd to 96th streets between Oklahoma Ave. and Montana Ave. It is all in the spirit of the holidays which leads to a wonderful Gift of Hope to the MACC Fund to help children battling cancer and blood disorders. Donations from last year's 25th Anniversary Candy Cane Lane totaled \$94,000 and over the past quarter century, Candy Cane Lane has provided millions of smiles while raising a Gift of Hope of over \$1 million.

Make a date to gather a group of friends and family members to stroll (or drive) through this winter wonderland of lights. Santa greets visitors and candy treats are handed out each evening. It's the perfect way to get into the holiday spirit! Special events abound with clowns, radio and television personalities, mascots and other special guests.

The MACC Fund and Candy Cane Lane thank the following generous donors: Bevsek-Verbick Funeral Home, VCA Pahle Animal Hospital #836, West Allis Firefighters Association, Meda-Care Ambulance, Jelly Belly, Eillien's Candies, SUPERVALU, Ritt, Beyer and Weir, Evers-Heilig, R. M. Palmer Company, Tom's Dependable Heating, Kordus-Wegner Plumbing, Custard Insurance Adjusters and Crossmark of Wisconsin.

The MACC Fund thanks all of the hard-working and dedicated neighbors and friends as well as all of those who have helped make a trip down Candy Cane Lane an incredible holiday tradition over the years including Ron Ziolecki who led the annual effort for over two decades. A very special thank you goes to the 2011 Candy Cane Lane committee which has helped keep the bright lights burning with Hope.

Some of the scheduled events include:

- Nov. 25 North Shore Bank Night
- Nov. 26 Star Wars night 7-10 p.m.
- Nov. 29 Milwaukee Wave Players 6-7:30 p.m.
- Nov. 30 Quad Graphics Night
- Dec. 1 FM106 6-7:30 p.m.
- Dec. 2 NML Night
- Dec. 3 Majdecki's Sentry Foods / Old Wisconsin Sausage Night
- Dec. 5 John McGivern 6-7:30 p.m.
- Dec. 7 Diamond Dancers Night
- Dec. 8 Wisconsin Scottish 7:30-9 p.m.
- Dec. 9 Star Wars night 7-10 p.m.
- Dec. 12 97.3 FM's Connie & Curtis 6-7:30 p.m.
- Dec. 14 Diamond Dancers Night
- Dec. 15 Oldies 95.7 Murphy & Meg with West Allis Mayor Dan Devine 6-7:30 p.m.
- Dec. 16 Wisconsin Veterans and Mascots Night
- Dec. 18 Sussex Girls Basketball Night
- Dec. 23 West Allis Firefighters Night

maccfund.org



Sports Auction 4 MACC Dec. 10 from 7-9p.m.

TODAY'S TMJ4 has been an incredible friend of the MACC Fund for 31 years by dedicating live programming to help tell the MACC Fund story. This support is unprecedented in the Milwaukee television market and is undoubtedly one of the nation's longest standing philanthropic efforts in the broadcast industry.

This year **TODAY'S TMJ4** is taking the MACC Fund "Prime Time" with its **TODAY'S TMJ4 Sports Auction 4 MACC** on Saturday, Dec. 10 from 7 – 9 p.m. An exciting array of 25 items will offer something for every sports fan. Plus you will see **TODAY'S TMJ4'S** poignant *Stories of Hope* about the children who will benefit from the annual celebration. Speaking of celebrations, this year's auction will be extra special since it is on the MACC Fund's 35th Birthday! You can be sure there will be a cake and you can get a slice of the action by bidding early and bidding often.

TODAY'S TMJ4 News Anchors Mike Jacobs and Carole Meekins will host the prime time live show with Lance Allan of the **TODAY'S TMJ4** Sports Team adding great insights into the myriad of sports related items. The Weather Team's John Malan will serve as the colorful MACC*tioneer helping add to the bidding excitement.

The auction will feature items from the Bucks, Brewers, Packers, Admirals, Marquette, Wisconsin and the Wave. Signature items from sports personalities include Aaron Rodgers, Robin Yount, Clay Matthews, Donald Driver, Ryan Braun, Charles Woodson and more.

The auction boards will be sponsored by Trek Bicycle Company, West Bend Insurance - "The Silver Lining," the Balistreri Sendik's Food Markets, the Medical College of Wisconsin and Sargento Foods. This year marks the 30th consecutive year of Sargento's support through the **TODAY'S TMJ4** broadcasts benefiting the MACC Fund.

Make a date for the MACC Fund special Prime Time 35th Birthday **TODAY'S TMJ4** Sports Auction 4 MACC on Saturday, Dec. 10 at 7 p.m. Bid on exciting sports items just in time for holiday gift giving and join **TODAY'S TMJ4** for the 31st year to help the children with cancer and blood disorders.

West Bend – The Silver Lining for the MACC Fund

West Bend Insurance's "Silver Lining" covered the MACC Fund well again this year. It covered it literally for its insurance needs but also helped out throughout the year. Starting in April with the baseball season, West Bend donated \$50 for every double the Milwaukee Brewers hit. The home team had 276 doubles in the regular season and 25 in the postseason for a grand total of 301 doubles which accounted for a 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, a long time supporter of the MACC Fund.



Photo by Charlotte Reyes of West Bend

Presenting the check to MACC Fund Executive Director John Cary (center) are West Bend's Kevin Rausch, Director of Marketing and Kevin Steiner, President and CEO.

The Silver Lining helped sponsor a great night of football talk once again with "An Evening With Aaron Rodgers" in May. The insurance company will also be a major sponsor of the 2012 edition of this great event on May 22, 2012.

The Silver Lining will once again cover an entire golf course on August 20, 2012 at its biennial golf outing for the MACC Fund at the beautiful West Bend Country Club. The 2010 edition raised \$154,000, the largest amount ever raised in a golf outing for the MACC Fund. The total raised from the past three outings is nearly \$300,000!

West Bend also included the MACC Fund in its prestigious Mike Koehler Award which is presented annually to a West Bend agent who exemplifies excellence in the insurance field as well as in the community. It has donated \$5,000 to the MACC Fund in the name of the winner of this award for 16 years. This year's winner was Bruce Christensen of The Christensen Group in Minnetonka, MN.

The West Bend Silver Lining will also help "insure" a great prime time edition of the **TODAY'S TMJ4** Sports Auction 4 MACC on Dec. 10 at 7p.m. as a generous sponsor.

West Bend knows how to turn a bad day into a better day for its policy holders as well as for the kids battling cancer and blood disorders. The MACC Fund is honored to have Kevin Steiner, President and Chief Executive Officer of West Bend, on its Board of Directors.





The 2011 MACC Fund Golf Tour

The **2011 MACC Fund Golf Tour** again raised impressive dollars as friends armed with irons, wedges, putters, sunscreen and umbrellas did their best to beat par and help fight childhood cancer. This year's 22 Tour events raised nearly \$420,000.

The **Lake Country High School Charity Invitational** teed off the season by raising nearly \$50,000 in its fifth year of supporting the MACC Fund. Many of the state's finest high school teams teed off at Western Lakes in Pewaukee. The Invitational was sponsored by Hartland Arrowhead High School's golf team and chaired by Tom Tallmadge, the school's former coach whose impressive coaching career included five state titles.

PGA Tour player Mark Wilson was the Invitational's Honorary Chairman. He played Erin Hills with golfers from Kettle Moraine, Whitnall and Arrowhead high schools who were some of the top fund-raisers. Mark and his wife Amy added to the player's fun by offering a bonus for every par and birdie the golfers made. The final tally was \$2,200. Continuing their generous tradition of supporting the MACC Fund, the Wilsons "rounded" up their gift to \$3,000. Along with his wonderful wife Amy, Mark has contributed \$180,000 to the MACC Fund since 2004, more than any other athlete in its 35-year history.

Thanks to Western Lakes and Erin Hills for their generous support. Special thanks as well to Mark Wilson, Tom Tallmadge, Arrowhead High School and all of the high school golfers and coaches and their generous donors for helping make this high school golf "Gift of Hope" possible.

The Lake Country High School Charity Invitational will return to Erin Hills in 2012. Erin Hills, the site of the 2011 US Men's Amateur Open and the 2017 US Open, hosted the 2007 and 2008 Lake Country High School Charity Invitationals.

The granddaddy of them all, the **Chili's MACC Open** at Tuckaway Country Club, was held on its traditional first Monday in June. ERJ Dining, Wisconsin's franchisee for the Chili's Restaurants, sponsored this 35th edition of the MACC Fund Open. ERJ is owned by Junior Bridgeman, who played in the Bucks game on the night the MACC Fund began on Dec. 10, 1976. Junior's first attempt at golf was as a celebrity in the inaugural MACC Fund Open on May 31, 1977, at Tripoli Country Club. That event which set the stage for the special events fund-raising ethic of the MACC Fund, was won by the fivesome captained by future Hall of Famer and Milwaukee Brewers' legend Robin Yount. Junior played as a favor to his friends Jon McGlocklin and Eddie Doucette, co-founders of the

MACC Fund. Now an accomplished golfer, Junior sits on the board of the Professional Golfers Association (PGA).

The seventh annual **Champps Americana / Thrivent Financial for Lutherans Open** on June 23 at Ironwood was rained out but many of the golfers stayed around and helped raise important funds. Both Champps and Thrivent's Muskego Lakes Group are great friends of the MACC Fund helping out in many other ways.

The **APEX Outing** at Silver Spring Country Club on June 24 raised \$1,241. The **Max-Fly Open** at Ironwood on July 3 raised nearly \$10,000 as Sandy and John (Max) McGee and their children hosted family and friends at this annual July classic. The MACC Fund's good friends from the **Valley Green Invitational** raised \$17,500 on Aug. 6.

102.9 THE HOG's Bob and Brian Open at the beautiful Grand Geneva resort hosted over 300 golfers on July 29. The event raised thousands of dollars for the MACC Fund and was hosted by Milwaukee's popular tandem morning team. This Open was one part of the Bob and Brian "Grand Slam" for the MACC Fund which also included the Bob and Brian Radiothon in April, the Bob and Brian Plane Pull in October and the "Best of Bob and Brian" CD sale.

The **International Union of Operating Engineers Local 317 Open** at Rivermoor Country Club raised \$500 on July 30. Family and friends gathered once again for **Ken's MACC Fund Open** on Aug. 1 at Rivermoor and raised \$3,200. This was the 27th outing run by a dear friend of the MACC Fund, Ken Lepkowski, whose support continues even though he moved to Georgia years ago. The **Plumbing Mechanical Sheet Metal Contractors Alliance, Inc. Charity Outing** on Aug. 3 at Grand Geneva raised \$1,250. The **Polish American Memorial Open** continued its generous support by donating \$950. The 28th annual **Car Care for MACC Open** at North Hills Country Club on Aug. 8 raised \$24,250.

The 17th Annual **BP Marketers Open** had a record breaking year for the MACC Fund at Evergreen Golf Club in Elkhorn on Aug. 15. It was a magical "Million Dollar" year with a cumulative total of funds raised surpassing the Million Dollar Milestone. This special event is always one of the highlights of the MACC Fund Golf Tour under the watchful eye of Greg Klimek of Klemm Tank Lines and the dedicated committee.

September Tour action included the 15th annual **Corporations Caring for Kids Charity Open** at

Oconomowoc on Sept. 12 which brought the event's 15-year total to over \$450,000. Special thanks to MACC Fund Board Vice Chairman Paul Knoebel and his Knoebel and Associates team and friends for making this great outing possible. **Madison Optimist Club's "Chip Away at Cancer" Open** at University Ridge chipped in \$5,300 and the **Milwaukee Police Supervisors Open** on Sept. 12 at Scenic View raised \$1,500.

The 2011 Tour featured memorial tournaments which honored those who have died while helping children live. New to the Tour was an outing in honor of a wonderful young boy named Ryan Luxem. The **Ryan Luxem Memorial Open** at Browns Lake on May 14 raised \$13,250 honoring the memory of a very special young man who raised funds for the MACC Fund whenever he could. The **Mike Halvey Memorial Open** in honor of Katie Halvey at Kettle Moraine on June 9 raised \$5,070. It was one of the highest amounts ever for this special annual event which brings together Mike's many friends from the grocery industry each year. The 15th annual **Jim Mech Memorial Open** raised \$13,000 at Riverdale Country Club in Sheboygan on June 17. The event remembers a man with a perpetual smile and a heart of gold.

The 9th Annual **Cheri Amore Memorial Open** at Twin Lakes Country Club on June 27 memorialized a beautiful young girl who touched so many people during her 14-year battle with cancer. Family and friends sold out this event for the ninth straight year en route to raising \$35,000 in the community from those who knew her first and loved her most. A September **Clip for a Cure** in Cheri's honor raised over \$2,300 in Twin Lakes in a heart-warming event.

The **Thomas R. Perra Memorial Open** on Aug. 6 at Ironwood Golf Course raised a record of nearly \$14,000. Tom's family and friends honor his wonderful memory by helping the MACC Fund help children each year. The **Jerry Riemer, Sr. / George Wendelberger Memorial Open** at Scenic View on Sept. 10 raised \$2,600.

PGA Tour golfer **Mark Wilson's "Making a Mark Fore MACC"** contributed important funds once again this year from his personal success on the Tour. This was Mark's best year on Tour winning the Sony Hawaiian Open and the Waste Management Phoenix Open. Mark and his wonderful wife Amy have donated \$180,000 to the MACC Fund through this program through 2010. The MACC Fund is fortunate to have Mark on its Honorary Athletic Board. Along with Amy, Mark has donated more than any other athlete in the 35-year history of the MACC Fund.

THANKS... to all the players as well as all of the great sponsors, auction and raffle donors, organizing committees, golf clubs and their staffs, and volunteers who participated in the 2011 MACC Fund Golf Tour. If you would like to play in or need information about the 2012 MACC Fund Golf Tour events — or if you are interested in starting your own outing to be part next year's Tour — please call the MACC Fund at (414) 955-5830 or (800) 248-8735 or visit www.maccfund.org

"A Mark Fore MACC"

PGA Tour player Mark Wilson continued his "Making a Mark Fore MACC" program on the best year ever on the PGA Tour this season. He led the FedEx Cups points standings for three months and was never out of the "Top 10" throughout all four Majors. He played in all four Majors as well for the first time. He was 19th on the PGA money list through October with \$3,160,000 which quadrupled his 2010 earnings! He had four Top 10 finishes and was one of only 7 golfers to win twice on the Tour this year. He played in Asia in late October for the first time and tied for fourth place in the CIMB Asia Pacific Classic in Malaysia.



Photo by Christian Petersen/Getty Images

Mark Wilson and his family are all smiles posing with the winner's trophy he won at the Waste Management Phoenix Open at TPC Scottsdale on February 7.

The Menomonee Falls, Wis. native makes a donation for every 36-hole "cut" made in addition to contributing extra dollars for every Top-30 finish. He won two championships - the Sony Hawaiian Open in January and the Waste Management Phoenix Open in February. The four-time PGA Tour winner and his wife Amy have contributed \$180,000 through 2010 to the MACC Fund since joining the Tour in 2004. This is the largest amount given to the MACC Fund by a professional athlete.

The Wilsons have supported the MACC Fund for eight years. They are the proud parents of Lane and Cole. A graduate of Wisconsin Lutheran High School and an All-American at the University of North Carolina where he was a Mathematics major, Mark received the Ben Hogan Award for the top student-athlete golfer in 1997.

Mark is also the Honorary Chairman of the Lake Country High School Charity Invitational. The event features some of the state's finest high school golf teams. Golfers solicit funds for the MACC Fund through this annual event hosted by Hartland Arrowhead High School under the direction of former coach Tom Tallmadge. Mark played with three of the top fund-raising teams at Erin Hills this past June. Erin Hills hosted the US Men's Amateur Open in August and will host the 2017 US Open.

The MACC Fund is grateful to the Wilsons for "Making a Mark Fore MACC" on the PGA Tour!

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

The J.K. Lee Blackbelt Academy's 18th Annual Board Break-A-Thon on Feb. 11 at Wauwatosa's Mayfair Mall promises to be another great day to kick cancer. Over the last 17 years, J.K. Lee students have raised over \$550,000 to help kids with cancer. This is the third year of the partnership with Grand Master and Grand Master Mrs. Lee, Master Chan Lee, Miss Christine Lee and the J.K. Lee students. The Board Break-A-Thon has raised an amazing \$100,000 for the MACC Fund over the past two years! The partnership has been a tremendous opportunity for many to learn about the martial arts, the discipline involved, and particularly about how the J.K. Lee students are consistently helping others in their communities.

The world-renowned J.K. Lee Black Belt Academy focuses on building character through core values like respect of others and self, encouragement and support of one another, and celebrations of one another's successes. These values form the basis for success in martial arts when coupled with an emphasis on physical fitness and well-being, not fighting. J.K. Lee's talented, grounded, decorated and disciplined ensemble of instructors are committed to changing both the lives of their students and the lives of those in the communities they serve. It's why the Board Break-A-Thon is celebrating its 18th birthday this year—J.K. Lee is dedicated to helping others.

Thanks so much to the Lees and their family of students and everyone who will make the 18th Annual Board Break-A-Thon a smashing success!



Tri-umphing Over Childhood
Cancer and Blood Disorders

The inaugural **Shave, Brave, Save** hosted by "The Giving Three" took place Sept. 24 in Regner Park in West Bend. Intermittent rain did little to dampen the spirits of a day filled with hope and family fun. The Giving Three's *Shave, Brave, Save* combined an old-time carnival atmosphere with fundraising inspired by children battling cancer and blood disorders. The patrons could **Shave** their head in solidarity with kids with cancer; **Brave** a needle to give blood and **Save** a life by registering as a marrow and tissue donor.

The good old-fashioned day featured face-painting clowns, tie-dying, a dunk tank and entertainment on West Bend Insurance's "Silver Lining" stage. There was plenty of food including an abundance of scrumptious, homemade treats. An auction of artwork created by patients from Children's Hospital's Hematology, Oncology and Transplant department was a highlight as well.

What makes *The Giving Three* and *Shave, Brave, Save* different from other organizations and fundraisers is that it is the first time that an entire division from Children's Hospital of Wisconsin and the Medical College of Wisconsin joined ranks by forming its own volunteer organization to raise money to help the patients. The Giving Three is made up of doctors, nurses, research scientists, staff, patients and families from the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin and *The MACC Fund Research Center* of the Medical College of Wisconsin. The "Three" and "Tri-umphing" refer to the three, core divisions within the Center—Hematology, Oncology and Transplant.

Shave, Brave and Save's intent was twofold, namely to raise funds for the Children's Hospital of Wisconsin Foundation and the MACC Fund. Just as importantly, their objective was to strengthen the bond between the children and families battling life threatening diseases and their dedicated and compassionate care providers. *The Giving Three* was successful in both of these goals to the delight of all.

Christopher's Shoot Against Childhood Cancer

Great weather and terrific people combined for a super day to honor a very special 7-year-old boy named Christopher Schraufnagel while helping the MACC Fund help lots of kids at the same time. The inaugural **Christopher's Shoot Against Childhood Cancer** took place at the Waukesha Gun Club on Sept. 10. Christopher has been battling medulloblastoma - a form of childhood cancer that attacks the brain and spinal cord - since February.

The special event was sponsored by the Waukesha Gun Club and fans of Christopher to inspire awareness of the need for childhood cancer research while raising funds for the MACC Fund. Twenty-four teams participated in the Shoot which had something for every sport or trap enthusiast, including novices. There was sporting clay, trap shooting, true pair rabbit, long bird and flurry events as well as raffles and auctions raising nearly \$35,000 in net proceeds.

True to the 35-year-old roots of the MACC Fund, Christopher's battle has inspired many people to join in the fight. An enthusiastic "Team Christopher" rode in the TREK 100 in his honor in June and the Lady Schraufnagels "Christmas Presents for Christopher" was held on November 17.

A Bananagram world record!

The **I Back Jack Foundation, Inc.** made a "bunch of noise" for pediatric cancer research when it gathered 535 people, the largest number of people ever to play Bananagrams - the fast, fun anagram game - on November 12 at Hartland's Arrowhead High School. The goal of the "Imagine What a Whole Bunch Can Do?" event was twofold: to set a Guinness world record and to raise money in collaboration with the MACC Fund to fund a clinical trial on late effects of cancer at the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin.

The I Back Jack Foundation (www.ibackjack.org) was created in honor of 10-year-old Jack Bartosz. The designer of the 2011 TODAY'S TMJ4 MACC*Star, Jack has been battling neuroblastoma for half of his life. The I Back Jack Foundation has already been instrumental in the funding of two separate clinical trials at Memorial Sloan-Kettering Cancer Center in New York.

By the time everyone left the Bananagrams event with all kinds of entertainment and activities, they knew that pediatric cancer was nothing to *monkey around with*.

Wishing Upon a MACC*STAR

Looking for the perfect holiday gift that keeps on giving? Consider giving someone a beautiful ornament and the Gift of Hope to children with cancer and blood disorders. The 24th edition **TODAY'S TMJ4 MACC*Star** is a brightly colored, porcelain ornament that will brighten the lives of children with cancer and blood disorders long after the holidays have past.

This year's MACC*Star was designed by 10-year-old Jack Bartosz of Hartland. Jack was diagnosed with neuroblastoma in 2005 and continues his battle today. Jack loves doing things with his twin sister, Annie. He also loves sports and is an avid golfer.

Jack enjoys all of Wisconsin's teams and calls the Packers' Aaron Rodgers a friend, having met him at the Milwaukee Wave MACC Fund Game in March. He also saw him again in May on the Hyatt Regency Milwaukee's stage at "An Evening With Aaron Rodgers." Jack joined his friend Emilie Janzen at the Wave game and the two are pictured with Aaron on the back of a Wheaties box which sports Aaron on the cover. Aaron gave Jack a framed autographed Wheaties box for his recent 10th birthday and capped off Jack and Annie's big day with a call to wish Jack a *Happy Birthday*. Having battled cancer for more than half of his life, Jack's MACC*Star's theme is "Just Believe" and features the words *Love, Dreams, Hope, Faith, A Cure*.



In addition to helping the MACC Fund, Jack's incredible parents, Sarah and John, created the "I Back Jack" Foundation (www.ibackjack.org) in 2006 to support pediatric oncology research. The MACC Fund recently teamed up with the I Back Jack Foundation to host the world's largest Bananagram game with proceeds benefitting a research grant in the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin.

The TODAY'S TMJ4 MACC*Stars are on sale for \$10 each (sales tax included) at the 10 Balistreri's Sendik's Markets in Elm Grove, Franklin, Germantown, Greenfield, Grafton, Mequon, New Berlin, Wauwatosa, Whitefish Bay and the newest store in West Bend. As it has been since 1992, the MACC*Star is also on sale at Buddy Squirrel stores at Southridge and Mayfair Malls as well as the Kitchen Store in St. Francis. They are also on sale at Spargo Salon in Pewaukee and Schukit Orthodontics in Grafton.

MACC*STARS can also be ordered at www.maccfund.org or by calling 414-955-5830 or 800-248-8735

The TODAY'S TMJ4 MACC*Star makes the perfect gift for family, friends, customers, teachers, clients and business associates. The MACC*Stars have a way of disappearing so don't delay, order today!

Thanks again to TODAY'S TMJ4 for its special support with this great annual holiday program as we celebrate their 31 years of broadcast support for the MACC Fund. Make sure to watch the TODAY'S TMJ4 Sports Auction 4 MACC on the MACC Fund's 35th Birthday on Saturday, Dec. 10, 7-9 p.m.

October Excitement

Champps Americana of Brookfield and Thrivent Financial, Muskego Lakes Group, help the MACC Fund every year with their great Champps Americana / Thrivent Golf Outing for the MACC Fund. They went the extra mile this year and brought in a few other friends as well.

Building on the excitement of sports in Wisconsin, they teamed up with Beechwood, distributors of Anheuser-Busch products, US Foods, DIAGEO-Guinness USA and Morningstar Golf Course, to donate \$500 to the MACC Fund for every Brewers, Packers and Badgers game played in October. That added up to 19 games for a donation of \$9,500! Thanks to one and all and thanks to Wisconsin's team for an unforgettable October.

Shorewood High School's "Buzz Cuts"

Shorewood High School continued its wonderful support of kids with cancer and blood disorders in 2011. Since 1988, SHS and Shorewood's community have supported the MACC Fund with *Shorewood Games* and *BuzzCuts* fundraisers. The 2011 BuzzCuts, led by SHS students, Lily Blind and Avery Anapol, and guided by Lisa Bromley, raised almost \$20,000. Thanks to all who helped and to special guests, the Christensens, for underscoring BuzzCuts' purpose of helping kids with cancer and blood disorders. Beth got "buzzed" in honor of her 12-year-old son Michael who is battling cancer for the second time.

35 years and still going strong:

MACC Fund gives hope to kids with cancer, blood disorders

When former Milwaukee Buck Jon McGlocklin formed the MACC Fund in 1976 with longtime Bucks announcer Eddie Doucette, he never thought about what future heights the organization might reach. He was too focused on helping kids with cancer to concern himself with labels and financial goals.

“We thought not of the big picture, but of the daily picture,” said McGlocklin, who serves as President of the MACC Fund. “Like the line from one of my favorite movies, ‘if you build it, they will come,’ we built it. We started talking about it, and people responded.”

Thanks to the public’s enthusiastic response, the MACC Fund (Midwest Athletes Against Childhood Cancer, Inc.) will reach its 35th anniversary in December, although curing pediatric cancer remains the only milestone that matters to the organization’s leaders. It strives for this by funding significant cancer and related blood disorders research in Wisconsin.

“We support research to honor those who have died,” said John Cary, Executive Director of the MACC Fund. “Everyone can relate to cancer, and the thought of cancer in a child is overwhelming. Through the years, we have been inspired by the combination of the spirit and will of the kids, the courage and vision of the doctors, researchers, staff and nurses to push the envelope, and the overall compassion of people toward children.”

Partnership has energized research

Success has accompanied the MACC Fund’s longevity. The Medical College of Wisconsin has received nearly \$32 million for pediatric cancer and related blood disorders research during their decades-long relationship, including a donation exceeding \$1.6 million this year that supports research in the College’s MACC Fund Research Center.

One of the most significant consequences of this support is the ability it gives Medical College investigators to competitively seek additional funding for their research on cancer and blood disorders. Research activities supported by the MACC Fund have resulted in external awards amounting to approximately \$4.5 million during the past year alone.

“MACC Fund support has allowed us to expand our research activities and further our knowledge regarding childhood cancer and other serious blood disorders that affect survival and quality of life for affected children,” said Michael E. Kelly,

MD, PhD, Associate Professor and Interim Co- Section Chief of Pediatric Hematology, Oncology and Bone Marrow Transplantation. “Through our unique partnership with the MACC Fund, current care is delivered with the highest standards while tomorrow’s care is enhanced via research.”

Yearly impact is remarkable

Throughout the year, projects in clinical and translational research thrived due to contributions from the MACC Fund. The MACC Fund Center for Cancer and Blood Disorders at Children’s Hospital of Wisconsin cared for 193 new oncology patients last year, of which 90 percent were enrolled in at least one clinical trial, demonstrating a strength of the academic medical center.

Also in 2010, five research initiatives were funded that focus on new therapies and optimizing supporting care for children with cancer. Five new National Institutes of Health grants were competitively awarded. The studies investigate such areas as von Willebrand disease, hemophilia and sickle cell disease.

The MACC Fund also offers continued support for the Hunkel Fellowship, which is currently funding a postdoctoral fellow in the basic and translational sickle cell research program, and the Tumor Cell-Based Vaccine Program, which seeks to identify novel treatments for children with poorly responsive solid tumors.

“When I think about the number of children and families who have been positively affected by the MACC Fund’s presence in our community for 35 years, it warms my heart,” said John R. Raymond, Sr., MD, College President and CEO. “That we have had the privilege of partnering with the MACC Fund for all of those years speaks to the quality of the Medical College’s research programs and our careful stewardship of the generous resources we have been granted.”

The Medical College has remained the MACC Fund’s primary commitment, and McGlocklin said when you put together the College’s efforts, the loyal volunteers, and the community’s aversion to cancer, you have the team theory.

“You win championships with the right team, and that’s what we have here,” he said. “We just want the top prize, which is the total defeat of childhood cancer.”

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ANNUAL APPEAL

Dear MACC Fund Friend:

The MACC Fund is celebrating a milestone 35th birthday this year. It plays a greater role in supporting childhood cancer and blood disorders research now than we ever dreamed possible at its inception. In fact, government cutbacks for research are making MACC Fund support more vital every single day. Tragically, federal cancer funding has dropped from 24% to under 8% in the past 20 years. This clearly makes the MACC Fund's investment in research more important than ever before. Fortunately, thanks to friends like you who partner with the MACC Fund, children battling cancer and blood disorders continue to have Hope.

We ask for your help each year at this time. We know we are not alone in this request. Yet, you have shown over the years through your thoughtful and generous response that you care deeply for the children. **We invite you again to support the 2011 Annual Appeal to help the MACC Fund meet its critical funding demands to support life-saving research.**

Please consider making a *Gift of Hope* through this special 35th Birthday Annual Appeal. For your convenience, an envelope is enclosed. Or, you may visit us online at www.maccfund.org. Your gift helps make it possible for children battling cancer to look forward to the future while celebrating their own milestone birthdays, graduations or weddings. It also helps support the work of dedicated and gifted researchers, outstanding physicians and caring nurses who commit themselves to fulfilling the MACC Fund's mission of "life for kids" through the *Gift of Hope* for better treatments and ultimate cures.

There are many faces of children helped by the MACC Fund. They offer just as many stories of hope. Cure rates are impressive, yet the fight is far from over. An 80% overall cure rate for cancer means nothing to a family who has lost a child. But, thanks to friends like you so many more children now live a longer and more normal life. Yet, as we celebrate the lives saved, we are always reminded we support research to honor those who have died.

Much is at stake for a child fighting cancer or a blood disorder. I know the children and their families join me in thanking you for your consideration of this annual request. Please give what you can today. *Together, we can make more miracles happen* until we reach the ultimate miracle of a 100% survival rate. Thanks for your support of the MACC Fund over the past 35 years and thanks for giving the children a chance to dream of a future through your *Gift of Hope*.

Sincerely,

MIDWEST ATHLETES AGAINST CHILDHOOD CANCER, INC.

Jon McGlocklin
President

Did you know that...

- The MACC Fund's support of cutting edge pediatric cancer and blood disorder research in Wisconsin has a national and global impact on children.
- The MACC Fund has contributed over \$40 million to these research efforts over the past 35 years.
- The MACC Fund has played an important role in helping the overall cure rate for childhood cancer to rise from 20% to 80% over the past 35 years.
- The MACC Fund supports research at the *MACC Fund Research Center* of the Medical College of Wisconsin, in the *MACC Fund Childhood Cancer Research Wing* of the Carbone Cancer Center of the University of Wisconsin and in the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin.
- The MACC Fund contributed \$8 million to these institutions in the past five years. That investment has yielded more than 50 National Institutes of Health (NIH) grants totaling nearly \$30 million in additional extramural research support.
- The MACC Fund has a Scientific Advisory Board comprised of four nationally renowned experts who review research progress with biennial site visits. The next site visit review will be in 2012.

maccfund.org

Theta Chi's Ski For Cancer Backs MACC

The University of Wisconsin's Theta Chi Fraternity created Ski for Cancer over four decades ago. The venerable Ski For Cancer returned to the campus in 2010 to the delight of all, especially the proud Theta Chi alumni and the MACC Fund. Fortunately, 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 2011 and created a record-breaking fund-raising event benefiting the MACC Fund.

The students and alumni raised nearly \$30,000 in 2011 bringing the revived Theta Chi Ski For Cancer total to over \$45,000. The students made a special 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.

Plans are underway for the 2012 edition on Saturday, March 3rd at Cascade Mountain, Portage, WI. The MACC Fund sincerely thanks all of the members of Theta Chi, past and present, for their great support. Special thanks to Brock Hensen who is heading the fraternity's efforts this year and to Jon Graan and Tom Farin who are helping from the alumni perspective.

Kapco and the Bradley Center give girls a night with Taylor Swift



Photo By Gary Dineen provided by the Bradley Center.

It was all smiles when singer Taylor Swift took time before her concert to greet some special fans and give them a memory of a lifetime.

Taylor Swift performed to an excited and appreciative crowd on June 8 at the Bradley Center. Thousands of screaming fans enjoyed the show. Few enjoyed the concert more than the dozen kids who filled a special Bradley Center Suite thanks to the generosity of Kapco and the Bradley Center.

The ticket for this Suite came with a very high price. To get in, you had to be a patient being cared for in the *MACC Fund Center for Cancer and Blood Disorders* at Children's Hospital of Wisconsin. For this special night, the kids were just like every other Taylor Swift fan. They were simply screaming fans enjoying an exciting concert.

Working with the Bradley Center - which provided the best in concert food - Kapco donated the tickets for this "once in a lifetime" experience for the grateful fans. The Bradley Center has been a generous benefactor of the MACC Fund since it opened in 1988 (hosting the Bucks MACC Fund Game as its first sporting event).

Kapco is a leader in Metal Stamping, Fabrications, Weldments and Assemblies operating out of a state-of-the-art facility in Grafton. Its slogan is "making people our priority" and the Bradley Center Concert Suite clearly did that. Jim Kacmarcik heads Kapco and is a leader in the manufacturing sector. He's also a leader in employee relations as well as philanthropy in the Milwaukee area. A veteran of making people smile throughout the area, Kacmarcik teamed up with the Bradley Center and hosted a similar group of patients for shows in other years by Miley Cyrus and the Jonas Bros.

The children congratulate Taylor on being named "Country Music Entertainer of the Year." They join the MACC Fund in saying "Thanks Taylor, Kapco and the Bradley Center! You made our night!"



Balistreri Sendik's Markets Back MACC

The Balistreri owned and operated Sendik's Food Markets - in Elm Grove, Franklin, Germantown, Grafton, Greenfield, Mequon, New Berlin, Wauwatosa, Whitefish Bay and now in West Bend – continue their support of the MACC Fund. The stores will be featuring the MACC Fund in their Winter *Sendik's Food Market Real Food* magazine. The impressive edition is brimming with all kinds of ideas for the upcoming holidays. Its cover looks good enough to eat. It sells for \$1.99 with all proceeds to the MACC Fund.



In addition, the Balistreri Sendik's Markets will offer special merchandise to benefit the MACC Fund. You can buy a candy cane for \$1 promoting "Candy Cane Lane" in West Allis which benefits the MACC Fund. You can also purchase your 24th edition TODAY'S TMJ4 MACC*Star designed by 10-year-old Jack Bartosz for \$10 (sales tax included) at Sendik's.

The Balistreri owned and operated Sendik's Markets have distinguished themselves as leaders in grocery and fine food retailing since 1926. Their 10 great locations in the Milwaukee metro area and now in West Bend have reached out to help the children with cancer and blood disorders through their support of the MACC Fund since 2008. The Balistreri Sendik's Markets have donated \$205,000 to the MACC Fund in the past three years. They are also a major sponsor of the TODAY'S TMJ4 Sports Auction 4 MACC on Saturday, Dec. 10, from 7 – 9 pm. The MACC Fund is grateful to be part of the Balistreri Sendik's Markets family during the holiday season.



Ridin' for Research for MACC

The MACC Fund is thrilled to be the beneficiary of the 12th Annual Ridin' for Research on Sunday, Feb. 26, at Ben Franklin Elementary School, Menomonee Falls, WI. The indoor cycling event is always a great prelude to the outdoor cycling benefit that is a cornerstone of the MACC Fund, the TREK 100 on June 9.

Last year's event raised \$85,000 for important research bringing the five-year total for the MACC Fund to nearly \$575,000.

Zumba and Yoga will be back this year in addition to the indoor cycling. Ridin' for Research participants pay an entry fee of \$30 while fund raising minimums are determined by the number of 80-minute sessions registered for. Sessions will be filled on a first-come, first-served event.

Everyone raising funds receives a door prize tickets for great prizes, including a Trek road bike and other assorted prizes.

The MACC Fund thanks co-founder Joanne Dixon who continues to be part of the Ridin' for Research team which is headed now by Scott Selby and Ashley Black who lead a dedicated and enthusiastic committee of Kim Dandrea, Angie Keller and Joanne Dixon.

For more information and for on-line registration which opens on Dec. 1, 2011 Please visit www.ridin4research.org



The Milwaukee Admirals are always finding ways to help the MACC Fund and other community causes. They have a special Cancer Survivors Night on Fri. March 2. The Admirals will give a ticket to the 7 p.m. game at the Bradley Center against the Icehogs to all survivors. Family and friends can buy tickets with \$4 from each ticket donated to cancer-related causes, like the MACC Fund. Make a date today for this special night.



Provides Hope

Women for MACC has been a wonderful friend of the children with cancer and the MACC Fund for 29 years. The dedicated members continued their commitment to the fight against childhood cancer and blood disorders through a variety of enjoyable special events that support research for children with cancer. They include: **Pasta Fest** in February; **"Shoot for a Cure"** in August; and **Couture for a Cure** in October.

The 21st Annual **Gene Johann Memorial Trapshoot "Shoot for a Cure,"** sponsored by the Hartford Conservation & Gun Club, raised \$63,500 this year taking the 21-year total to over \$1.1 million! Women for MACC has benefited from the Shoot for 20 years.

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

Women for MACC also hosted the "Couture for a Cure" fashion show presented by Boston Store at the Hyatt Regency Milwaukee. Ten-year-old Jack Bartosz of Hartland designed the 2011 TODAY'S TMJ4 MACC*Star which was unveiled at the Couture.

Carole Meekins of TODAY'S TMJ4'S news team filled in for her co-anchor Mike Jacobs, who was under the weather. Mike has hosted the annual Couture for years but Carole filled in beautifully and never missed a beat. She had great help with the grand raffle from 10-year-old Alexia Rodriguez, who was diagnosed with acute myelogenous leukemia in late June and enjoyed the Couture with her mom, Jessica.

The Hyatt did its usual great job with its efforts matched by Boston Store's dynamic fashion show.

The MACC Fund can always count on Women for MACC to help out at different events. The children rely on Women for MACC for special gifts and books as well as the kind hospitality service offered at the MACC Fund Center for Cancer and Blood Disorders at Children's Hospital of Wisconsin.

Thanks to Meghan Lodes who is serving as President. She comes from a great MACC Fund and Women for MACC lineage - Meghan is the daughter of MACC Fund Co-Founder Jon McGlocklin and Women for MACC Past President, Pam McGlocklin. Her commitment to children with cancer has been the hallmark of Women for MACC since its inception in 1982. This wonderful organization dedicated to helping the children with cancer has contributed nearly \$4 million to the MACC Fund.

The MACC Fund extends its appreciation to the dedicated board and members including Jan Lennon, who sits on the Women for MACC and MACC Fund boards.

womenformacc.org

"American English Beatles Invasion"

Make a date today for the eighth annual "American English Benefit Concert for the MACC Fund" as the award-winning Beatles tribute band returns to the "Players Choice" in Appleton, Wis. on Friday, Feb. 3 for this annual special edition of Music for MACC.

This "Labor of Love" by MACC Fund friend and Beatles aficionado Greg Thompson raised a record \$18,500 last February. This was about \$7,000 more than the previous record thanks to the generosity of many and the wonderful addition of New York Life as a major sponsor. It proves once again that people always find a way to help the children battling cancer and blood disorders. Greg and his wonderful family and friends top that list of supporters.

If you haven't seen an American English Beatles concert, you haven't seen one of the finest tribute bands around. American English performs the familiar and beloved songs playing period musical instruments and wearing classic Beatles costumes.

Listen to Oldies 103.9 WVBO for concert updates starting in January. Tickets are \$15 at U.S. Bank locations through the Fox Valley and the Fox Valley Express Convenience Centers. Make a date today for another great American English Beatles Night for MACC on Friday, Feb. 3, at 7:30 p.m. at the Players Choice. This concert adds special meaning to the Beatles favorite "All you need is love" by the gift it gives the children each year.

Aaron Rodgers Wheaties Box features MACC on the back

The MACC Fund is honored to share a Wheaties box with its friend and Honorary Athletic Board member Aaron Rodgers of the Green Bay Packers. Aaron's teammate Clay Matthews is featured on a Wheaties FUEL box as well. According to the Wheaties news release: "Both Aaron Rodgers and Clay Matthews exemplify what Wheaties champions are - leaders on the field and in their communities," said Betsy Frost, Wheaties marketing manager. "It's an honor to add Aaron and Clay to our Wheaties family."

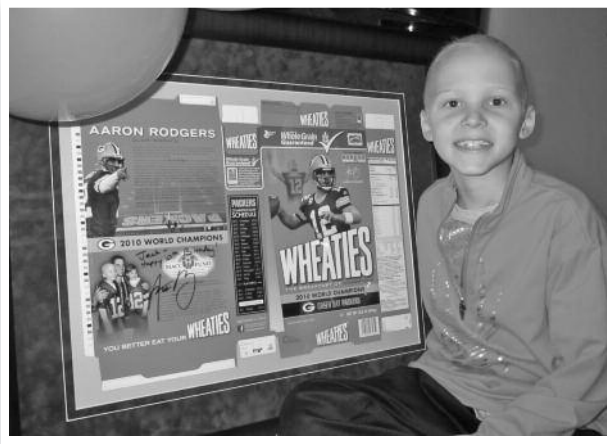
The Wheaties news release continues: "Rodgers and Matthews are also both very active in the community. Having Aaron and Clay represent our hard-working team on the front of these iconic boxes is an honor. They inspire their teammates and fans everyday, and are deserving of this moment," said Mark Murphy, Packers President and CEO.

"It is a privilege for me to be selected to participate in the Wheaties program and to be presented on the box is something I never imagined as a child," said Rodgers. "It is certainly a tremendous honor."

Occasionally over the years, Wheaties has included a charity on its box.

Aaron and his fine business and marketing team headed by H Koal of RBSH Enterprises, Inc. made sure that the MACC Fund would share the box with Aaron showing his commitment to the children and the MACC Fund. Aaron is joined by 8-year-old Emilie Janzen and 10-year-old Jack Bartosz who met Rodgers at the Milwaukee Wave MACC Fund Game in March. The three were fast friends and are now part of the iconic Wheaties box.

The MACC Fund thanks Wheaties, Aaron and H Koal of RBSH Enterprises, Inc. for this incredible opportunity to be part of an American icon – a Wheaties box!



Jack Bartosz is all smiles with a special 10th birthday present – a framed and autographed Wheaties box from Aaron Rodgers. Jack and his friend Emilie Janzen are pictured with Aaron for the MACC Fund on the back of the Wheaties box which features the Packers quarterback on the cover.



Green Bay Packer Charles Woodson is an All-Pro NFL defender. He also has an interest in a winery in California with a wonderful line of "24" wines. The MACC Fund and Mott Children's Hospital of Michigan, of which Charles is a generous benefactor, benefitted from a special wine dinner on July 14. The dinner was hosted by West Bend Insurance and "Spirits on Main" in West Bend. It was held at the iconic Timmer's Resort on Big Cedar Lake. Pictured with a check for \$15,000 from the special event are (from left) Cheryl Prescott of Timmer's, Charles Woodson, Sarah Szukalski and Bryan Szukalski of Spirits on Main and John Cary of the MACC Fund.

O'Reilly Auto Parts Packers Pennies Add Up

O'Reilly Auto Parts is a Packers Radio Network partner with the MACC Fund's longtime friends from Newsradio 620 WTMJ, the Packers flagship radio station. Last season, O'Reilly started to count pennies for the MACC Fund. The company donated a penny for every fan attending at the Packers home games at the iconic Lambeau Field. That added up to 556,306 fans! At a penny per person, that parlayed into a pretty penny of a donation of \$5,563.06! Who knew pennies could add up to so much? O'Reilly has teamed up again on the Packers Radio Network for the MACC Fund in 2011. Thanks to O'Reilly Auto Parts and the Packers Radio Network for making cents of the great Packers fans.

Playground Elite Basketball Tournaments Back MACC

Playground Elite will host basketball tournaments in Waukesha in December with half of the proceeds benefiting the MACC Fund. The MACC Fund's longtime friend, Mike DeBaker, is a dedicated Playground Elite coach who is running the tournaments. The Center Court Sports Complex in Waukesha will be home for the 5th – 8th grade Girls, Dec. 9 -11 while the Boys will take the courts Dec. 29 – 31. Stop in for some great grade school basketball. Thanks for these special "Hoops for Hope!"

MACC is Lucky to Have Leff's

Leff's Lucky Town Tailgate at Miller Park celebrated the Brewers' opening weekend. Baseball fans are always optimistic and hopes run high on opening weekend so everyone had a great time. The Brewers certainly gave everyone an exciting season.

Chris Leffler of "Leff's" is a good friend of 102.9FM THE HOG and has generously partnered with the radio station to help the MACC Fund for several years through this great event. This year the tandem's special Tailgate raised \$2,100.

They teamed up again and added 96.5 WKLH and MillerCoors to the team on June 18 for the Rock-N-Run for the MACC Fund at Hart Park during HartFest. Over 400 runners hit the pavement and raised another \$2,000!

Remembering

Timothy Emmett Steele



Emmett Steele touched many people in his lifetime which was far too short.

The Dubuque, Iowa, native made Chicago his second home.

He was a very successful representative for Northwestern Mutual Life. He was deeply touched by the children battling cancer and the idea of the MACC Fund. He left a \$100,000 gift to the MACC Fund from his estate to help the children.

For years his friends and family hosted a special party at the Saddle and Cycle Club in Chicago each August contributing proceeds to the MACC Fund. This year's event marked the final edition of this great annual remembrance.

The MACC Fund's heartfelt thanks on behalf of the children goes out to the T. Emmett Steele Memorial Foundation.

They include Board of Directors Jim Clary, Peter Garvy and Dwight Ekenberg; along with committee members Marty Crowe, Bob Howington, Bill Kelly, Ed Murphy, Brett Opie, Tom White, Kevin Carroll, Sean Hunter, Dave Stewart, Emmett's sister and brother, Brigid and Mike, and his nephew John Mickelson.

Dwight Ekenberg, the Trustee of Emmett's estate, has kept the dream alive by spearheading the Foundation's efforts to help children with cancer. In addition to the party, the Foundation solicited support through an annual holiday solicitation program. This year's letter will encourage its generous donors to continue donating to the MACC Fund. The Foundation will donate its remaining assets to the MACC Fund. The Foundation donated nearly \$490,000 to the MACC Fund over the years including \$20,000 in 2011. It also gave some donations to causes which meant something to Emmett bringing the grand total of support in his memory to \$500,455!

We know that Emmett is smiling and would join the MACC Fund in saying "thanks" to everyone who took the time to care about a child like he did.

Brookfield Jaycees Back MACC again

The Brookfield Jaycees have been helping the MACC Fund through their annual Basketball Marathon for 27 years. We are thankful for their long-time support which is a testimonial to their commitment to helping children with cancer and blood disorders. Hundreds of members and thousands of players have taken their love of the game from the hardwood to the love of the kids raising over \$307,000 since 1984. Keep an eye on www.maccfund.org in March for the date of the 2012 edition of this annual Hoopfest. The Brookfield Jaycees also pitch in proceeds from 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 playing ball thanks to friends like the Brookfield Jaycees.

A Slam Dunk for the WBCA brings total to \$1.8 Million

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

In addition to being the best on the court, the players and the coaches excel off the hardwood as well. Players in the state's five divisions raise funds to benefit the MACC Fund and help children with cancer. Many generous sponsors, donors and fans helped the WBCA's contribution to the 34th Annual Games reach a record \$134,000. That total raises the grand total for the 34 games to over \$1.8 million!

The MACC Fund thanks Mike Huser and Tony Scallon, co-chairmen of the Boys' games, as well as the Girls' co-chairs, Loren Homb and Sam Mathieson for their dedication and support. In addition, the MACC Fund acknowledges and thanks all of the WBCA coaches, its President John Miron, Executive Director Jerry Petitgoue, and Assistant to the Director and Past President Ken Barrett.

The Coach's Association is the second longest sustaining sponsor of the MACC Fund. The Milwaukee Bucks have been part of the MACC Fund from Day One, 35 years ago on Dec. 10, 1976.

Thanks a million, coaches!

Making It A Pepsi Day

Pepsi has been the clear choice for refreshment for the MACC Fund for each holiday season for 27 years. Pepsi Beverages Company and its Foundation have given nearly \$1.5 million to help the children since 1985. Pepsi's commitment to the community it serves is well known, including its legendary support for the MACC Fund helping children with cancer and blood disorders. Quench your holiday thirst by purchasing Pepsi products and make it a "Pepsi Day" for the fight against childhood cancer. *"Thanks a Million, Pepsi"* for 27 thirst-quenching, hope-filled years.



maccfund.org

Milwaukee Wave Backs MACC on February 12

The Milwaukee Wave Indoor Soccer Team has been great friends of the MACC Fund throughout their impressive history. Head coach Keith Tozer and the Wave players are always willing to kick in to help the MACC Fund whether it means appearing at MACC Fund events or joining Women for MACC in visiting the children in the hospital or hosting games.

Make a date today to be part of the Milwaukee Wave MACC Fund Game on Sunday afternoon, Feb. 12, at the US Cellular Arena. It promises to be a great game for a great cause. The Wave has chosen a charity for each of their 2011-2012 home games. The MACC Fund is honored to be chosen for this Wave program. Visit milwaukeewave.com for tickets and all of the Wave information. Go Wave!



Find us on
facebook

Robinade Old School Lemonade

Robin Yount made a great name for himself with the Milwaukee Brewers. Since 2008, he has been turning lemons into lemonade with his *Robinade Old School Lemonade*. Fans near and far know of his special talent and skill on the diamond. The MACC Fund and the children know he is special off the field as well.

Robin loves lemonade so creating *Robinade Old School Lemonade* was as natural as the product itself. Its quality and flavor have people asking for it the way they cheered for Robin in his playing days. The 20-year Brewers icon and Hall of Famer noted back in 2008 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."

Jon McGlocklin, President and Co-founder of the MACC Fund and longtime friend of Robin's remarked at the introduction of *Robinade* in 2008 that "throughout his baseball career Robin was a strong supporter of the MACC Fund. We have always been grateful to have him on our team."

Robin's support of the MACC Fund dates back to the very first MACC Fund Open which his fivesome won at Tripoli Country Club on May 31, 1977. 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. Thanks for always remembering the kids through the MACC Fund, Robin!



Okanjo is Japanese for "check out." Based in Milwaukee's Third Ward, Okanjo.com was co-founded by local entrepreneur and philanthropist, Michael Drescher, former senior officials from both DHL and AOL, and the world's leading financial gateway provider.

It is a 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 fulfill this belief, Okanjo offers competitive selling and shipping rates, the highest security in online transactions, 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 charity they support.

Okanjo is fine-tuning its giving system but 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.

Visit www.Okanjo.com. The Okanjo team will keep you updated on how you can help the MACC Fund. 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.

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 through proper planning while also helping yourself.

Your employee giving/payroll deduction campaign gift can help the MACC Fund help kids

You can help the children with cancer and blood disorders by choosing the MACC Fund for your annual employee giving/payroll deduction campaign. The MACC Fund is a member of Community Health Charities of Wisconsin which provides an efficient mechanism that consolidates individual contributions and sends them directly to the MACC Fund. You can designate a periodic gift to be contributed each pay period over the coming year.

Through modest periodic payroll deductions, you can provide an important "Gift of Hope Through Research" into the effective treatment and cure of childhood cancer and blood disorders like sickle cell anemia and aplastic anemia. Thanks for considering an employee giving/payroll deduction gift to the MACC Fund to help kids.



WORKING FOR A HEALTHY WISCONSIN

To learn more about Community Health Charities of Wisconsin, please visit www.healthcharities.org/wisconsin



Great Deals. Better Experiences.

GoGeddit.com is an exciting new 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.

maccfund.org

The MACC Fund HOPE TEAM

The **Hope Team** provides individual and corporate donors who contribute between \$500 and \$7,500 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
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Captain ~ \$3,000
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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

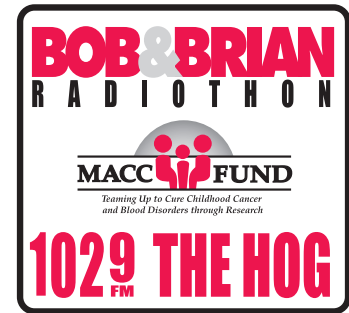
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Sabinash Family
Mr. & Mrs. Richard Sheridan
The Wagner Family c/o GW
Electronics
Beth and David Wilmoth
Dr. & Mrs. Gerald Ziebert

Bob & Brian Radiothon Backs MACC

The MACC Fund will benefit for the fourth straight year from the **Bob & Brian Radiothon** on 102.9 THE HOG next spring. Bob and Brian are two of Milwaukee's most popular morning radio hosts for over two decades. They are loyal MACC Fund supporters as evidenced by their annual *Bob & Brian Open* each summer, the Bob & Brian Plane Pull with Frontier Airlines and Laacke & Joys in the fall and the holiday "Best of" CD.

Bob and Brian will broadcast live to help the MACC Fund help children while loyal listeners can join in with pledges and bids. Their efforts from the Radiothon alone have raised nearly \$300,000 for a great "Hog-Filled" Gift of Hope Through Research.

Keep an eye on the MACC Fund's website and keep your radio tuned to 102.9FM for the date of the 2012 edition of the Bob & Brian Radiothon which again promises unique auction items and interesting interviews with leading personalities from the world of sports and entertainment.



MACCetera

Reinders Inc. hosted a Turf Madness Double Shootout Game at the 20th Turf & Irrigation Conference raising \$3,253.

Ella Justman was featured on TODAY's TMJ4's Positively Milwaukee with Carole Meekins this spring. She won \$100 for her drawings and gave her prize to the MACC Fund to help kids with cancer. Thank you Ella!

Luke Rodgers, the older brother of MACC Fund supporter Aaron, joined the MACC Fund team as well by organizing an online Fantasy Football League for the MACC Fund which raised over \$3,000 with lots of help from generous supporters and Twitter. Thanks Luke and Go Pack!

Students at **Edgewood Elementary** raised \$320 in honor of Aaron Rodgers and the MACC Fund.

Reuther and Westosha High School students raised \$500 in a joint venture to support the MACC Fund.

Forever in Blue Jeans. Neil Diamond sang a song about it and lots of people pay for the privilege of wearing them on "Jeans Day" with the MACC Fund as a grateful benefactor. Thanks to: **ASQ** of Milwaukee for \$207, the **Women of AT&T** for raising \$580, **Momentum Early Learning** of Sussex for \$117 and **Markel American Insurance** for a whopping \$3,800!

Elliott's 411 Café hosted a Brat/Hot Dog sale in conjunction with the Milwaukee Bucks and raised \$608.

Lemonade stand "entrepreneurs" raising money for MACC this summer included **Emma** and **Ben**, who raised \$120, and **Olivia** and **Alex** who raised \$35.

Masyn is a special 5-year-old from Fond du Lac battling cancer. He added a Lemonade stand to his fund-raising to help kids like him and raised \$800! Masyn is a veteran fundraiser. Last year he asked for money for MACC instead of birthday presents and raised \$265. Thanks kids. Like Lemonade, it's always refreshing to see children helping children!

Elite Sports Clubs hosted a Tennis Pro/Am held at their North Shore location raising \$2,400.

Cintas and the **City of Cedarburg** raised \$1,839, through the May City of Cedarburg Shredding event.

The **Original GTO Club** raised \$1,400, through this year's **Salentine Car Show**. Thanks to these longtime supporters and the Salentines for the continued support.

Jeff Trickey Quarterback Camps, Inc. raised \$916 through Jeff's camps.

Two Trek 100 riders, **John Gilbert** and **John Tonner**, celebrated their 50th birthdays with a unique celebration. They rode from Paris to San Remo asking friends and family for donations for the MACC Fund and they raised nearly \$500.

Tour of America's Dairyland bicycle races raised \$372 thanks in part to the support of longtime MACC Fund friend and TREK 100 rider Bill Koch.

The **Homestead High School Varsity Dance Team** raised \$1,205 through the 2011 Homestead Varsity Dance Team's Annual Kick-A-Thon.

GE Healthcare Magnetic Resonance raised \$172 through Penny Wars for Charity.

Janie's Pub and Grill raised \$1,300 through the Village of Sullivan Junk Parade.

Gus' Mexican Cantina Car Show raised \$8,000 for the MACC Fund as people enjoyed over 500 cars and a chance to win an official Aaron Rodgers framed and autographed jersey compliments of Ron Ziolecki.

Sheboygan Lutheran High School's Crusade for a Cure was a 5k Run/Walk in August which raised \$719. Emily Mech was the organizer of this rural cross country event. She comes from a wonderful family of longtime MACC Fund friends who have taught her well.

FIS held a weight loss competition with the winning team given the chance to support its favorite charity. We are grateful for the prize of nearly \$600 made possible by *The Mission...SlimPossible team*.

The **Northern Ozaukee Schools** teamed up with Ford for the "**Drive One 4 UR School**" program on Oct. 15. The schools got \$20 for each test drive and the MACC Fund got the proceeds of a bake sale and a refreshment stand. Thanks for including the MACC Fund in your Ford-filled fun day. Aaron Rodgers backs MACC too and he drives a Ford truck.

PULLING TOGETHER FOR THE MACC FUND

A dozen hearty teams along with hundreds of spectators engaged in a "tug of war" with a Frontier Airlines jet loaded with fuel weighing 100,000 pounds on Sept. 24. This unique endeavor took place near the Frontier hanger at Milwaukee's Mitchell Field in the popular "Bob and Brian Plane Pull." The assignment - to pull the behemoth aircraft 15 feet across the tarmac in the fastest time. That is never a small task but the steady rains this year made it even more challenging. The MACC Fund's friends from Frontier Airlines and Laacke & Joys joined Bob and Brian of 102.9 THE HOG in sponsoring the event.

Teamwork is more important than brawn in this unique challenge. Team Grand Electric won with a pull of 5.1 seconds. The Young Adult Oncology Survivors team finished second at 5.4 seconds while Muskego Hitmen finished third. The loyal and affable Oz Ogres - Ozaukee County Sheriffs in their day jobs - have been part of every Plane Pull and are always a fan favorite. Each member of the 12-person championship co-ed team went home with a \$200 Flybucks card courtesy of Frontier Airlines. Second-place winners received The NorthFace backpacks with \$25 gift cards compliments of Laacke & Joys.

There are several highlights each year but none tops the team of childhood cancer survivors who pulled the plane and ended up finishing second. The entire slate of teams cheered them on. Everyone knew they were the biggest winners. Coming in a close second for highlights was the Oak Creek Curves team "Curves, Not for Sissies" which included 89 ½ year old Kate Ettlle. She stole the show and added a white boa for a fashion accent! The Marquette Warriors were awarded the Team Spirit Award.

Everyone had fun. After all, how many people can say they pulled a jet? The Kids Area, Kids Pull, the All-Star Mascot Pull all added to the fun. The Oak Creek Cheerleaders cheered on all of the teams braving inclement weather before heading to their Homecoming dance that night.

Pepsi, Starbucks Coffee, Big Apple Bagels and American European Foods provided food and refreshments. Karl's Event Rental provided support as did Bell Ambulance, Milwaukee County and the General Mitchell International Airport Fire Department. Thanks to all of the generous sponsors led by long-time MACC Fund friends Frontier Airlines, Laacke & Joys and Bob and Brian of THE HOG. This unique event has pulled in nearly \$85,000 since 2003.

FRONTIER AIRLINES ★ LAACKE & JOYS PRESENTS



Loyal Plane Pull supporters and past champions, The Muskego Hitmen, give it all they've got. They finished third at 5.5 seconds for the 15-foot pull. The winning time was 5.1 seconds by Grand Electric. The Young Adult Cancer Survivors team finished second with a time of 5.4 seconds.



The Mascots posed before their Pull.

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



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Cute Kids Calendar

Mortensen Portrait Design and The Marek Group have created the 2012 Cute Kids calendar to help in the fight against childhood cancer and blood disorders. The printing of this fine calendar was donated by The Marek Foundation while the paper was donated by Bradner Smith and Company. It features portraits of children for each month in poses sure to make one smile. The children were chosen from the Cute Kids contest held earlier this year. Each month features a story about a child dealing with cancer or blood disorders. This year's edition also features MACC Fund friend and Green Bay Packers Super Bowl XLV winning MVP quarterback Aaron Rodgers on the back cover.



Cute Kids Calendars are \$10 each or three for \$25 (sales tax included) and are available at Mortensen Portrait Design in Waukesha, at the MACC Fund office (414) 955-5830 and (800) 248-8735, or online through the MACC Fund's Shop for Hope at www.maccfund.org. In addition, they can be purchased at Spargo Salon and Spa in Pewaukee, Tadpoles and Chris & Co. Salon in Delafield, Studio 890 in Elm Grove and Brookfield, Laacke & Joys in Brookfield, Mequon and downtown Milwaukee and Pyramax Bank in Waukesha.

The children and the MACC Fund are indebted to Mary and Al Mortensen for this great calendar. Mary is a past President of Women for MACC.

Congratulations...

MACC Fund Co-Founder and Honorary Vice President **Eddie Doucette** on being inducted into the Wisconsin Broadcasters Hall of Fame.

MACC Fund Honorary Athletic Board members **Sandy Botham**, coach of the UW Milwaukee Women's basketball team, and **Bo Ryan**, coach of the University of Wisconsin Men's basketball team, on being inducted into the Wisconsin Basketball Coaches Hall of Fame. Joining them was **Albert (Ab) Nicholas**, a longtime benefactor and friend of the MACC Fund.

MACC Fund Honorary Athletic Board member **Mark Wilson** for winning two PGA Tour championships at the Sony Hawaiian Open and the Waste Management Phoenix Open. Mark led the PGA's FedEx Cup points standing for three months and was in the Cup's Top 10 throughout all for Majors. He has donated more to the MACC Fund than any athlete in 35 years.