



# MACC FUND TODAY

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## Researchers Team Up On New Vaccine For Neuroblastoma Funded By The 25<sup>th</sup> Anniversary Gala Donation

When Dr. Bruce Camitta hired two, very talented thirty-something researchers in the mid-1990s he probably had something "additional" in mind for them down the road.

Dr. Camitta, the Director of the Midwest Children's Cancer Center since 1978, first recruited Dr. Bryon Johnson for his expertise in Graft vs. Leukemia Disease and what occurs when infusions of donor blood cells are given to bone marrow transplant patients. A year later, Dr. Rimas Orentas was brought on board by Dr. Camitta to further research Epstein-Barr virus, the study of the virus and the tumors associated with it.

A new millennium later, the duo have teamed up to tackle a new vaccine strategy for neuroblastoma, the second most common solid cancer tumor of children (behind brain tumors). Neuroblastoma typically occurs in children less than 10 years of age and accounts for 20% of childhood deaths due to cancer.

"I can recall that just about every time I went in to see Dr. Camitta to talk about Epstein-Barr virus he would end up changing the conversation to neuroblastoma," Dr. Orentas says now with a laugh. Coincidentally, Dr. Camitta held similar conversations with Dr. Johnson.

"I was brought in for my interest and expertise in cancer immunology," Dr. Orentas said, whose expertise lies more in the field of molecular biology and cellular biology. "While Dr. Orentas brings his expertise in molecular immunology to our project, I provide my knowledge in bone marrow transplantation immunology, so that we each bring something different to the table to make this a unique project," added Dr. Johnson.

Although both are still very active in their initial studies, the addition of research in neuroblastoma a few years ago was a natural and logical move for both.

"We took the step forward together," Dr. Orentas said. "We're both young, still looking to try new things, and so it made sense."



Dr. Johnson and Dr. Orentas

The unique characteristics of the vaccine Drs. Orentas and Johnson are working on involves taking a cell called the dendritic cell, which many view as the conductor of the cellular immune response, and using it to marshal an anti-neuroblastoma immune response.

"This is the key cell that turns on T-cells and programs them to find and eliminate foreign cells. It is the dendritic cell that takes in the material used in vaccines and presents this material to

T-cells. This is how T-cells are educated to recognize proteins derived from foreign cells or viruses," Dr. Orentas said. "It is the best cell in the body for presenting antigens and is also called 'nature's vaccine.' The dendritic cell is a cell the body uses all the time, but it was only very recently that we have been able to isolate it and study it."

A dendritic cell has on its surface a series of molecules that are effective in turning on T-cells. Because tumor cells typically have none of these molecules on their surface, the immune system can't see them.

"The normal way our cells talk to each other and communicate is through the molecules on the surface," Dr. Orentas said. "Tumor cells lack most of them. In some sense, the immune system is blind to them."

"What a vaccine does is present some of the molecules that are specific to a tumor to the immune system. That tumor can't do it on its own (because it lacks these molecules). Now what we've done, through electrical fields, is to fuse the two cells together — the tumor cell and the dendritic cell — and the two cells become one larger cell. We're trying to make the tumor cell function as its own vaccine by fusing it with a dendritic cell."

The researchers say they are in the experimental stage.

"We can grow dendritic cells from the bone marrow of a mouse," Dr. Orentas said. "We have a mouse neuroblastoma cell line and we can induce fusion electrically. And we have demonstrated that the fused cells are indeed a protective vaccine against neuroblastoma in the mouse."

Dr. Johnson emphasized that, "The ultimate goal is to fuse a patient's

*Continued on page 2*



Spring is in full bloom. This season of rebirth and life is symbolic of the MACC Fund as well. The fight against childhood cancer requires determination and optimism. The researchers, doctors, nurses and support staff are filled with these attributes that help them do their jobs so well.

One of the most significant reasons for these feelings is the support they receive from the MACC Fund and dedicated friends like you. Your commitment, whether in the form of an event sponsor or participant or as a generous donor, offers a very real "Gift of Hope" to children with cancer.

Your support of the MACC Fund helps make the researchers' progress possible. In 2001, the MACC Fund's grants provided to researchers at the Midwest Children's Cancer Center of the Medical College of Wisconsin, the primary beneficiary of the MACC Fund, resulted in other competitively sought awards amounting to approximately \$2.4 million which expanded the knowledge through the research activities.

We were pleased to learn that new National Institute of Health (NIH) funding was granted for a project directed by Dr. Cheryl Hillery whose career has been nurtured by support from the MACC Fund. In addition, investigators received 13 other NIH awards as a result of MACC Fund support. Finally, the first dispersal from the 25th Anniversary Tumor Vaccine Endowment Program will be part of the Cancer Center's 2002 - 2003 budget. (see story on page 1.)

These are certainly exciting times. You have a key role in all of this whether you play in the Hyatt Regency Milwaukee MACC Fund Open on June 3 (or one of the 20 other MACC Fund Golf Tour events); ride or sponsor a rider in the TREK 100 on June 8; hit the streets in late July in the Bucks Hoop It Up 3 on 3; or shoot in the Hartford Gun and Conservation Club's "Shoot for a Cure" for Women for MACC on Aug. 24 - 25, to name a few of our events.

In addition, your donation through the enclosed envelope is always appreciated along with remembering the MACC Fund in your estate planning. No matter how you help us, we greatly appreciate your support. We know the children and their families do as well. Thanks for being part of the MACC Fund team that is providing hope through research to children with cancer.

Jon McGlocklin, President

### *New Vaccine Strategy, from front page*

dendritic cells, which can be obtained by culturing blood cells in certain growth factors, with cells from their own tumor."

They've already been able to show that they can fuse human tumors with human dendritic cells. The next phase is to produce an experimental vaccine that's specific to the patient's tumor. After that comes the more difficult phase of actually working with a neuroblastoma patient.

Dr. Camitta noted that, "We have been treating cancer with relatively insensitive types of treatment. These include chemotherapy and radiation. Use of a tumor vaccine would be a gentler, more natural type of treatment. That is, the vaccine helps the body to build up its immunity rather than trying to treat the cancer with therapies that depress the body's immune defenses. It is exciting to see the preliminary successes that Drs. Orentas and Johnson have had. However, much work remains to be done."

"Our goal, in five years, is to have treated a small number of patients and get some ideas if the vaccine has an impact on patient survival," Dr. Orentas said. "What we hope to be able to demonstrate with patients facing neuroblastoma and who have undergone the most aggressive therapy (aggressive chemotherapy and a bone marrow transplant) is that we can give them anti-tumor immunity with this vaccine."

Dr. Orentas predicts the new vaccine will have a dramatic and "wonderful impact on the treatment of neuroblastoma. "We're excited to have started this. Other vaccines have been introduced for neuroblastoma, but none have been successful. This is a brand new area.

"Across the board we have made many advances. But there is still so much more to be done. I'm excited and optimistic to be part of a new chapter of work in the research community that takes new laboratory findings in tumor immunology and translates them into the clinic."

Were it not for the MACC Fund the new study in neuroblastoma would never have gotten off the ground. It was the MACC Fund, for example, that provided direct funding for the highly specialized machine for cell fusion.

"The MACC Fund gives you the ability to try new ideas," Dr. Orentas said. "It's the individual institutions, like this one, that have the ability to start new programs that lead the field. This advance would not have come without the MACC Fund.

"Thanks to the MACC Fund we have the ability to carry out studies, gather preliminary data and publish this data in an effort to show the program works. From there we will be in position to get larger funding and do larger trials. But it has to get off the ground locally first — and that's where support from the MACC Fund has been so helpful and effective."

# The TREK 100

*One day that makes years of difference.*



The TREK 100 is the largest fundraising event in the 25-year history of the MACC Fund. Cyclists will once again "ride for hope" on Saturday, June 8.

Riders will have plenty of opportunity to challenge themselves while helping raise funds for children with cancer by biking the 100-mile, 100-kilometer (62-mile), the 35-mile, or the new 20-mile ride.

Nearly \$3.5 million has been raised since 1990 through the TREK 100. Last year's TREK 100 raised a record \$455,000 in net proceeds. With your help, 2002 will be an even bigger, record-breaking gift of hope.

Trek Bicycle Corporation of Waterloo, Wis., is the leading manufacturer of high-end bicycles. The company is the proud and generous title sponsor of

the TREK 100 which was voted one of the "best rides in the country" by *Bicycling Magazine*.

The TREK 100 will once again begin and end at Waukesha County Technical College (WCTC) in Pewaukee. Four routes will take riders through the beautiful Lake Country area. Joining Trek Bicycle Corporation in presenting the TREK 100 are WKLH/96.5FM Classic Hits radio, LaSalle Banks, Sells Printing Company, Silver Spur Texas Smokehouse Barbeque, Noodles and Company, Subway, Bicycling Magazine, and the host of the TREK 100, WCTC, Waukesha County Technical College.

The entry fee is \$25 per rider plus respective pledge amounts equal to \$1 per mile. Included in the fee is a commemorative 100-percent heavy cotton T-shirt, breakfast, lunch featuring Subway sandwiches, and rest stops with nutritious refreshments served by enthusiastic volunteers. The best ride support around from the Trek Wrench Force and local Trek dealers will also be on hand to assist riders. A post-ride

celebration and a cookout from our friends at The Silver Spur, along with live entertainment, tops off a terrific day of cycling and giving hope to kids with cancer.

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

To become part of the TREK 100 team — as a rider or a volunteer — please call the MACC Fund in the Milwaukee area at 414-456-5830. Outside the Milwaukee area, call the TREK 100 Hot Line at 1-800-248-TREK. Registration is available on-line at [www.maccfund.org](http://www.maccfund.org)

We hope you will join us and "pedal for a purpose," "ride for a reason," and "crank for a cure" in what promises to be another enjoyable, memorable and successful ride of a lifetime.



## The MACC Fund HOPE ★ TEAM

The MACC Fund Hope Team is designed to appeal to companies and businesses considering making a direct donation to the MACC Fund in lieu of becoming involved through a special event.

Package levels include the \$7,500 **Superstar**, \$5,000 **All-Star**, \$3,000 **Captain** and \$1,000 **Starter**. In addition to making a significant donation to help children with cancer, Hope Team members receive awards for membership including opportunities to participate in other MACC Fund events such as the **MACC Fund Open** and the **Milwaukee Bucks MACC Fund Game**. Individuals may join the "Team" as a "Coach" for a \$500 donation.

Hope Team members also receive an attractive plaque plus "Hope Gear" designed especially for the Team. In

addition, members receive research and MACC Fund updates plus the chance to attend an annual recognition event.

For more information on the **Hope Team**, please call Janet Peshek, Director of The MACC Fund Hope Team, at (414) 456-5835 or 1-800-248-8735.

### The 2001 MACC Fund Hope Team Members:

#### SUPERSTARS

Gordon Flesch Company  
MGS Tech Center

#### ALL-STARS

The King Family  
Nicholas Family Foundation

#### CAPTAIN

AO Smith Corporation  
Supreme Structures, Inc.

#### STARTER

Berghammer Construction Corp.  
Compuware  
Encompass Electrical Technologies  
Heinzelmann Family  
Jansen Group  
Lands' End  
Marshall & Ilsley Corporation  
Metso Minerals  
Pam & Jon McGlocklin  
MGIC  
Ted & Noelle Rulseh  
Stanek Tool  
Strong Capital Management  
Western States Envelope Company

#### COACH PLUS

Opus North Corporation

#### COACH

Jan & Larry Barbera  
Linda & Kent Bergemann  
Mark & Anne Heinen  
Jan Lennon  
John McCarthy  
Colleen & Shannon McGlocklin  
Michael & Gail Polzin  
R & R Insurance  
Skelton Bendtsen Family  
Tami & Joe Sweeney

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# MACC Fund's Colleen O'Neil chosen for The Business Journal's 40 UNDER forty

*This annual list includes "40 professionals who are making a difference in their industry, organization or community." The MACC Fund is pleased that the editors of the Business Journal agree with us that Colleen O'Neil is making a difference every day in the lives of children with cancer. We are glad she is on the MACC Fund team. Here's her story as reported by Julie Sneider in the Feb. 15, 2002 Business Journal.*

It's hard to ask people for money, and few are better at it than Colleen O'Neil. O'Neil is development officer for the Midwest Athletes Against Childhood Cancer (MACC) Fund, which raised a record-setting \$3.3 million in 2001 to pay for medical research into the causes and treatment of childhood cancer.

In that role, O'Neil is responsible for organizing and marketing the numerous sporting and other special events held annually to raise money for the cause.

Her duties include recruiting new business sponsors for many of the MACC Fund's 75 events. She also designs the promotional materials, communicates with the news media, helps to organize an army of 2,000 volunteers and coordinates the logistics involved on the day of the event itself, from getting water or serving snacks to the participants and volunteers.

Events and activities under her command include the TREK 100 Ride for Hope, the TODAY'S TMJ4 MACC\*Star holiday ornament, Sharing Christmas on Candy Cane Lane, W.A.R. Against Childhood Cancer and Journey of Hope.

The largest of these is the TREK 100 Ride for Hope, held each June. The

100-mile bike ride through southeastern Wisconsin is now in its 13th year and has been described by Bicycling Magazine as one of the best rides in the country. Last year's tour attracted a record-setting 2,000 riders and raised \$450,000 in net proceeds.

O'Neil's boss, MACC Fund executive director John Cary, credits O'Neil for the TREK's impressive growth.

"Colleen has taken the TREK 100 to heights beyond anyone's imagination," Cary says. "She's tireless in her efforts to make it work because she is tireless in her efforts to help a child with cancer."

The thought of organizing such large-scale events would be enough to give most people a major migraine. But O'Neil seems to thrive on the hectic pace of preparing for each and every MACC Fund occasion.

"I was attracted to this job because I liked working for a cause, something that goes beyond yourself," she says. "But I also love the chaos of organizing a special event. It's like planning a wedding. You rush to organize the details, it's chaotic along the way, and then it's all over in one day."

A 1993 graduate of the University of Minnesota, O'Neil also joined the

MACC Fund so she could live and work in southeastern Wisconsin, home to her family. And with a name like Colleen O'Neil, it's no surprise that she lists reading books on Irish history among her favorite hobbies.

While proud of the MACC Fund's growth, O'Neil says the most satisfying part of her job is getting to know personally "the people we are helping" and their families.

"I'm not a mom, so I can't imagine what it feels like to have a child diagnosed with cancer," O'Neil says. "The unique part of my job is to be able to meet and see the faces of the children who are actually benefiting from MACC Fund-supported research."

— Julie Sneider

The Business Journal's

**40**  
UNDER  
*forty*

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## Boston Store's Support "Suits" Us Just Fine



CHARGE AGAINST BREAST CANCER

Boston Store has been a strong supporter of the MACC Fund for nearly a decade. Its participation through the MACC Fund Open, Hoop It Up, the TODAY'S TMJ4 Sports Auction 4 MACC, the 25th Anniversary Gala, as well as the sponsorship of Women for MACC's *Couture for a Cure* Fashion Shows, to name a few, have been part of an incredible Gift of Hope to children with cancer.

Boston Store put its best foot forward once again in one of its fine suits by making a contribution for every suit sold during a week in March. Boston Store's generous donation of \$7,500 is just part of what it does to fight cancer. Boston Store's unique "Charge Against Breast Cancer" has offered hope through its support of the Medical College of Wisconsin's research programs.

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# GOLF + MACC FUND = HOPE FOR CHILDREN WITH CANCER



This “equation” sounds too simple, but it’s true. It has added up well for 25 years. The first MACC Fund event was the MACC Fund Open. A quarter of a century later, The **MACC Fund Golf Tour** features all kinds of golfers in a variety of tournaments. Golfers play the game they love so that kids with cancer can play the games they love.

The 2001 **MACC Fund Golf Tour** netted \$400,000. The “prize money” from the winners’ checks was made payable to “Pediatric Cancer Research.” Over 2,500 golfers drove, pitched and putted in an attempt to beat par as they beat cancer.

Working closely with the “Pros” on the MACC Fund Golf Staff, individual tournament organizers proved that the MACC Fund’s 25-year-old premise of “a good time for a good cause” is alive and well on golf courses throughout Wisconsin.

The **MACC Fund Golf Tour** is a proven and effective fund-raiser and friend-raiser. Companies have developed a special camaraderie among their associates after being part of the charity golf event to benefit the MACC Fund. Employees, vendors, customers, business prospects, family and friends tee off to help beat childhood cancer. They might also be fostering a business relationship, remembering a friend who died, or simply playing a round with their favorite foursome and meeting new friends.

Regardless of the reason for playing, one thing is certain — at the end of the day, golfers leave with a sense of satisfaction knowing they have helped give hope to a child with cancer.

If you, your company or organization are already a part of a golf outing, consider using the MACC Fund Golf Staff to help make your event more meaningful and successful. If you would like to create your own event in association with the MACC Fund Golf Tour, our will work with you and your committee to help develop an event tailor-made for your needs. Key **MACC Fund Golf Tour** organizers will receive several benefits offered especially for the MACC Fund Golf Tour.

A variety of golf courses, both public and private, have proven to be fertile ground to raise funds that offer hope to children with cancer. One of these venues may be your favorite course, or add your favorite to the list of **MACC Fund Golf Tour** stops.

## THE 2002 MACC FUND GOLF TOUR EVENTS INCLUDE:

The **Hyatt Regency Milwaukee MACC Fund Open**, at Tuckaway Country Club in Franklin, on June 3

The **Wind Mill Woodworking Open**, at Town and Country in Sheboygan Falls, on June 14

The **Mike Halvey Memorial Open**, at Kettle Moraine in Dousman, on June 20

The **Chuck Jorgenson Memorial Open**, at The Broadlands in North Prairie, on June 29

The **Max-Fly Open**, at Edgewood Golf Course in Big Bend, on July 3

The **Greater Milwaukee Open**, at Brown Deer Golf Course, on July 10-14

The **John Dickson Memorial Roundy's General Merchandise Division MACC Fund Open**, at The Springs in Spring Green, on July 16

The **Jim Mech Memorial MACC Fund Open**, at Autumn Ridge Golf Course in Valders, on July 19

The **Annual Ken's MACC Fund Open** at Rivermoor in Waterford

The **WLZR “Bob and Brian Open,”** at Silver Spring Country Club in Menomonee Falls, on Aug. 2

The **Fresh Brands' Piggly Wiggly Charity Tournament**, at North Shore Country Club in Mequon, on Aug. 5

The **Car Care for MACC Open**, at Tuckaway CC in Franklin, on Aug.12

The **TODAY'S TMJ4's “Beat the Pro”** weekly series at 10 courses culminating with a 30 minute television special at Black Wolf Run in Kohler in August

The **BP Marketers MACC Fund Open**, at Evergreen Golf Club in Elkhorn, on Aug. 19

The **Mayfair Kiwanis Charity Outing for MACC**, at Silver Spring Country Club, on Aug.23

The **Papa Rosh Memorial Open**, at Petrifying Springs in Kenosha, on Sept. 7

The **Miller Bradford & Risberg Golf Classic**, at Ironwood in Sussex, on Sept. 12

The **Tom Sweeney Memorial Open**, at Western Lakes in Pewaukee on Sept.14

The **Corporations Caring for Kids Open**, at Chenequa Country Club, on September 29

The MACC Fund and the children invite your company or group to be a member event of the **MACC Fund Golf Tour** that offers hope to children with cancer. There's always room for another golf outing, and there is certainly a need to support as much research as possible to help the children with cancer.

To learn more about the Tour, call the MACC Fund at (414)456-5830 or 1-800-248-8735 and get ready to *tee it up to help drive cancer out of kids lives “fore” good!*

**GMO Tickets for MACC** — Call the MACC Fund at 414-456-5830 or 800-248-8735 to order GMO tickets for \$22 each at 12 percent off the gate price. Packages include special MACC Fund Golf Tour gear and a chance to win Milwaukee Brewers tickets from C&H Distributors. Thanks to the GMO, the MACC Fund gets to keep all of your purchase price. Plus, the GMO Charities will give the MACC Fund an additional \$2,000 if we sell 100 tickets! If we sell 125 tickets, we will have a chance to win an additional \$5,000. The GMO is July 10-14 at Brown Deer Golf Course. The MACC Fund ticket deadline is May 31.

## Women For MACC



Sharing a concern for children with cancer has always been at the forefront of Women for MACC since its inception in 1982. The fund-raising and friend-raising efforts have been responsible for generating hundreds of thousands of dollars and millions of smiles. The donation made at the group's holiday meeting brought the total contribution since 1982 to \$2 million. In addition, Women for MACC members have brightened the days and shortened the hours for the children and their families at the cancer clinic.

Women for MACC has been very

busy starting with Pasta Fest in February at Serb Hall. Throughout April, award-winning Mortensen's Photography sponsored its "Cute Kids" children's portrait contest. Mortensen's, great friends of Women for MACC and the children with cancer, made a generous donation to Women for MACC with each portrait sitting.

The annual tennis tournament takes place on May 31 at the courts of the Greater Milwaukee Indoor Tennis Association clubs.

The popular Hartford Gun and Conservation Club's Gene Yohann Memorial "Shoot for a Cure" on Aug. 24-25 gives trap enthusiasts a chance to help "shoot down" cancer through this annual pledged event. Last year's record donation of \$70,000 will be the

target this year.

The "Couture for a Cure" Fashion Show, featuring the finest labels from Boston Store in a dynamic production, takes place on Oct. 18 at the Hyatt Regency Milwaukee. In addition, Women for MACC members always find time to help with MACC Fund events.

The MACC Fund and the children thank Bonnie Penegor for her term as President as well as the entire Board for all they have done and are doing to provide hope through research. Their efforts combined for a wonderful year of support in the fight against childhood cancer.

## "It's In The Bag"

Spring is a great time to stock up on specially marked grocery items through the 18th annual "It's In The Bag" program. Through May, consumers from throughout Wisconsin and the Upper Peninsula of Michigan can shop with a purpose and receive great values. They will also be helping the MACC Fund thanks to the manufacturers' donation for every "It's In The Bag" product purchased.

Shoppers get added value this year. By redeeming three product UPC codes, and sending in \$2.00, they will receive a **Hollywood Video** Movie Rental and \$1.50 in **Golden Valley Act II Popcorn** coupons.

Competitors from throughout the grocery industry will come together to help find a cure through this great program which raised \$90,000 in 2001. "It's In The Bag" is sponsored by **Advantage Sales and Marketing**, a Brookfield, Wis. food brokerage firm and the manufacturers they represent. This annual promotion has raised nearly \$2 million since its inception in 1985.

Check out following "It's In The Bag" items at your favorite grocery store:

Country Crock 1# Spread  
Ragu 45 oz. Spaghetti Sauce  
Lipton Side Dishes  
Western/Wishbone Salad Dressing  
Uncle Ben's Frozen Bowls  
Whiskas Homestyle Flats Pouches  
Cat Food  
Pedigree 22 lb. Bag  
ALL Detergent  
Mr. Dell's Potatoes  
Buffalo Don's Bottled Water  
Act II Popcorn  
Tree Top 46 & 64 oz. Juice  
Old Orchard 12 oz. Frozen 100% Juice  
Oxydol 100 oz. Liquid & Powder  
Frank's Kraut  
Mrs. Cubbison's Croutons

Odor Lockers Cat Litter  
Inland Valley Frozen Potatoes  
Pepperidge Farm Garlic Toast  
Birds Eye Plain Poly Frozen  
Vegetables  
Klondike Ice Cream Bars  
Lime-o-Sol Cleaner  
Brawny 3 or 6 roll Paper Towels  
Tyson Chicken  
Vlasic Pickles--Spears & Stackers  
Swanson Traditional Favorites  
Dinners



*Advantage*  
Sales & Marketing

## Friends remember a special friend

**T**imothy Emmett Steele was a very special man. He was one of those people who didn't need a last name. He was simply Emmett. Everyone who came in contact with him knew who was being talked about when you heard his first name.

Emmett, known to his family as Tim or Timmy, was a highly successful representative for Northwestern Mutual Life and a native of Dubuque, Iowa. He adopted Chicago as his second hometown. It was "his kind of town" to paraphrase that famous song. Emmett died in 1995 at far too young of an age, but he left of legacy of love for the children with cancer through a \$100,000 gift from his estate to the MACC Fund.

Each summer, many of his special friends get together in Chicago to have a party in his honor and memory. They have been kind enough to carry on his legacy of love for the children with cancer by contributing proceeds of the event to the MACC Fund.

This year's gala event will be on Friday night, Aug. 2 at the Saddle & Cycle Club, 900 W. Foster, Chicago. If you are interested in this enjoyable event, contact a great MACC Fund friend, Dwight Ekenberg at EKEK1@AOL.COM for an invitation. It will definitely be a night to remember!

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# MACC Fund's Cary Always Thinks of Kids

by Bill Janz

This appeared in a column by Bill Janz in the Lifestyle section of the *Milwaukee Journal Sentinel* on Sunday, March 3, 2002

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John Cary knows more people than the census director. He shakes more hands than politicians do during election years. He is a passionate, emotional barker for kids.

By the time Cary's through shaving in the morning, he has a parade planned. Or something to get people to empty their pockets into pediatric cancer research.

Cary is executive director of Midwest Athletes Against Childhood Cancer Inc. (MACC Fund). A few days ago, he was telling stories about kids and he had tears in his eyes. I've known him for 20 years and dozens of handkerchiefs. Sick kids are personal to him. He and his wife, Mary, named one of their children Andy after two Andys whom he had met on the job and who had died of cancer.

I'm convinced that if John Cary were stranded on a desert island, without food or water, the first thing he'd do is write "Help the MACC Fund" in huge letters in the sand so searchers in airplanes could see it.

A friend recently said that Cary could get money from a tree.

A few years ago, Cary was at a large golf outing in Illinois and started talking to a stranger. After this relatively brief encounter in which Cary never asked for one cent, the stranger changed his will and when the man died a year or two later, he left \$100,000 to the MACC Fund.

Recently, with the sun barely up, he was at his second meeting of the day, with a glass of orange juice and me in front of him. In a restaurant, Cary talked about the lessons he has learned from children, as if they were the teachers and he was the student. He knows that cancer is a tough school.

Cary spoke about Cheri Amore, 16, who has had three bone marrow transplants, two stem cell transplants, and energizes the air she breathes. She skis

on snow and water and is a cheerleader — for life, I guess, is the way Cary was putting it.

Cheri and the other kids keep Cary pounding his drums. In the charity business, where there is often a huge turnover of leaders, Cary just marked his 20th anniversary as executive director of the MACC Fund.

Founded by former Bucks star Jon McGlocklin and former Bucks radio announcer Eddie Doucette, the fund has contributed \$19 million to pediatric cancer research, most of it to the Children's Cancer Center of the Medical College of Wisconsin.

When Cary was offered the job in 1982, he asked Al McGuire if he should take it. Cary had been a manager of the Marquette basketball team for several years when McGuire coached.

"You oughta go there, Johnny," McGuire said.

During the Marquette-Louisville basketball game at the Bradley Center a few weeks ago, Coach Tom Crean and 18,000 fans saluted Cary, who was given a photograph of him and McGuire on the bench during a 1972 game. A plaque repeated McGuire's words, "You oughta go there, Johnny," and Marquette added, "We're glad you did."

Taking the job made Cary a student of a couple of Andys. There was Andy Brust, not even a teen yet, a kid with cancer going one-on-one with McGlocklin, who'd do anything to help a kid, even let him score a hundred, or whatever. If you ask Cary about himself, he'll often talk about McGlocklin — "he's as good as it gets," Cary said.

The first Andy died and another Andy came along. Andy Boggs was a 22-year-old musician when he died in 1987 and Cary did the eulogy.

Andy Boggs' friends had given him a small, stuffed penguin; Andy's parents

gave the penguin to the Carys' baby son, Andy, who'd been named after the two Andys. These days, at the age of 15, Andy Cary still has the penguin, named Boggs, on his dresser.

"Lightning hit our house in 1993 or '94, and Andy ran back in the house to get Boggs," Cary said, with tears in his eyes.

He added, "I don't see these kids as dead."

Cary recalled going to the Children's Hospital of Wisconsin, on one of his million visits, and meeting a 12-year-old girl who was about to have a bone marrow transplant.

"You scared?" he asked.

"No," she said. "If I die, I go to my family in heaven and if I live I go back to my family here."

Cary is really a chaplain carrying hope and a coin box for kids. He preaches research and kids in distress. At 50, he has such a boyish charm and youthful look and is so sincere he makes you feel good about what you can do for kids.

He talked about Tim Kujawa, who lost an arm to cancer as a youngster. Tim's a college senior now, has been a Brewers batboy, participated in football, baseball, track, and rode his bike in TREK 100, which contributes money to the MACC Fund.

"You ever try riding a bike 100 miles with one arm?" Cary asked.

He took off his glasses again, and rubbed his eyes.

*Bill Janz was a columnist with the Milwaukee Sentinel before joining the Milwaukee Journal Sentinel. His column appears every other Sunday in Lifestyle.*

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

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## WBCA STARS 'Best of the Best'

The state's best high school basketball players will again converge in Madison on Saturday, June 22, for the **Wisconsin Basketball Coaches Association (WBCA) All-Star Games** sponsored by **Piggly Wiggly**. The boys and girls games are played at the University of Wisconsin's historic Fieldhouse and the Madison Area Technical College. This year's tournament once again promises exciting games featuring the "best of the best" in Wisconsin. In addition to great action on the court, the games also provide a gift of hope to children with cancer through the WBCA's support of the MACC Fund for the 25th consecutive year.

The players and coaches solicit support and sponsorship for the MACC Fund from local sponsors and businesses, as well as family and friends. These efforts, combined with the income generated from the games, have yielded nearly \$700,000 for the MACC Fund since 1978. Last year's games raised a record \$90,000.

The MACC Fund thanks the WBCA, Piggly Wiggly and all of the players, coaches, sponsors and fans for their continued commitment to children with cancer.

You, too, can be part of the great "team" supporting the games and the MACC Fund by advertising in the All-Star Games' souvenir program. By advertising, you will also receive free tickets to the games. For information, please call the MACC Fund at 414-456-5830 or 800-248-8735. Tickets can also be purchased game day at the UW Fieldhouse and MATC.

### Brookfield Jaycees "Hoops for Hope"



The Brookfield Jaycees are well known for doing good in the community. Since 1985, they have helped the MACC Fund by hosting their annual basketball marathon. The 18th annual edition was held recently once again at Brookfield Central High School. Teams played on Friday night and all day Saturday to help raise funds for the MACC Fund's fight against childhood cancer. The 2002 totals are being tallied, but they should bring the event's 18 year totals over \$200,000. Thanks to the Jaycees, Brookfield Central and all of the loyal players who give it their best on the court as well as by helping kids with cancer by raising funds from generous donors.

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The Milwaukee Bucks continue to be a cornerstone of the MACC Fund as they have from the beginning of the MACC Fund in 1976. Their play this season helped the MACC Fund help children with cancer in many ways. Each 3-point basket generated a donation from Miller Brewing Company on the Bucks radio network.

In addition, televised games on the Bucks Television Network yielded a donation as well from the **Piggly Wiggly MACC Fund 3-Pointer for Research**. "The Pig" also contributed for every opening tip the Bucks controlled.

The Bucks points added up to "Wins" as well as bucks for the MACC

Fund through the **Pick 'n Save Advantage Payoff**. Roundy's donated a "buck a point" for each point the Bucks score.

The summertime Hoop It Up 3-on-3 tournament and the annual Bucks MACC Fund Game in the fall round out a great year of support.

### Another Colorful Candy Cane Lane

Tens of thousands of visitors once again enjoyed the spectacular holiday lights display of **Candy Cane Lane** in West Allis. Thanks to their donations, along with the support of area businesses, nearly \$88,000 was raised in the **Sharing Christmas** program during December. Lights galore brightened the lives of the children with cancer at this special time of the year.

The MACC Fund and the children with cancer extend heartfelt thanks to all of the neighbors in the "Candy Cane Lane" area of West Allis. They decorated their homes and shared their neighborhood with the volunteers who gave of their time during the busy holiday season to collect donations each evening in December. Verizon Wireless answered the neighbors' call again this year and contributed \$2,500, while Lamplight Farms lit up the nights with a generous donation of \$10,000 to the neighborhood program.

The *Sharing Christmas Candy Cane Lane* neighborhood exemplifies and personifies the magic and spirit of the season. The MACC Fund is indebted to the neighbors and all of those who generously gave a gift of hope to children with cancer. Ron Ziolecki did a wonderful job directing the program this year as he has for nearly the entire lifetime of *Candy Cane Lane*.

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## A GIFT OF HOPE IS ONLY A CLICK AWAY...

Be sure to visit [www.maccfund.org](http://www.maccfund.org) today where you can:

- ❖ Make an online gift in a secure environment
- ❖ Discover our summer event calendar
- ❖ Register online for the TREK 100 — Ride for Hope
- ❖ Purchase great TREK 100 related items including jerseys and windshirts
- ❖ Gain access to an online community for cancer patients and survivors with pertinent information addressing physical, mental and spiritual needs
- ❖ Sign up for our bi-annual Newsletter, *MACC Fund Today* and our electronic newsletter, @maccfundtoday

And, please visit often as new information and features will be posted frequently!



## 'Hooping it Up'

Basketballs will be bouncing around the Bradley Center once again this summer. That's when the Milwaukee Bucks present their *Hoop It Up 3-on-3* Basketball Tournament for the MACC Fund on July 27-28. *Hoop It Up* is the official 3-on-3 tournament of the National Basketball Association. It is produced in association with NBC Sports by Host Communications of Dallas. Players of all levels will compete on the streets in pursuit of the coveted Hoop It Up Division Title.

Local sponsors from the Sports Medicine Institute of Sinai Samaritan Medical Center, Pepsi-Cola, the Milwaukee County Parks, and the Milwaukee Journal Sentinel join with national Hoop It Up sponsors to host a weekend of basketball action sure to satisfy the most devout hoops fanatic. The entry fee is \$112 per team and includes a T-shirt for each player, a guarantee of at least three games, plus the chance to win other great prizes.

Last year, 730 teams filled the streets while helping to raise \$25,000 for the fight against childhood cancer.

Get your outdoor team together now to be part of the streetball fun in the sun in downtown Milwaukee.

For entry forms, call the MACC Fund at 414-456-5830, the Hoop It Up Hotline at 414-227-0586 or check out [www.maccfund.org](http://www.maccfund.org) and click on *Hoop It Up* on the events schedule.

## Stop-N-Go For Kids With Cancer

Stop-N-Go Convenience Centers based in Madison have joined the MACC Fund team in the fight against childhood cancer. With each calendar quarter, Stop-N-Go offers a special promotion to their customers with proceeds benefiting the MACC Fund and childhood cancer research. Promotions included the "Home Run Lunch Combo", "See our Mugs" coffee promotion, and a "Golf in Wisconsin" ticket book. Stop-N-Go is helping promote the TREK 100 on June 8 with point of purchase displays with ride applications. We are proud to partner with Stop-N-Go Convenience Centers and their 22 locations in Southeastern Wisconsin and Illinois, and we thank them for their special gift of hope to children with cancer.

## A Record Shorewood Games

The Shorewood Games were first played in 1988 as students at this storied Milwaukee area high school rallied to help Gus Rich, a student diagnosed with cancer at that time. His friends organized a variety of fun games during the school day while also raising dollars for the MACC Fund. Gus is now a proud father of 2 boys and a source of inspiration for all involved with the Shorewood Games. The Games were held again in 1995 and 1999. The Games raised nearly \$50,000 in the first 3 editions. They made their return visit in April. The outstanding 2002 Games included a community-wide raffle, a pancake breakfast, a fun run and walk and a school dance. Each was organized by the dedicated student council of the Shorewood school with the support of the Shorewood schools' faculty, students, administration and staff. The Games were a resounding success once again. Thanks to all who helped give a special "Gift of Hope" through the 2002 Shorewood Games which raised a record \$22,063.



The Hyatt Regency Milwaukee and the MACC Fund have been partners in the fight against childhood cancer for nearly 20 years. The Hyatt has been the site of numerous Women for MACC fashion shows as well as the sponsor of the annual Hyatt's World's Largest Office Party. It was also the site of the MACC Fund's 10th Anniversary Celebration in 1986. Its spectacular "Chef's Tables" have been outstanding auction items for years and the Hyatt was sponsor of the 2001 TODAY'S TMJ4 Sports Auction 4 MACC.

The MACC Fund is honored to welcome the Hyatt as the sponsor of its oldest event, the MACC Fund Open. The new name of the 26th annual event is the **Hyatt Regency Milwaukee MACC Fund Open**. It will be played on the beautiful Tuckaway Country Club championship layout on **Monday, June 3**. If you are interested in playing, simply give the MACC Fund a call at 414-456-5830. The Hyatt and the MACC Fund invite you to share in the tradition and "tee it up against childhood cancer."



AID ASSOCIATION FOR LUTHERANS  
LUTHERAN BROTHERHOOD



## Back MACC

The #92 Aid Association for Lutherans/Lutheran Brotherhood (AAL/LB) race car will make the rounds on the short track late model circuit in 2002. Conrad Morgan, winner of 11 track championships during his career, will be the **Racing' For Kids** ambassador. This is Conrad's third year as part of the Racing' for Kids family in the race for a cure. He will be competing throughout the state of Wisconsin and raising money for the MACC Fund.

Aid Association for Lutherans and Lutheran Brotherhood recently merged, creating the largest fraternal benefit society in the United States. With a combined 185-year history, the merged organization continues to provide high quality insurance coverage, financial products and services, and fraternal benefits to help enhance the lives of our members.

AAL/LB and its Managing Partner Jim Fischer have embraced the MACC Fund's fight against childhood cancer. Jim's Regional Field Office has spearheaded fund-raising events and programs throughout the year. Their efforts, in conjunction with other agencies in Wisconsin, district representatives, branch leaders and AAL members, culminated in a statewide raffle for a 2001 Chevrolet Monte Carlo SS donated by GMAC Insurance.

AAL/LB's generous **"Helping Hands"** program added to the total as well. Combined with other fund-raising efforts — like the **Runnin' for Kids Run/Walk**, the Milwaukee Bucks **"Player of the Month"** award, the **Slinger Speedway FanChallenge** and the balance of the **Racing' for Kids** activities — AAL/LB saw a total contribution of \$125,000 in its second full year of MACC Fund support. AAL/LB's total contribution to the fight against childhood cancer is \$280,000. Details for this year's activities including the 2nd Annual **Runnin' for Kids Run/Walk** will be available on the MACC Fund website at [www.maccfund.org](http://www.maccfund.org). The MACC Fund and kids with cancer thank AAL/LB for leading the "race against childhood cancer."



## Students Back MACC

The Wisconsin Association of Student Councils (WASC) has supported the fight against childhood cancer for many years. In 2001, the WASC contributed over \$7,000 to the MACC Fund. High school students from Brookfield Central, Wauwatosa West, Portage, Shorewood, West Allis Central, Pewaukee, West Allis Nathan Hale, Whitefish Bay and Mequon's Homestead make volunteering for the MACC Fund part of their extracurricular activities.

In June, high school graduates playing in the 25th Annual Wisconsin Basketball Coaches Association All-Star Games in Madison will help raise funds for the MACC Fund as part of their commitment to the All-Star Games.

Each year, students at each level of schools raise funds through a variety of bake sales, penny drives, book sales and other creative fund-raising opportunities such as the program at Merton School that raised nearly \$2,000 last year and this year's Shorewood Games that raised \$22,000.

With dedicated young volunteers like all of these kids, the future of the MACC Fund looks promising. The MACC Fund thanks all of the school groups who are part of the fight against childhood cancer.

## The Ale House Brews Up a Winner

Winter in Wisconsin can get a little long, even a mild one like this year's. The popular Ale House in Milwaukee's Historic Third Ward did their part in making February more enjoyable by hosting its annual Brew Fest. Some great microbrewers showed off their best to an appreciative capacity crowd while raising a record \$8,000 for the MACC Fund. Cheers...to the Ale House and all who gave a mid-winter "Gift of Hope."

The MACC Fund also appreciates the Ale House's support as well through the TREK 100. Their favorite malt beverage makes the miles on the bike worthwhile when the post ride fun begins.

## Potawatomi Bingo - Casino's Miracle on Canal Street

Potawatomi Bingo - Casino in downtown Milwaukee's Menomonee Valley is almost as famous for its philanthropy as it is for its "Pays Big" promise. The list of beneficiaries of the Casino's gifts to the community is nearly as long as its list of winners. Each December, Potawatomi Bingo - Casino offers a "miracle" of sorts for thousands of people throughout the area. Its "Miracle on Canal Street" program provides worthwhile non-profit organizations like the MACC Fund with a chance to benefit research for kids with cancer during December. The MACC Fund's day was sponsored by long-time MACC Fund friends and two of Potawatomi's major media sponsors, News Radio 620 WTMJ and 94FM WKTI. Last year's program raised \$31,410 for the fight against childhood cancer.

Thanks to Potawatomi and its guests, as well as News Radio 620 WTMJ and 94 FM WKTI for helping make miracles happen for the MACC Fund and children with cancer. "The Miracle on Canal Street" program has contributed nearly \$70,000 to the MACC Fund's fight against childhood cancer in the past two years.

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

## TODAY'S TMJ4 Continues to Care

**T**ODAY'S TMJ4 continues to help the MACC Fund raise funds while also sharing the MACC Fund story. The **TODAY'S TMJ4 Sports Auction 4 MACC** featured a unique collection of 25 auction items which were up for bids throughout 2-hour show on Dec. 15. Milwaukee Bucks Coach George Karl's Barbeque led all bids for the fourth consecutive year, closing out at \$7,500. Volunteers took auction bids and pledge calls. A record total of \$43,000 was raised thanks to bids and to sponsor dollars from Trek, Fresh Brands/ Fresh Express, AAL (Aid Association for Lutherans/Mark Sears Agency), Sargento Foods and The Medical College of Wisconsin. Thanks to all of the donors, bidders, volunteers and the MACC Fund's friends at TODAY'S TMJ4.

Continuing in the tradition of two decades of support, TODAY'S TMJ4 will present 60-second mini "*Stories of Hope*" in addition to running other *MACC Fund Moments* throughout the year. These 30 and 60-second spots will give viewers a chance to give a gift of hope to children with cancer while learning about the children and their families, along with the medical personnel dedicated to helping them. The station will also help promote upcoming MACC Fund events like the TREK 100.

### MACC\*STAR

Nearly 4,500 special **TODAY'S TMJ4 MACC\*STARS** helped brighten holiday decorations throughout the country as people continued this annual tradition of giving and caring for the 14th consecutive year. The patriotic TMJ4 MACC\*STAR holiday ornament was designed by 11-year-old Stephanie Proctor of Milwaukee, who has diagnosed with Osteo-Sarcoma lymphoma in October, 2000. Thanks to Stephanie and her family which sold hundreds of MACC\*Stars as well as to all who purchased the Star. Special thanks again this year to **Quality Candy Stores and Buddy Squirrel Nut Shoppes** for their cooperation in selling the MACC\*Star.

The MACC Fund continues to be indebted to **The Journal Broadcast Group** for its commitment to children with cancer.



## *Congratulations to...*

**JAN LENNON**, MACC Fund and Women for MACC Board Member, for being named the Wisconsin Chapter Volunteer of the Year for the Multiple Sclerosis Society.

**JIM MACDONALD**, the MACC Fund's "Round the World" cyclist and loyal friend, for being honored by the Metropolitan Milwaukee Civic Alliance through its *Cavalcade of Stars Salute to Volunteerism*.

**BOB UECKER**, long time MACC Fund Board Member and announcer for the Milwaukee Brewers, for being inducted into National Broadcasters Hall of Fame.

**JEFF SAUER**, long time MACC Fund Board Member and coach of the nationally renown University of Wisconsin Hockey team, on his retirement following an illustrious career.

**TOM CREAN**, MACC Fund Board Member and Marquette University Basketball Coach, on being named "Coach of the Year" in Conference USA.

**BO RYAN**, longtime MACC Fund Board Member and coach of the University of Wisconsin Basketball team, for being named "Big 10 Coach of the Year."

**BRUCE PEARL**, MACC Fund friend and coach of UW-Milwaukee Panthers Basketball for being named "Coach of the Year" in the Horizon Conference.

**COLLEEN O'NEIL**, MACC Fund Development Officer, on being named to the "40 Under Forty" list by Milwaukee's *Business Journal*.

## Where There's a Will..

**T**here are many ways to contribute to the MACC Fund. The most common ways are through a gift of time, participation or through a donation. The MACC Fund has prospered because of these types of commitments. You might want to make a memorial gift in someone's name upon their death, or you might make a gift in tribute to someone for a birthday, anniversary or other special occasion.

Friends who want to make a lasting gift to the MACC Fund might consider remembering the MACC Fund in their will. Your support will continue as your legacy to help children with cancer. Significant tax advantages can result. If you have designated the MACC Fund to be a charitable beneficiary in your will, please consider notifying the MACC Fund of your intentions.

A paid up life insurance policy can be a great way to support the MACC Fund. Other forms of insurance can also provide opportunities for both you and the MACC Fund.

The gift of privately held or public stock can be helpful with regard to capital gains taxes and estate taxes. Charitable trusts may be a great vehicle to accomplish this goal. For example, a bequest of growth stocks put in a charitable trust can provide you increased annual income as well as federal income tax savings, capital gains tax savings and estate tax savings in addition to providing a wonderful gift to the MACC Fund. Trusts can be structured to have the charity receive the "remainder" in the trust or the charity could be the "lead" beneficiary for a period of years and then the trust could be designed to benefit children or grandchildren.

Attractive tax benefits can be achieved through prudent planned giving. The MACC Fund encourages you to contact your financial adviser or call the MACC Fund to learn about ways to help the MACC Fund help children with cancer while also helping yourself.

**Please remember the MACC Fund in your estate planning**

# MACC Fund Calendar of Events

<b>April to June 1</b>	It's in the Bag Grocery Promotion	<b>August 5</b>	Fresh Brands' Piggly Wiggly Charity Golf Tournament, North Shore CC, Mequon
<b>May 26</b>	Running for MACC in the Mad City Marathon, Madison	<b>August 12</b>	Car Care for MACC Open at Tuckaway
<b>May 31</b>	Women for MACC Tennis Tournament	<b>August 19</b>	BP Marketers Golf Outing at Evergreen Golf Club
<b>June 1</b>	W.A.C. Fest (Wisconsin Athletic Club), Frame Park, Waukesha	<b>August 23</b>	Mayfair Kiwanis Charity Golf Outing for MACC, Silver Spring Country Club
<b>June 3</b>	The Hyatt Regency Milwaukee MACC Fund Open at Tuckaway CC	<b>August 24 &amp; 25</b>	Women for MACC / Hartford Gun & Conservation Club's "Shoot for a Cure"
<b>June 8</b>	TREK 100 Bicycle Ride	<b>August 25</b>	"Journey of Hope" Bike Ride in Kenosha
<b>June 14</b>	Wind Mill Wood-Working Open at Town & Country	<b>Sept. 7</b>	Papa Rosh Memorial MACC Fund Open at Petrifying Springs Golf Club
<b>June 20</b>	Mike Halvey Memorial Open at Kettle Moraine Golf Club	<b>Sept. 12</b>	Miller Bradford & Risberg Golf Classic at Ironwood in Sussex
<b>June 22</b>	WBCA All-Star Basketball Games in Madison	<b>Sept. 14</b>	Tom Sweeney Memorial Open at Western Lakes in Pewaukee
<b>June 29</b>	Chuck Jorgenson Memorial Open at the Broadlands	<b>Sept. 29</b>	"Corporations Caring for Kids" Charity Golf Outing at Chenequa
<b>July 3</b>	Max-Fly Open at Edgewood Golf Club	<b>Oct. 1 - 31</b>	Roundy's Private Label Program
<b>July 16</b>	John Dickson Memorial Roundy's General Merchandise MACC Fund Open at The Springs	<b>Oct. 13</b>	The Cates Family Farm "WAR" Against Childhood Cancer
<b>July 19</b>	Jim Mech Memorial MACC Fund Open at Autumn Ridge	<b>Oct. 18</b>	Women for MACC's Couture for a Cure Fashion Show at the Hyatt Regency Milwaukee
<b>July 27-28</b>	Milwaukee Bucks Hoop it Up 3-On-3 Tourney	<b>October (TBA)</b>	Milwaukee Bucks MACC Fund Game
<b>August 2</b>	WLZR's Bob and Brian Open at Silver Spring Country Club		
<b>August 2</b>	Midsummer's Remembrance — A Night to Remember Emmett Steele, Chicago		

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