A New Name...A New Logo

University of Wisconsin
Paul P. Carbone Comprehensive Cancer Center

The new graphic takes its inspiration from the past UW Comprehensive Cancer Center logo. It portrays a transformation, preserving tradition while advancing to the future.

The hand symbol represents the hand that comforts and the hand that discovers. A strong circle form suggests the continuum of care and research. The sun's rays are the hope and the light that is brought to all patients seen at the Cancer Center.

The University of Wisconsin Paul P. Carbone Comprehensive Cancer Center believes this mark represents our deep commitment to research, education, treatment and hope.

MACC Fund Pledges $3.5 Million to Advance UW Children's Cancer Research

In early September the Midwest Athletes Against Childhood Cancer, Inc. (MACC Fund) announced a $3.5 million capital gift to the University of Wisconsin Paul P. Carbone Comprehensive Cancer Center in support of pediatric cancer research.

The funds will enable research focused exclusively on pediatric oncology. The "MACC Fund Childhood Cancer Research Wing" will provide additional laboratory space for 14 research teams in the soon-to-be-completed Interdisciplinary Research Complex (IRC) on the U-Madison campus.

"We are extremely grateful to the MACC Fund for their generous gift," said Carolyn Wilding, MD, director of the Carbone Comprehensive Cancer Center, "and thank them for their vision and dedication to overcoming childhood cancer."

"Commitments such as these are particularly important at a time when federal funds for cancer research are tightening," Wilding adds.

Emerging the announcement, MACC Fund Board Chair Bob Stenberg explained, "This is certain to be an important milestone for both the Carbone Comprehensive Cancer Center and the MACC Fund. We have a long history of involvement in research and treatment of childhood cancer. There has been steady progress on life for kids with cancer over time, but not for every kid—that's why it is so important to continue funding this research."

Midwest Athletes Against Childhood Cancer has a history of philanthropy in Wisconsin, principally supporting the Michael C. Christie Children's Cancer Center at Milwaukee and the UW Carbone Comprehensive Cancer Center. It was founded in 1970 by former Milwaukee Bucks player Jon McGlocklin and his radio announcer Eddie Doucette to support pediatric cancer research.

"We're pleased to be working with the UW in advancing this important cause—cancer research to cure kids, said McGlocklin, president of the MACC Fund. "It has been rewarding to witness the successes and to see the stories of an increasing number of childhood cancer survivors. But there is more work to be done and continued research is the key."

The $3.5 million gift is one of the largest single donations in MACC Fund history. Additionally, MACC will be partnering with the Carbone Comprehensive Cancer Center to raise an additional $3.5 million to fully fund the $7 million cost of the pediatric cancer wing.

Harold P. Rusch, MD (1908-1988)

"Something Attempted, Something Done"

Throughout his long and productive life, Harold P. Rusch seems to have quietly and effectively embraced that sentiment. He chose as the title of his autobiography, and as a philosophy of life.

The man, who seven decades ago began a career dedicated to understanding and conquering cancer, left an indelible mark on medical science at the University of Wisconsin and the nation. A basic scientist first, his contributions to the study and treatment of cancer were balanced by an equal genius in building and administering the first research center in the nation dedicated to studying the causes and potential cures for cancer. Ultimately, he established two world-class cancer centers on the UW-Madison campus.

"Harold Rusch was a visionary, a man decades ahead of his time," says UW Paul P. Carbone Comprehensive Cancer Center Director George Wilding, MD. "This was a remarkable achievement, he developed not one cancer center but two. People talk about translational research now, but Rusch was working toward creating complementary research and clinical programs back in the 1930s."

"We didn't realize he was important," remembers his daughter, Carolyn Rusch Schofield of Florida. "He was just 'Daddy.' He was a kind, nurturing father and grandfather and William. We were all so very lucky to have him."

Rusch was a Wisconsin native who grew up in Merrill, just 20 miles north of Wausau. In his memoirs, he credits his interest in medicine to a boyhood appendix operation that launched a long career as surgeon to his mother's vegetables. That early experience, and the influence of his uncle, a Milwaukee physician, led him to college and medical school at the University of Wisconsin-Madison.

"He was a wonderful, gentle, knowledgeable person," says his second wife and widow, Louise Van Wart Rusch, "and an excellent judge of people."

While still a medical student, Rusch demonstrated an innate interest in knowing more about why certain treatments worked. In 1954, a former professor invited him to teach physiology and establish a research laboratory. He offered forever shifted Rusch's career away from practicing medicine and toward medical discovery.

Also in 1954, the medical school received a bequest of nearly half a million dollars to support "fundamental studies regarding the nature and cure of cancer."

The gift, coupled a year later by one from the estate of Michael McClenic, launched the school's cancer program, and Harold Rusch's life work. "Harold Rusch was a humble yet forthright man who was not afraid to speak his mind," says UW professor emeritus Henry Pitot, MD, PhD, who succeeded Rusch as McClenic director. "His goal was to significantly advance our knowledge and control of cancer in human patients. To realize his goal Rusch brought together in a single interactive laboratory some of the brightest young minds in cancer research."

"While he always discussed with and urged his colleagues to develop their studies as applied to human cancer, it wasn't until the UW Carbone Cancer Center (later known as the UW Comprehensive Cancer Center) was established that he came closer to his life's dream."

Rusch worked with the state legislature to design the first McClenic Laboratory, a wing of the Medical Sciences Center, and, 25 years later, he helped design the existing McClenic Laboratory.
Rusch was a future physician. In 1941 he identified that promoted cancer research funding.

Throughout his life Rusch served on panels and that promoted cancer research funding. when he retired in 1997, Carbone worked to link a number of volunteers for cancer research centers and training programs in Uganda, Taiwan, and Singapore. Carbone was responsible for instituting medical oncology rotations through his career, and he was a devoted supporter of the New England and Harvard Association for Cancer Research. As the editor-in-chief of major oncology journals and author of nearly 400 publications, Carbone was influential in setting research policy for all major cancer centers and in the development of the UW Cancer Center for early cancer stage cancer.

He was a very passionate about his work and making lives better.

“Paul P. Carbone” is a founding father of the UW Cancer Center and the UW Comprehensive Cancer Research Group. In 1997, he helped to establish the UW Cancer Center, which is now known as the UW Comprehensive Cancer Research Group. Carbone was a founding member and president of the American Society of Clinical Oncology, and president of the American Association of Cancer Research. As the editor-in-chief of major oncology journals and author of nearly 400 publications, Carbone was influential in setting research policy for all major cancer centers and in the development of the UW Cancer Center for early cancer stage cancer.

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