Teamwork resonates through every facet of the University of Wisconsin Carbone Cancer Center. Valuable team members featured on our cover include…

First Row (left to right):
William Dove, PhD
Professor of Oncology and Medical Genetics, McArdle Laboratory for Cancer Research
Dottie Horvath, RN
Clinical Research Nurse, GU Oncology Research Group
Kathie Rawlsky
Board Member, Ann's Hope Foundation

Second Row (left to right):
Julianne Larson
Lung Cancer Survivor
Abby Busler
President, Bucket of Hope Foundation
Joel Puchalski, MS
Instrumentation Specialist, Flow Cytometry Facility
Mark Burkard, MD, PhD
Assistant Professor, Department of Medicine, Hematology-Oncology

Third Row (left to right):
Katie Akre, RN
Oncology Nurse, Cancer Clinics
David Yang, MD
Assistant Professor, Department of Pathology & Laboratory Medicine

uwhealth.org/uwcarboneteamwork
Go behind the scenes with Cancer Center team members.
See and hear from individuals in this report with uwhealth.org/uwcarboneteamwork. They will share:

- Discoveries advancing cancer research;
- Educational initiatives throughout Wisconsin;
- The latest in cancer technology and treatment; and
- Stories of hope from cancer patients.
Dear Friends,

There is one thing that has captured my attention this year, as it resonates through every facet of the UW Carbone Cancer Center: **teamwork**.

Every day, I am impressed by the collaboration and devotion towards finding a cure for cancer. We pride ourselves in translational research, which inherently revolves around teamwork, from the research laboratories to the clinics, and which is embraced by every staff member. Everyone has a role, and you will see many of them in the pages of this annual report.

However, it is not only within these walls that teamwork is evident.

You, your family and your community are invaluable members of our team. While we have our hands on the pulse of groundbreaking clinical trials and new technology, we are aware of the personal sacrifices and the community efforts you are making on behalf of the UWCCC. Our gratitude is endless. Without your support, we could not continue to make progress towards this elusive goal.

On behalf of the faculty and the individuals and families who benefit from this teamwork, I thank you for your support of the UW Carbone Cancer Center.

Sincerely,

George Wilding, MD
Director, UW Carbone Cancer Center
Anderson Professor of Medicine
UW Researchers Eliminate Cervical Cancer in Mice with FDA-Approved Drugs

Researchers at the McArdle Laboratory for Cancer Research have eliminated cervical cancer in mice with two FDA-approved drugs currently used to treat breast cancer and osteoporosis.

“We have begun to test whether the drugs are as effective in treating cervical cancer in human cells as they are in our mice,” says senior author Paul F. Lambert, PhD.

Lambert and his team use special mice they developed more than 20 years ago to study cervical cancer. The mice were genetically engineered to carry human papillomavirus (HPV) 16, known to be strongly associated with cervical cancer.

Read more about UW Carbone Cancer Center’s cutting-edge research initiatives at: uwhealth.org/uwcarboneffectiveness

Photo: Using two drugs approved by the FDA for treating breast cancer and osteoporosis, Paul Lambert (left) and Sang-Hyuk Chung were able to eliminate cervical cancer in mice. The drugs also cleared pre-cancerous lesions and prevented the onset of cancer in mice that had the lesions.
Examining The Effectiveness of Breast and Cervical Cancer Screening for Latinas in Dane County

Ana Martinez-Donate, PhD, a member of the Cancer Center’s Cancer Control Program, is currently studying the effectiveness of Cuidándome, a program led by Planned Parenthood of Wisconsin, Inc. to promote breast and cervical screening among Latinas in Dane County.

Cuidándome uniquely combines small-group education delivered by lay health advisors, a community-wide media campaign and cultural competency training for health care providers. One technique is to hold home health parties, casual workshops offered in Spanish to provide information about preventive screenings, including Pap smears, mammograms and clinical breast exams.

Learn more about Cuidándome and how the UW Carbone Cancer Center is reaching out to Wisconsin communities at: uwhealth.org/uwcancercenterwork

Photo: Cuidándome provides breast and cervical cancer education workshops and home health parties for Latinas in Dane County. Pictured at a home health party is Maria DeGraff, one of Planned Parenthood of Wisconsin’s 11 lay health advisors or “Promotoras de Salud” in Dane County.
Offering a Minimally Invasive Option to Lung Cancer Patients

Treating lung cancer patients can be particularly challenging, but a novel technology offered at the UW Carbone Cancer Center, Video-Assisted Thorascopic (VATS) lobectomy provides an effective alternative to conventional “open” thoracotomy.

The UW is one of only a few facilities in Wisconsin to perform totally minimally invasive VATS lobectomies. For patients, the procedure means less pain and a shorter recovery time.

Physicians at the UWCCC have been performing VATS lobectomies since 1997 and UWCCC continues as a national leader in researching and embracing new, minimally invasive technologies to diagnose and treat lung cancer.

Want to learn more about UW’s innovative cancer treatments? Visit uwhealth.org/uwcarboneteamwork.

Photo: Tracey Weigel, MD, professor and chief of Thoracic Surgery at UW Hospital and Clinics, and a member of the UW Carbone Cancer Center, performs VATS lobectomies along with her colleague, James Maloney, MD, assistant professor of Surgery.
Celebrating the Hope and Strength of a Cancer Survivor

Alyssa Brewer was diagnosed with pancreatic cancer at age 37, a disease often considered terminal.

Five of the first six doctors she spoke to initially treated her like a lost cause. When she needed a risky surgery to survive, she turned to the UW Carbone Cancer Center, which she credits with saving her life.

She was determined to survive, and with the help of her husband, changed her lifestyle and diet. Thirteen months later she showed no discrete tumor mass.

Cancer patients share their own stories of hope and gratitude at uwhealth.org/uwcarboneteamwork.

Photo: Alyssa and Matthew Brewer, outside of their home in Plain, Wisconsin, continue to find the positive in each day following her pancreatic cancer surgery performed at the UW Carbone Cancer Center.
Leadership and Administration

The UW Carbone Cancer Center is governed by an Executive Committee. This committee receives input from an External Advisory Committee comprised of leaders from across the nation as well as a local Advisory Board of Directors.

Senior Leadership

George Widing, MD – Director
Brad S. Kahl, MD – Associate Director, Clinical Programs
James D. Shull, PhD – Associate Director, Laboratory Programs
Paul M. Harari, MD – Associate Director, Multidisciplinary Research
Maureen A. Smith, MD, PhD, MPH – Associate Director, Cancer Control
Jane Wagenke, BS – Associate Director, Administration
Daniel L. Mulkerin, MD Medical Director

Executive Committee

Paul Ahlfquist, PhD
Caroline M. Alexander, PhD
Howard H. Bailey, MD
Sanne M. Berenson, PhD, DIS
Paul J. Bartos, PhD
George T. Bryan, MD, PhD
James F. Cleary, MBBS
David L. DeMets, PhD
William F. Dow, PhD
Norman R. Drinkwater, PhD
Meg Galves, JD, LL.M
Michael N. Gould, PhD
Paul M. Harari, MD
F. Michael Hoffmann, PhD
Brad S. Kahl, MD
Patricia J. Kwo, PhD
Shannon C. Kenney, MD
Douglas G. McNeil, MD, PhD
Mireia P. Mehta, MD
Shigeki Miyamoto, PhD
Hassan Malikzadeh, PhD
Daniel L. Mulkerin, MD
Michael A. Nekludov, PhD
Henry C. Pott, MD
Patrick L. Remington, MD, MPH
James D. Shull, PhD
Maureen A. Smith, MD, PhD, MPH
Paul M. Sondel, MD, PhD
BRIM, Supplein, PhD
Jane Wagenke, BS
Richard H. Weinreich, PhD
George Widing, MD

Advisors

Paul Carbone – Co-Chair
Bill Steinberg – Co-Chair
Don Anderson
Kelly Cutler
Walker Dewey
David Hackney
James Hoyt
Brian Kaps
R. Todd Lappin
Richard Latta
Cory Nattles
Brucie Nowak
Andy North
Pam Skromski
John Underwood
Carlise Wild

External Advisory Committee

Joseph V. Simone, MD (Chair)
UF Shands Cancer Center
Allan Carney, PhD
Rutgers University
Susan J. Curry, PhD
University of Iowa
Daniel D’Mello, MD, PhD
Yale University
David Harrington, MD
Dana-Farber Cancer Institute
Karen Jonas, MD
Dana-Farber Cancer Institute
Mark Josel, MD
Norton Cancer Center
Peter Jones, PhD
LUS-North Comprehensive Cancer Center
Theodore S. Lawrence, MD, PhD
University of Michigan
H. Kim Lyerly, MD
Duke Comprehensive Cancer Center
Sanford Markowitz, MD, PhD
Case Western Reserve University
Frank McCormick, PhD, FRS
University of California, San Francisco Cancer Center

Membership

The UW Carbone Cancer Center brings together the efforts of more than 280 faculty from 55 departments and nine schools on the UW-Madison campus.

Cancer Center members participate in eight research programs, which optimize intra- and inter-programmatic research and facilitate efforts to apply discoveries to improving the care of cancer patients:

- Cancer Control
- Cancer Genetics
- Chemoprevention
- Experimental Therapeutics
- Human Cancer Virology
- Imaging and Radiation Sciences
- Nuclear Signaling
- Tumor Microenvironment

Clinical Leadership

Daniel L. Mulkerin, MD
Medical Director
Stephanie Orzechowski, M.B.A, BSN, RN – Director of Oncology
Susan Hanauer, MSN, RN
Cancer Clinics Manager
Vicki Barning, RN
BHI Inpatient Nurse Manager
Kim Brandt, MBA, RN
Radiation Oncology Manager
Teri Mitchell, BS
Bone Marrow Transplant Manager
Terri White, RN, BSN
Breast Center Manager
Bethany Campbell, RN, MN, ACNCS – Clinical Nurse Specialist

Senior Leadership

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Brucie Nowak
Andy North
Pam Skromski
John Underwood
Carlise Wild

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University of Iowa
Daniel D’Mello, MD, PhD
Yale University
David Harrington, MD
Dana-Farber Cancer Institute
Karen Jonas, MD
Dana-Farber Cancer Institute
Mark Josel, MD
Norton Cancer Center
Peter Jones, PhD
LUS-North Comprehensive Cancer Center
Theodore S. Lawrence, MD, PhD
University of Michigan
H. Kim Lyerly, MD
Duke Comprehensive Cancer Center
Sanford Markowitz, MD, PhD
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Cancer Clinics Manager
Vicki Barning, RN
BHI Inpatient Nurse Manager
Kim Brandt, MBA, RN
Radiation Oncology Manager
Teri Mitchell, BS
Bone Marrow Transplant Manager
Terri White, RN, BSN
Breast Center Manager
Bethany Campbell, RN, MN, ACNCS – Clinical Nurse Specialist
Comprehensive Cancer Care

At the University of Wisconsin Carbone Cancer Center, our goal is to offer excellence in care and service each time patients and family members visit. The UW Carbone Cancer Center’s patient care and clinical research is conducted at two Madison locations by trained medical oncologists and hematologists:

- Carbone Cancer Center – UW Hospital and Clinics, 600 Highland Avenue
- Carbone Cancer Clinic – UW Health Oncology and Hematology, 1 S. Park Street

The UW Carbone Cancer Center has established alliances with regional health care facilities that extend its quality patient care and access to clinical trials:

- Beloit Memorial Hospital, Beloit, WI
- FHN Leonard C. Ferguson Cancer Center, Freeport, IL
- Michael D. Wachtel Cancer Center at Mercy Medical Center, Oshkosh, WI
- UW Cancer Center Johnson Creek, Johnson Creek, WI
- UW Cancer Center Riverview, Wisconsin Rapids, WI (a partnership among Fort HealthCare, UW Health Partners Watertown Regional Medical Center and UW Health)

Clinical Research Studies

Clinical research is among the UW Carbone Cancer Center’s greatest strengths. These research studies uncover answers to specific scientific questions about new ways to prevent, diagnose, detect and treat cancer. They offer patients access to state-of-the-art therapies and discoveries. Each study is designed to test how a particular anti-cancer strategy attacks cancer, affects the people who receive it and improves survival rates. Often the best hope for effective treatment, these studies also enable progress in cancer research.

### Summary of New Cancer Cases, 2004-2008, UW Hospital and Clinics

<table>
<thead>
<tr>
<th>Year</th>
<th>CNS</th>
<th>PED</th>
<th>SF</th>
<th>Female</th>
<th>Breast</th>
<th>Melanoma of Skin</th>
<th>GYN</th>
<th>Leukemia</th>
<th>NHL</th>
<th>Lung</th>
<th>GI</th>
<th>Head &amp; Neck</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>2005</td>
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<td>2007</td>
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<td>2008</td>
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</tr>
</tbody>
</table>

2008 Clinical Research Participants (1/1/08-12/31/08)

<table>
<thead>
<tr>
<th>Category</th>
<th>UWCCC Associates</th>
<th>Affiliates</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treatment Studies</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Therapeutic</td>
<td>486</td>
<td>181</td>
<td>667</td>
</tr>
<tr>
<td>Supportive Care</td>
<td>32</td>
<td>0</td>
<td>32</td>
</tr>
<tr>
<td>Prevention</td>
<td>16</td>
<td>11</td>
<td>27</td>
</tr>
<tr>
<td>Non-Treatment Studies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlative/Ancillary</td>
<td>589</td>
<td>4</td>
<td>593</td>
</tr>
<tr>
<td>Screening/Early Detection/Diagnostic</td>
<td>11</td>
<td>0</td>
<td>11</td>
</tr>
<tr>
<td>Epidemiological/Observational/Outcome</td>
<td>932</td>
<td>0</td>
<td>932</td>
</tr>
<tr>
<td>Total</td>
<td>1529</td>
<td>4</td>
<td>1533</td>
</tr>
</tbody>
</table>
The University of Wisconsin Carbone Cancer Center would like to thank all donors who help our organization maintain its leading role in innovative research initiatives, compassionate cancer care and education for public and health care professionals.

In an effort to be financially transparent, we have reduced the number of pages of our annual report. Therefore, we are listing gifts of $1,000 and above received July 1, 2008 – June 30, 2009. A complete list of $100 and above gifts can be found on our annual report Web site, uwcarbonecancercenter.org.

If your gift was inadvertently omitted, or if there is an error on our part, we apologize. If you have any questions, please contact Kelly Sitkin, (608) 263-1677.

$100,000 +

- Cynthia A. Crowford
- Milwaukee Altekke Alpert Childhood Cancer, Inc. (MACF Fund)
- Edward J. Newman
- Prostate Cancer Foundation
- Jerry A. and Nancy C. Wolfe

$50,000 +

- Mary A. Amoreno
- Donald W. Anderson
- American Philosophical Society
- Robert G. and Dyan J. Armstrong
- Badger Jim Beam Club
- Bob L. and Amy Cardone
- Timothy L. and Pamela M. Christen
- Dorothy D. Colvin
- Timothy J. and Anne M. Connor

Grateful and Gifts

Mark Juckett
Hematologist
Assistant Director

Robert D. Ley and Ronda K. Richards

Dr. & Mrs. Hugh A. Kennedy

Kalahari Management Co., LLC

Estate of Helen G. Ireland

Nelson & Vera Hicks Charitable Foundation

Greater Richland Area Cancer Elimination, Inc.

HEADSIGHT

Vickie A. Hernan-Faivre
Associate Development

Lori Seaborne
Development

Dona Alberti
Research

Mihal Davis
Acupuncturist

Søren Bentzen
Surgery

Robert W. Baird and Co., Inc.

Baird Foundation

Badger Jim Beam Club

Automation Components, Inc.

Dean J. Arnold

Lavonne C. Arndt

Arnold P. and Sally E. Anderson

Albany School District

Murad Alam

Adrenalin Outdoors, Inc.

$1,000 - $9,999

- Robert A. Grossenbach, Jr.
- Chris Gurnas
- Hayday Analytics, LLC
- Stephen P. Howard
- Marshall & Ilsley Bank
- Madison Curling Club
- Erica M. Lynch
- Thomas A. and Nancy A. Lorden
- Gary L. and Beth L. Leverton
- R. Todd and Muriel Lappin
- Koji Nakamura
- John T. V. and Gloria J. Etter
- Gary L. Le时期
- The University of Wisconsin Carbone Cancer Center
Memorial High School
Mary J. Maloney
Cesar G. Mayer
Gannatha M. Manlok
Eugene F. and Sandra L. Mayernick
Nadee M. Canon
Joseph D. Mc Cormick
Gerard W. Meyer
Michael B. & Friedrich
Milwaukee Islamic Foundation
Richard A. Mvty
Mussawer Haddad and Collins Brewing, Co.
Cynthia M. Morgan
John B. Misior
Charles and Cheryl Moshby
Nabha and Catherine Naik
Rajab H. Nisa Khan
Cly L. Nielson
Bruce Niswender
Virginia Nishida
Michael A. Newton
Emily S. Nickels
Barbara J. Nemoine
Andrew and Kelly North
Oncology Dermatology Associates
Robert D. and Adair A. Olson
Optimal International Foundation
Ming Y. Owen
Neil Oueman
David P. Paul
Arlad R. Paul
Robert R. Prange
Joan S. Prine
March D. Prine
Ronald Proctor
Tommy Porter Bowling Open
Prostate Cancer, Inc.
Tri-North Builders, Inc.
Jerry L. and Denise A. Tribbey
Anne M. Traynor
Marion A. Thoresen
Marion L. Thompson
Larry C. and Angie Ter Maat
TDS Long Distance Corp.
Dawn Tanner Memorial
James C. and Deborah W. Schwartz
Douglas J. and Mary Schmich
William H. Schmich
Kenneth B. Schubel, Jr.
Robert H. Simon
Robert E. Snoparc
Joan S. Stelicks
Robert F. and Ruth A. Skromnik
Ron F. Skromnik
Stephen M. and Amy L. Skromnik
Eugene Skinocarol
Karen Tomlinson
Theodore E. and Fan L. Skromnik
Alison J. Slone
Lisa Josephs and Marylou Sip</p>
Financial Information

SOURCES OF SUPPORT

<table>
<thead>
<tr>
<th>Grants and awards</th>
<th>FISCAL 2009</th>
<th>FISCAL 2008</th>
</tr>
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<tbody>
<tr>
<td>Core grant from NCI</td>
<td>$4,905,429</td>
<td>$4,855,435</td>
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<tr>
<td>Other federal awards</td>
<td>$104,388,797</td>
<td>$103,249,951</td>
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<tr>
<td>Industry and other</td>
<td>96,610,411</td>
<td>93,396,961</td>
</tr>
<tr>
<td>Contributions</td>
<td>2,795,178</td>
<td>5,695,015</td>
</tr>
</tbody>
</table>

University of Wisconsin

| School of Medicine and Public Health | 1,188,773 | 1,015,593 |
| All other | 60,675 | 144,514 |

Fees for research support services | 2,414,026 | 2,571,843 |

Investment earnings | 96,749 | 1,015,988 |

TOTAL SUPPORT | $163,211,027 | $153,463,440 |

During fiscal year 2009 total support increased to $163 million or an increase of 5.7 percent. Since fiscal 2005 support has grown 31 percent.

EXPENDITURES

<table>
<thead>
<tr>
<th>Salaries and benefits</th>
<th>FISCAL 2009</th>
<th>FISCAL 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment</td>
<td>4,062,893</td>
<td>2,471,317</td>
</tr>
<tr>
<td>Services and supplies</td>
<td>14,060,931</td>
<td>13,786,065</td>
</tr>
<tr>
<td>Travel</td>
<td>2,495,521</td>
<td>2,008,491</td>
</tr>
<tr>
<td>Other expenses</td>
<td>32,395,765</td>
<td>28,793,131</td>
</tr>
<tr>
<td>Overhead support to UW-Madison</td>
<td>28,943,925</td>
<td>31,119,015</td>
</tr>
</tbody>
</table>

SUPPORT GREATER THAN (LESS THAN) EXPENDITURES | $3,349,307 | ($96,643) |

TOTAL EXPENDITURES | $159,861,721 | $153,560,083 |

Expenses by Member Department

During the fiscal year ended June 30, 2009, research and training-related expenditures were incurred in more than 40 UW schools and departments. The Cancer Center member departments cover a wide range of disciplines across the UW campus. The two largest departments, as measured by expenditures, were the Department of Medicine and the McArdle Laboratory for Cancer Research.

Expenses by Program

This chart represents the relative levels of expenditure during the fiscal year by the Cancer Center program areas.
Contributions: A Commitment to the Future

Your gift to the UW Carbone Cancer Center supports innovative research initiatives, compassionate cancer care, and education for public and health care professionals. Your contribution also enables our researchers to explore new ideas, purchase new cancer research technology and develop better methods of diagnosing, treating and preventing cancer.

Funding for the Cancer Center’s research, outreach and treatment programs is more important than ever. There are many ways to support the UW Carbone Cancer Center (UWCCC):

Unrestricted Gifts are truly valuable because they provide the flexibility needed for research to move quickly in unexpected directions and to swiftly pursue promising clinical applications. Unrestricted gifts also provide resources to cover the costs of critical services not entirely funded by other support.

Memorial and Honor Gifts allow contributors to recognize loved ones in a special way. Memorial gifts are made in memory of family members, friends or colleagues who have passed away. Honor gifts show someone in your life a measure of affection, admiration or gratitude. When such gifts are made, a special notification is sent to the family or the individual.

Designated Gifts benefit specific programs of your choice. Funds may be designated for initiatives in specific areas of cancer research, patient care and educational needs.

Endowments to sustain programmatic development are an option to create a lasting legacy in the benefactor’s name.

Corporate Matching Gifts are an excellent way to increase your giving potential to the Center. For more information, please contact your human resources office or our development office, (608) 263-1677.

Planned Giving, in the form of gift annuities, charitable remainder trusts or designating the Center in your will, is also an option. The Carbone Cancer Center can also be named as a beneficiary of retirement plans, trusts or life insurance policies. The Office of Planned Giving at the University of Wisconsin Foundation can assist in planning these gifts. Please call (608) 263-7594.

Contributing Online is possible by visiting our.uwhealth.org/cancer.

Our UW Carbone Cancer Center is our new online cancer community of patients, family and friends. Connect, share and give by visiting our.uwhealth.org/cancer.

The University of Wisconsin Foundation is the official fundraising and gift-receiving organization for the Cancer Center. For specific information about giving options, visit the UW Foundation’s Web site: uwfoundation.wisc.edu

For More Information about contributing to the UW Carbone Cancer Center, please contact:
Kelly Sitkin
UW Carbone Cancer Center
600 Highland Avenue, K4/658
Madison, WI 53792-6164
(608) 263-1677
kdsitkin@uwcarbone.wisc.edu

Caroline Alexander  
Leader  
Nuclear Signaling

Shigeki Miyamoto  
Co-Leader  

Lisa McGuffey  
Psychologist

Ajit Verma  
Researcher

Kathy Nelson  
CareWear Manager

Brian Kaye  
Advisor and Head and Neck Cancer Survivor
The UW Carbone Cancer Center is the only comprehensive cancer center in the state of Wisconsin, as designated by the National Cancer Institute. Our focus is on research, education, prevention and providing the best care for patients.

For more information, visit cancer.wisc.edu.