ON THE ROAD TO PROGRESS

ANNUAL REPORT 2010

Wisconsin’s only NCI-designated comprehensive cancer center

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Active in social media? Like the UW Carbone Cancer Center on Facebook or follow us on Twitter. Want to receive monthly updates right to your inbox? Subscribe to our e-Newsletter, Advances. When you are a part of the community, you’ll find regular updates on wellness and prevention, the latest cancer news, and innovations in cancer research and care.

Connect with us today: uwhealth.org/ourcarbone
Dear Friends,

At any moment of self introspection, we often ask ourselves how did we get here and where are we going?

The UW Carbone Cancer Center embarks on this journey of soul searching each and every day in our collaboration and devotion towards finding new innovative ways to diagnose, treat and prevent cancer.

The best and brightest from across the UW-Madison campus continue to build the foundation for improvements in health care for the people of Wisconsin and beyond. This report will highlight a few of these individuals, as well as some of our supporters.

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

Where are we going? Turn the page and see…

Sincerely,

George Wilding, MD
Director, UW Carbone Cancer Center
Anderson Professor of Medicine
A Patient’s Journey

They say life is about the journey. Can you tell us how you “got here” and “where you are going?”

I was born in 1948 and raised in Racine, Wisc. I graduated from UW-La Crosse with a degree in Education. I moved to Wisconsin Rapids for my first job as a teacher and football coach in 1971. I then left teaching to work as a local bank vice president and learned about the cranberry business. I built Northland cranberries as a public company and went on to liquidate the company in 2005. My family currently owns three cranberry properties and a business that buys and sells fruit from other growers.

Tell us more about your family.
Both sets of grandparents immigrated from Poland. My parents were thus the first born generation Americans. I married my high school sweetheart, Sue, and we have enjoyed almost 41 years together. I have a son Drew, a daughter Andrea, and four grandchildren.

What should the people of Wisconsin know about the UW Carbone Cancer Center?
When I was diagnosed I searched the internet for the best place to be treated in the USA. I quickly found out that the UWCCC has some of the top physicians in the country for kidney cancer. I was shocked to find out that right here in my backyard we have a first class nationally recognized treatment center available to anyone. As Wisconsin residents we are extremely lucky to have this type of care available right here at home. The outreach centers like Wisconsin Rapids make it very easy to be a patient right at “home.”

What advice would you offer to other cancer patients?
My advice to others is stay positive. In the five years of my cancer fight I have celebrated my 60th birthday, watched both my children marry wonderful people, renewed my vows to my sweetheart on our 40th anniversary and I was there to hold each of my grandchildren as they were born. Living with cancer can still give you many moments that you will cherish forever. Enjoy every moment!

Kidney cancer survivor, John Swendrowski and his wife, Sue, pictured with their children and grandchildren in the cranberry bogs of Wisconsin Rapids.
A Researcher’s Road

They say life is about the journey. Can you tell us how you “got here” and “where you are going?”

I am inspired by how an understanding of molecular biology could provide immediate benefit to cancer patients. To get there, I have tried to identify the major problems in breast cancer treatment and challenged myself to come up with creative solutions. We now have developed some powerful tools and will launch new journeys to explore some exciting research directions for fighting breast cancer. Ultimately, I hope to develop more personalized effective approaches to breast cancer therapy to help patients diagnosed with breast cancer.

What exciting news can you share about your research?

My lab works on the biological functions and the pathological roles of two kinds of estrogen receptors (ERs) in breast cancer. Although targeting ERs has been the standard of care in breast cancer treatment, many patients fail this treatment, suggesting further understanding of the disease is necessary. So I look at these receptors from different angles and aim to target ERs differently to increase survival and reduce mortality.

What inspires you at work?

I like to come up with a hypothesis and test it in an experimental setting. If the experiment fails, I will try to troubleshoot and make it work. This process has brought me great joy in life. I am particularly excited when I see students in our lab who have become independent in solving problems and enjoy this process as I do!

If you could advance cancer research by doing one thing, what would that be?

Because each cancer is different, many breast cancer patients did not get the appropriate treatment at the time of diagnosis. I would like to develop a personalized medicine approach where a patient’s cancer cells can be propagated in an animal in order to quickly screen various treatments most effective for the patients before their tumors metastasize. Finding the right cure in the shortest period of time is the best way to save people’s lives.

Wei Xu, PhD, of the McArdle Laboratory for Cancer Research, is one of three scientists to win the 2010 Era of Hope Scholar Award. The award recognizes those with high potential for innovation in breast cancer research early in their careers.
An Oncologist’s Path

They say life is about the journey. Can you tell us how you “got here” and “where you are going?”

I knew early on I was interested in a career in medicine; it combines my two interests, science and interacting with people. Two of the most important skills of being a physician are the ability to connect with patients and the knowledge to treat their disease. As long as I remain scientifically curious and maintain the ability to empathize, I will continue to be committed to patient care.

Can you share any exciting news in the prostate cancer treatment or research realm?

Prostate cancer research is quickly evolving, and there have been significant gains in the past year. Within the last six months two new therapies have been FDA approved for the treatment of metastatic prostate cancer. There are other promising therapies on the horizon which give me great hope that we can prolong patients’ lives and offer them a better quality of life.

What motivates you each and every day?

Knowing that each day at work will present new challenges keeps me on my toes and engaged in the patient care and research opportunities.

What advances do you think we will see in cancer 20 years from now?

We will continue to see a shift in the treatment of cancer toward a more personalized approach. Specifically, we will continue to acquire more knowledge about the biology of an individual’s cancer which will enable us to tailor the treatment. One of the biggest challenges we will face is balancing the application of new technologies and drugs with the financial costs of such therapies. I am concerned that our growing arsenal of cancer therapies will not be available to everyone.
They say life is about the journey. Can you tell us how you “got here” and “where you are going?”

This journey started in 1976 as a way to raise money to support the state Eagles Organization’s quest to support heart and cancer cures. The Prairie du Chien Eagles Club’s Heart and Cancer Telethon is organized and produced by a local committee, Mediacom cable network, Century Link phone company, the Prairie du Chien schools, local talent, and business to raise money for these worthy causes, notably the UW Carbone Cancer Center.

Why has your organization supported the UW Carbone Cancer Center since 1985?

This is truly a community project. The Telethon emphasizes that all money raised benefits cancer research and the UW provides that local access with a great success record in using the money. Our vision says that we “pass through this world but once, and any good or any kindness that we can show, let us do it now…for we shall not pass this way again.”

Are there any special memories from your Telethon years?

Every year there are new stories, yet it is the people that make it happen. One year, a young boy, Danny, afflicted with childhood cancer, came to the Telethon shortly after being released from the hospital. Danny’s love of life and personality left us in stitches. It was Danny’s humor and silly antics that took the Telethon to new levels.

Can you discuss the importance of this event?

The Telethon belongs to the community of Prairie du Chien and southwest Wisconsin. We are proud to have raised $290,000 for the UW Carbone Cancer Center during the past 25 years.
Leadership

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.

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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
- Cell Biology - Cell Signaling
- Cell Biology - Tumor Microenvironment
- Chemoprevention
- Experimental Therapeutics
- Human Cancer Virology
- Imaging and Radiation Sciences
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
- RN Leonard C. Ferguson Cancer Center, Freeport, IL
- UW Cancer Center Johnson Creek, Johnson Creek, WI (a partnership among Fort HealthCare, UW Health Partners Watertown Regional Medical Center and UW Health)
- UW Cancer Center Riverview, Wisconsin Rapids, WI

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.

Clinical trials are 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 trials also enable progress in cancer research.
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 environmentally conscious, we have reduced the number of pages of our annual report. Therefore, we are listing gifts of $1,000 and above received July 1, 2009 – June 30, 2010. A complete list of $100 and above gifts can be found at: uwhealth.org/ourcarbone.

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.

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Green Bay Packers quarterback Aaron Rodgers once again joined Andy North, two-time U.S. Open champion, for the Andy North and Friends event at the Kalahari Resort and Trappers Turn in Wisconsin Dells. The event successfully raised $500,000 between two days and also welcomed Scott Van Pelt, Dan Jansen, Robin Youn, Steve Stricker, Jerry Kelly and Jessica Vetter.

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Ray Rickert and daughter Sophie present their annual check from the Jodi Lou Lung Cancer Run-Walk. More than $85,000 has been contributed toward lung cancer research in the past three years.

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Since 2004, Madison’s St. Patrick’s Day Parade and the Mighty McSnares have raised $16,000 for the UW Carbone Cancer Center.

In May 2010, the first-ever Walk for Courage was organized by the Hackworthy family in honor of Amie Hackworthy, who was diagnosed with breast cancer. The inaugural event contributed $50,000 for breast cancer research at the UW Carbone Cancer Center. Pictured above, in the front row are: David A. Hackworthy, Amie Hackworthy, Emily Hackworthy and Tess Hackworthy. Courtney Burke, David R. Hackworthy, Charlie Hackworthy, Tania Worgull and John Burke are in the back row.

Phyllis Miller
Milwaukee Brewers Baseball Club
Mississippi Ridge Walk for Life
Agnes Moore
Moosajaw Pizza & Delts Brewing Co.
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The 2010 Heads Up! golf outing saw 111 golfers and 175 dinner guests at University Ridge in Madison raising funds and awareness for head and neck cancer research. One of the keynote speakers, David McMahon (center), a head and neck cancer survivor, is pictured with his family.

Funk Out Cancer organized by Al Falaschi (center) of Phat Phunktion has raised more than $75,000 in its two years. Al started the event in memory of his wife, Kate, who died from colon cancer.
Financials

During fiscal 2010 total support decreased to $160.4 million, a decrease of $2.8 million or 1.7%. Since fiscal year 2005 support has grown 24.8%. Total expenditures in fiscal 2010 dropped $4.7 million (3.0%) to $155.1 million. As in prior years, salaries and benefits represented the largest component at 48% of total expenditures. The majority of support greater than expenditures represents small committed carryovers of numerous accounts of Cancer Center members. This information represents all grants and awards of Cancer Center members.

Expenses by Member Departments and Schools

During the fiscal year ending June 30, 2010, 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.

**Sources of Support**

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<thead>
<tr>
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<th>Fiscal 2010</th>
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<td>Grants and awards</td>
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<td>Other federal awards</td>
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<tr>
<td>University of Wisconsin</td>
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<td>School of Medicine and Public Health</td>
<td>1,064,017</td>
<td>1,188,773</td>
</tr>
<tr>
<td>All other</td>
<td>78,641</td>
<td>69,675</td>
</tr>
<tr>
<td></td>
<td>1,142,658</td>
<td>1,249,448</td>
</tr>
<tr>
<td>Fees for research support services</td>
<td>2,990,228</td>
<td>2,414,026</td>
</tr>
<tr>
<td>Investment earnings</td>
<td>710,783</td>
<td>836,740</td>
</tr>
<tr>
<td><strong>Total Support</strong></td>
<td><strong>$160,413,347</strong></td>
<td><strong>$163,211,027</strong></td>
</tr>
</tbody>
</table>

**Expenditures**

<table>
<thead>
<tr>
<th></th>
<th>Fiscal 2010</th>
<th>Fiscal 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and benefits</td>
<td>73,783,837</td>
<td>77,098,635</td>
</tr>
<tr>
<td>Equipment</td>
<td>3,898,310</td>
<td>4,062,893</td>
</tr>
<tr>
<td>Services and supplies</td>
<td>14,439,474</td>
<td>14,060,931</td>
</tr>
<tr>
<td>Travel</td>
<td>2,027,761</td>
<td>2,495,521</td>
</tr>
<tr>
<td>Other expenses</td>
<td>29,886,048</td>
<td>32,281,765</td>
</tr>
<tr>
<td>Overhead support to UW-Madison</td>
<td>31,278,246</td>
<td>29,661,975</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>$155,093,676</strong></td>
<td><strong>$159,861,720</strong></td>
</tr>
<tr>
<td><strong>Support Greater Than (Less Than) Expenditures</strong></td>
<td><strong>$5,319,671</strong></td>
<td><strong>$3,349,307</strong></td>
</tr>
</tbody>
</table>
Contributions

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.

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.

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

**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.

**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.

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

**Other Examples of Giving** include purchasing research equipment, funding fellowship or research programs, sponsoring special events or underwriting programs for the community or health care professionals.

**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. For more information, please call (608) 263-1677.

**Contributing Online** is possible by visiting uwhealth.org/ourcarbone.

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

**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: supportuw.org

**For More Information about contributing to the UW Carbone Cancer Center**, please contact:

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For more information
For patient services at the UW Carbone Cancer Center, please contact:
Cancer Connect
(800) 622-8922 or
(608) 262-5223
cancerconnect@uwcarbone.wisc.edu

For information on the latest research initiatives, news and upcoming events, view the UW Carbone Cancer Center’s Web site:
uwhealth.org/cancer

Be part of the UW Carbone Cancer Center community of patients, families and friends by visiting uwhealth.org/ourcarbone.
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 uwhealth.org/cancer.