Stay Connected with Us

Stay connected with the UW Carbone Cancer Center through several different ways:

- Subscribe to our monthly Advances e-newsletter at uwhealth.org/enews
- Find patient, research and event information on our website, uwhealth.org/cancer
- Become a UW Carbone Cancer Center fan on Facebook, facebook.com/uwcarbone
- Follow our tweets through our Twitter account, twitter.com/uwcarbone

On the cover: Graduate student Brian Cholewa assists Nihal Ahmad, PhD, (right) a professor in the Department of Dermatology, discover how cells interact with agents to lower cancer risk and slow tumor development.
Collaboration:
The Act of Working With Another or Others on a Joint Initiative

Dear Friends,

The UW Carbone Cancer Center has been a model of cancer collaboration since we were established as one of the first university-based comprehensive cancer centers in the United States by the National Cancer Institute.

There is strength in numbers, in teamwork, in collaboration.

As you browse this year’s annual report, you will learn how the UW Carbone Cancer Center is partnering with institutions throughout the state through our Wisconsin Oncology Network and see how far we are advancing in molecular imaging. Learn more about our new pancreatic cancer task force and how we are looking at obesity’s impact on cancer.

Stories of collaboration unfold each and every day at the UW Carbone Cancer Center. Stories of collaboration about physicians and scientists working together to transform the future of cancer care. It’s remarkable and it’s happening right here at the University of Wisconsin-Madison.

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

Sincerely,

George Wilding, MD
Director, UW Carbone Cancer Center
Anderson Professor of Medicine

P.S. I encourage you to continue your collaboration with us each and every day. See the inside front cover on how to stay connected with us.
Molecular Imaging
The Future of Detection and Treatment

As a collaboration of scientists, clinicians and patients, the process of molecular imaging serves as a model for translational medicine. Cutting-edge technologies allow the UW Carbone Cancer Center teams to precisely pinpoint how tumors react to targeted therapies, giving patients the upper hand and a better chance at a healthy future.

Yongjun Yan, PhD, in the Department of Medical Physics, carefully labels tumor-targeting compounds with radioactive isotopes while performing rigorous quality control tests before these “radiotracers” are used in the scanning process. Associate scientist in the Department of Medical Physics, Todd Barnhart, PhD, and Stephen Graves, research assistant, operate the GE PETtrace cyclotron, smashing atoms together at 1/10th the speed of light. The resulting short-lived radioactive isotopes are used to produce radiotracers by researchers to zoom in on cancer cells in the human body.

Robert Jeraj, PhD, associate professor in the Department of Medical Physics (right) and Glenn Liu, MD, associate professor of hematology-oncology in the Department of Medicine, work closely together at the Wisconsin Institutes for Medical Research, with Jeraj leading the basic research initiatives and Liu connecting the dots in the clinic.

Detecting a tumor’s development more precisely than ever, Scott Pettman, MD, MS, professor in the Department of Radiology, uses these isotopes in a state-of-the-art PET/CT scanner, as he and Christina Jaskowiak, PET program manager, in the Department of Radiology, talk to a patient before his PET/CT scan.

Associate scientist in the Department of Medical Physics, Todd Barnhart, PhD, and Stephen Graves, research assistant, operate the GE PETtrace cyclotron, smashing atoms together at 1/10th the speed of light. The resulting short-lived radioactive isotopes are used to produce radiotracers by researchers to zoom in on cancer cells in the human body.

Robert Jeraj, PhD, associate professor in the Department of Medical Physics (right), and Glenn Liu, MD, associate professor of hematology-oncology in the Department of Medicine, work closely together at the Wisconsin Institutes for Medical Research, with Jeraj leading the basic research initiatives and Liu connecting the dots in the clinic.

Detecting a tumor’s development more precisely than ever, Scott Pettman, MD, MS, professor in the Department of Radiology, uses these isotopes in a state-of-the-art PET/CT scanner, as he and Christina Jaskowiak, PET program manager, in the Department of Radiology, talk to a patient before his PET/CT scan.

Associate scientist in the Department of Medical Physics, Todd Barnhart, PhD, and Stephen Graves, research assistant, operate the GE PETtrace cyclotron, smashing atoms together at 1/10th the speed of light. The resulting short-lived radioactive isotopes are used to produce radiotracers by researchers to zoom in on cancer cells in the human body.

Robert Jeraj, PhD, associate professor in the Department of Medical Physics (right), and Glenn Liu, MD, associate professor of hematology-oncology in the Department of Medicine, work closely together at the Wisconsin Institutes for Medical Research, with Jeraj leading the basic research initiatives and Liu connecting the dots in the clinic.
The Wisconsin Oncology Network (WON) was established in 1998. Starting with eight member sites across the state, it has since grown to 19 sites in Wisconsin, northern Illinois and western South Dakota. It is a collaborative research network that offers innovative treatment options to patients, with the advantage that patients can be treated in their home communities. To date, more than 1,200 patients have participated in WON clinical studies, leading to more than a dozen publications and scientific presentations.

One physician who has been active in WON is Timothy Fenske, MD, a lymphoma specialist at the Medical College of Wisconsin. Dr. Fenske proposed a study through WON to test a novel combination of two medications in lymphoma patients. The study was accepted by WON and began to enroll patients in early 2011. Through April 2013, 39 patients have been enrolled at nine sites throughout WON.

Wisconsin Oncology Network (WON)
Cultivating a Culture of Cooperation for Clinical Studies

WON is currently led by Kari Wisinski, MD and Ryan Mattison, MD, assistant professors of hematology-oncology in the Department of Medicine. Both are committed to WON continuing with cancer therapy development as well as future projects focused on patient quality-of-life research and supportive care advances.

Anne Traynor, MD, associate professor of hematology-oncology in the Department of Medicine (left) and Jill Kolesar, PharmD, of UW School of Pharmacy, examine data from the Ion Torrent Personal Genome Machine. The UWCCC Lung Cancer group led by Traynor will begin genotyping lung cancer specimens from their patients starting in summer 2013. The intent is to identify gene mutations in tumors that match novel anti-cancer therapies that are targeted to turn off that mutation. This project will be extended to WON sites in 2014. Inset photo: A chip which analyzes DNA.

Wei Xu, PhD, associate professor of oncology, is exploring the role of a second estrogen receptor, estrogen receptor beta, in breast cancer. Her research is focused on triple negative breast cancer. Her work was the basis for the current phase II high dose estradiol study active in WON. Currently 17 patients have enrolled at five WON sites.

Barb Bergum, breast cancer patient, cares for lambs on the family farm in Rio, Wisconsin. She is pictured with her husband Paul (above right). Amye Tevaarwerk, MD, assistant professor of hematology-oncology in the Department of Medicine, is leading a WON study focused on employment and work ability in newly diagnosed cancer patients. The study assesses changes in ability to work through chemotherapy, radiation and up to 24 months beyond.

One physician who has been active in WON is Timothy Fenske, MD, a lymphoma specialist at the Medical College of Wisconsin. Dr. Fenske proposed a study through WON to test a novel combination of two medications in lymphoma patients. The study was accepted by WON and began to enroll patients in early 2011. Through April 2013, 39 patients have been enrolled at nine sites throughout WON.

Wisconsin Oncology Network (WON)
Cultivating a Culture of Cooperation for Clinical Studies

WON is currently led by Kari Wisinski, MD and Ryan Mattison, MD, assistant professors of hematology-oncology in the Department of Medicine. Both are committed to WON continuing with cancer therapy development as well as future projects focused on patient quality-of-life research and supportive care advances.

Anne Traynor, MD, associate professor of hematology-oncology in the Department of Medicine (left) and Jill Kolesar, PharmD, of UW School of Pharmacy, examine data from the Ion Torrent Personal Genome Machine. The UWCCC Lung Cancer group led by Traynor will begin genotyping lung cancer specimens from their patients starting in summer 2013. The intent is to identify gene mutations in tumors that match novel anti-cancer therapies that are targeted to turn off that mutation. This project will be extended to WON sites in 2014. Inset photo: A chip which analyzes DNA.

Wei Xu, PhD, associate professor of oncology, is exploring the role of a second estrogen receptor, estrogen receptor beta, in breast cancer. Her research is focused on triple negative breast cancer. Her work was the basis for the current phase II high dose estradiol study active in WON. Currently 17 patients have enrolled at five WON sites.

Barb Bergum, breast cancer patient, cares for lambs on the family farm in Rio, Wisconsin. She is pictured with her husband Paul (above right). Amye Tevaarwerk, MD, assistant professor of hematology-oncology in the Department of Medicine, is leading a WON study focused on employment and work ability in newly diagnosed cancer patients. The study assesses changes in ability to work through chemotherapy, radiation and up to 24 months beyond.
Pancreatic Cancer Task Force
Building Strong Partnerships to Advance Pancreatic Cancer Research

The UW Carbone Cancer Center developed a Pancreatic Cancer Task Force two years ago to raise awareness of pancreatic cancer and funds to support the highest quality research. The task force seeks to build an endowment to support fundamental discoveries, novel drug screening and development, and translational research to make pancreatic cancer survivorship the new norm.

Sheryl Pochel’s (right) life was turned upside down in 2006 when her husband Brian was diagnosed with pancreatic cancer. Sadly, he died in 2011. Her parents, Ron and Ruth Niendorf (above), were determined to make a difference. According to Ron, “When Brian was first diagnosed, I knew absolutely nothing about pancreatic cancer. I had worked at UW-Madison for 32 years so I knew we had some of the best cancer researchers in the world working right here in Madison. Through the Pancreatic Cancer Task Force, we are determined to raise money to fund UWCCC pilot research projects specific to pancreas cancer.”

Sharon Weber, MD, medical director for surgical oncology in the Department of Surgery, shares that UW has achieved outstanding results compared to 500 other hospitals in the nation, in regards to perioperative death, serious infection rates and length of stay. This is based on nationally validated, risk adjusted outcomes analysis of 30 day endpoints after pancreatic surgery from the American College of Surgeons National Surgical Quality Improvement Program. At the same time, surgical volumes have continued to increase, with pancreatic resections increasing at a rate of five to 12 percent per year for each of the last six years.

Researcher W. John Kao, PhD, professor in the School of Pharmacy (right) and graduate student in Kao’s lab, Cole Drifka, examine a microfluidic channel, designed to mimic the conditions of a pancreatic tumor outside of the body. Halycon Skinner, PhD, MPH, assistant professor in the Department of Population Health Sciences, often collaborates with Nicole LoConte, assistant professor of hematology-oncology in the Department of Medicine, who treats pancreatic cancer patients. Skinner examines the role that aging plays in increasing the risk for pancreatic and colon cancers.
Knowing that a healthier population means fewer cases of cancer, outreach professionals and scientists alike are targeting obesity as a major risk factor of the disease. From the laboratory to the playground, these teams are looking for ways to keep people healthy before cancer even strikes.

Nihal Ahmad, PhD, professor in the Department of Dermatology, peers through a Nikon Eclipse Ti inverted microscope to evaluate the effectiveness and molecular targets of grape antioxidant resveratrol in cancer prevention and treatment. Research from his laboratory suggests that resveratrol possesses potential in managing cancer.

Assistant professor in the Department of Medicine’s geriatrics and gerontology division, Roz Anderson, PhD (right) and Porsha Howell, a graduate research assistant, use metabolic profiling in fat tissues as a way to determine vulnerability of individuals to certain cancer types. This information allows Dr. Anderson’s team to have a hand in developing strategies for preventing many obesity-related diseases.

The Healthy Children, Strong Families program targets families with children in the preschool age range to instill healthy lifestyle behaviors at an early age. Headed by Alexandra Adams, MD, PhD, associate professor in the Department of Family Medicine, doctors and researchers are working with tribal communities throughout Wisconsin and nationally to study how healthy lifestyle changes can prevent chronic diseases, including cancer.

Cancer Control and Prevention
Creating a Healthier Population Within Our Communities
Leadership

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

Executive Committee

Paul Wiltjer, PhD
Donna Alberti, BSN, RN, MSM
Caroline Alexander, PhD
Phoebus A. Akhtar, BSN, RN, MSM
Howard Bailey, MD
David Baehni, PhD
Elisabeth Burns, MD
Michael Goul, PhD
Paul Harari, MD
F. Michael Hoffmann, PhD
Robert Jasey, PhD
Brad Kahl, MD
Patti Keely, PhD
Sharon Kerney, MD
Marilyn Larson, MBA
Douglas McNiel, MD, PhD
Shigeo Miyamoto, PhD
Hassan Muftur, PhD
Daniel Mulkerin, MD
Michael Newton, PhD
Stephanie Orzechowski, BSN, RN, MBA
Paul Rathouz, PhD
Mark Reis, MD
James Shult, PhD
Maurain Smith, MD, PhD, MPH
Umberto Tachinardi, MD, MSc
Amy Trentham-Dietz, PhD
Stephine Wasielewski, BA

Sharon Weber, MD
George Wilkins, MD
Amy Williamson, MPP
Katie Wulf, MBA, MPA

Community Advisors

Bill Starbuck – Chair
Don Anderson, Emeritus
Dave Arnold
Mark Bugar
Paul Carbone
Shaka Conroy
Maury Cottler
Walter Dewey
George Diakon
Matthew Gonneing
David Hackworth
Jon Hammas
Kevin Happner
Rod Isle
Richard Latta
Kurt Lin
Mary Linton
Cory Nettles
Bruce Newser
Andy North
Fred Robertson
Anna Ross
Katie Schallert
Ted Straka

Tommie Thompson
John Underwood
David Villa
Jon Wilcox

External Advisory Scientific Board

Allan Conney, PhD, Rutgers University
Susan Curry, PhD, University of Iowa
Daniel D’Mello, MD, PhD, Yale University
Robert DuYlons, MPA, UCLA Jonson Comprehensive Cancer Center
David Harrington, PhD, Dana-Farber Cancer Institute
Mark Israel, MD, Norris Cotton Cancer Center
Peter Jones, PhD, USC/Norris Comprehensive Cancer Center
Theodore Lawrence, MD, PhD, University of Michigan
H. Kim Lyley, MD, Duke Comprehensive Cancer Center
Santiago Markowitz, MD, PhD, Case Western Reserve University
Frank McCormick, PhD, UCSF Helen Diller Family Comprehensive Cancer Center
George Michalopoulous, MD, University of Pittsburgh
Peter Rabatinovitch, MD, PhD, University of Washington
Joseph Simone, MD, Consultant, Simone Consulting
Mary Lou Smith, JD, MBA, Research Advocacy Network

To learn more about our research initiatives, visit uwhealth.org/cancer

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 Signaling
• Chemoprevention
• Experimental Therapeutics
• Human Cancer Virology
• Imaging and Radiation Sciences
• Tumor Microenvironment

To learn more about our research initiatives, visit uwhealth.org/cancer

Senior Leadership front row (left to right): Rhoda Arzoomanian, BSN, RN, MSM – Associate Director, Administration; Daniel L. Mulkerin, MD – Medical Director; George Wilding, MD – Director; Marian A. Smith, MD, PhD, MPP – Associate Director, Cancer Control. Back Row (left to right): Brad S. Kahl, MD – Associate Director, Clinical Programs; James D. Shult, PhD – Associate Director, Laboratory Programs; Sharon Weber, MD, Medical Director, Surgical Oncology; Umberto Tachinardi, MD, MSc – Associate Director, Informatics; and Paul M. Harari, MD – Associate Director, Multidisciplinary Research.

Assistant Directors front row (left to right): Kelly Sitkin, BA; Marilyn Larson, MBA and Amy Williamson, MPH. Back row (left to right) Stephanie Wasielewski, BA; Donna Alberti, BSN, RN, MSM and Katie Wulf, MBA, MPH.
Multidisciplinary Clinical Care
Collaborating to Provide the Best Cancer Treatment Possible

Cancer care at the UW Carbone Cancer Center gathers the knowledge of outstanding health care professionals who understand treating cancer is more than managing a disease: it is caring compassionately for people. By working together within an academic health care organization, our clinicians and researchers are rapidly translating the latest scientific discoveries into today’s patient care.

Our strength continues to lie in our “multidisciplinary” approach to cancer care, in which a medical oncologist, radiation oncologist, surgeon and other specialists work together to determine the best treatment for each patient. This team approach includes nurses, genetic counselors, social workers, pathologists, radiologists, psychologists, chaplains and dietitians.

Our multidisciplinary cancer clinics include:

- Bone marrow transplant
- Breast cancer
- Gastrointestinal cancer
- Head and neck cancer
- Melanoma
- Sarcoma
- Brain and central nervous system tumors
- Esophageal cancer
- Gynecologic cancer
- Lung cancer
- Pediatric hematology and oncology
- Urologic oncology

Clinical Research
Testing Promising New Treatments

The proximity of physicians and researchers at the UW Carbone Cancer Center encourages collaboration in clinical care and creates an atmosphere which fuels translational research. Patients at the Center are often among the first in the world to have access to promising new therapies through leading-edge clinical trials.

Types Of Clinical Trials
Treatment trials test new treatments. New cancer drugs or drug combinations, new approaches to surgery or radiation therapy or new methods such as gene therapy are used in treatment trials. Participants in these trials do not receive a placebo for their treatment.

Prevention trials test new approaches, such as medicines, vitamins, minerals or other supplements that doctors believe may lower the risk of a certain type of cancer. These trials look for the best way to prevent cancer in people who have never had cancer or to prevent cancer from coming back in people who have already had cancer.

Screening trials test the best way to find cancer, especially in its early stages.

Quality of life trials explore ways to improve comfort and quality of life for cancer patients.

Clinical Trials at the UWCCC

The UW Carbone Cancer Center typically has more than 250 clinical trials available for patients. Please contact Cancer Connect, the UWCCC’s patient and physician resource, at (800) 622-8922 for more information about clinical trials. A complete listing of clinical trials at the Cancer Center, along with key questions to ask your physician, also appears on our website: uwhealth.org/cancertrials
Donors and Gifts

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 care and education for the public and health care professionals.

Our donor list includes gifts of $1,000 and above received during January 1, 2012 – December 31, 2012. A complete list of $100 and above gifts can be found at: uwhealth.org/collaborations

If your gift was inadvertently omitted, or if there is an error on our part, we apologize. If you have any questions, please contact Katie Arendt, (608) 263-0160 or karendt@uwcarbone.wisc.edu
Above: Students from third, fourth and fifth grades at Randall Elementary School in Madison worked together to raise $308 for research at the UWCCC. Right: Automation Components, Inc. has donated more than $60,000 through its own bowling fundraisers to benefit gastrointestinal cancer research.

Our Nite of Burlington’s Hope Walk is an annual 16-hour fundraising event. Teams and individuals take to the track at Burlington High School, raising money and awareness to combat life-limiting illness. The event has contributed more than $201,500 to the UW Carbone Cancer Center since its inception.
Donors and Gifts

Kick It to Cancer is a college-based organization founded on the basis that many cancer patients going through treatment lose their ability to participate in active sports. The organization, which now includes chapters at many Wisconsin campuses, has raised more than $14,000 since 2011 for the UW Carbone Cancer Center.

Left: Since the event was started in 2009, Andy North and Friends has raised more than $3 million for the Andy North fund at the cancer center.

Right: Oregon girls’ middle and high school basketball players contributed $12,000 through the sale of pink shirts, raffle tickets and the coordination of a silent auction.
Supporting the UW Carbone Cancer Center

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

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. For more information, please contact your human resources office or our development office, (608) 263-1677.

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

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.

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 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 website: supportuw.org

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

Kelly Sitkin
UW Carbone Cancer Center
600 Highland Avenue, K4/634
Madison, WI 53792-6164
(608) 263-1677
kdsitkin@uwcarbone.wisc.edu
Special Thanks
everyone who agreed to be photographed for this publication

Contributors
Katie Arendt
Rhoda Arzooomanian
Stephanie Breiby
Kay Burns
Maureen Dembski
Linda Dietrich
Julie Fiers
Roylene Galbraith
Gayla Garlick-Hansen
Christine Klann
James Listug
Amy Manecke
Bob Millholland
Stephanie Orzechowski
Lori Saffian
Kelly Sitkin
Jan Temple
George Wilding
Janie Winston
Kristin Wolf

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 website: uwhealth.org/cancer

If you would no longer like to receive publications from the UW Carbone Cancer Center, please contact Craig Robida, (608) 263-4982 or crrobida@uwcarbone.wisc.edu.

Copyright
© 2013 Board of Regents of the University of Wisconsin System
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 possible care for patients.

For more information, visit [uwhealth.org/cancer](http://uwhealth.org/cancer)