Wisconsin's only comprehensive cancer center

Connections

Annual Report 2011
Join the UW Carbone Cancer Center community, where patients, families and friends can find support and connect with others.

Active in social media? Like the UW Carbone Cancer Center on Facebook or follow us on Twitter. Want to receive monthly updates right in 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,

We are all connected. We are connected to family traditions. We are connected to memories of cherished moments. And more than ever, we are connected to technology.

Most importantly, we are all connected in our quest to advance cancer research at the University of Wisconsin Carbone Cancer Center and beyond.

Our strongest connection is celebrating its 40th anniversary – the National Cancer Act, established in 1971. The UW Carbone Cancer was established as one of the first university-based comprehensive cancer centers and continues to be the only comprehensive cancer center in Wisconsin, as designated by the National Cancer Institute (NCI).

NCI-designated Cancer Centers are a major source of discovery of the nature of cancer and the development of more effective approaches to cancer prevention, diagnosis and treatment.

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

Sincerely,

George Wilding, MD
Director, UW Carbone Cancer Center
Anderson Professor of Medicine
Disciplines collide on the sixth floor of the Wisconsin Institutes for Medical Research, where David Beebe, PhD, and his team of scientists discover how tumors develop. In Beebe’s lab, engineers regularly meet face-to-face with biologists, and the diversity of thought leads to enhanced learning and innovation.

Beebe’s research group uses a technology called microfluidics to grow cancer cells in tiny channels the size of a single hair follicle to simulate the process of a tumor’s growth. With tools they developed, scientists in Beebe’s lab are able to test dozens of samples at once, speeding up the process of discovery.

Learn more about Beebe’s research at the Wisconsin Institutes for Medical Research at uwhealth.org/connections

Photos: David Beebe, PhD, and his researchers embody collaboration between disciplines, shortening the trip between research in the laboratory and treatment of patients in the clinical setting.
When Mindy Schwenn’s mother was stricken with breast cancer, she and her husband Troy saw an opportunity to instill a culture of cancer awareness and giving at Troy’s company, Automation Components. Later, Mindy herself was diagnosed with colon cancer, and it became a family affair.

Now, all the Schwenns, including daughters Haley, Hannah and Allie, raise money for the UW Carbone Cancer Center. Whether it’s by participating in the Bowlin’ for Colons fundraiser, holding bake sales, or having a “pink out” at a recent high school volleyball game, to the Schwenns, every dollar raised brings them one step closer to better treatments for those affected by cancer.

Read more about the Schwenn family’s dedication to raising cancer funds at uwhealth.org/connections.

Photos: The Schwenns fight cancer as a family. Pictured are Mindy Schwenn with her husband, Troy (front) and three daughters, Haley, Allie and Hannah (left to right).
“For us, it’s really about building relationships,” says Toby Campbell, MD, chief of the UW Carbone Cancer Center’s Palliative Care program. Working to relieve the symptoms, pain and stress of a serious illness, the palliative care team provides an extra layer of support for patients and families at any stage of a serious illness, even those receiving potentially curative treatment.

Palliative care is provided by a team of specialists who work with a patient’s other doctors to treat each individual with personalized care. “It is so important for us to understand where the patient and family are coming from,” adds Campbell, “so we can tailor our treatment to help them achieve their goals.”

Hear Dr. Campbell explain palliative care at uwhealth.org/connections

Photos: Toby Campbell, MD, is the head of the Palliative Care program at UW Carbone Cancer Center, comprised of a diverse team providing individualized pain and symptom management treatment for seriously ill patients.
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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Caroline Alexander, PhD
Rhoda Azizian, BSN, RN, MMS
Howard Bailey, MD
Paul Berics, PhD
Elizabeth Bumrude, MD
Michael Gould, PhD
Paul Harrel, MD
F. Michael Hoffman, PhD
Robert Jeraj, PhD
Brad Kahl, MD
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George Wilding, MD
Amy Williamson, MPP

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Bil Steinberg – Co-Chair
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Mark Bugher
Marty Cotter
Walter Dewey
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Andy North
Anne Ross
JoAnn Six Plesko
Tommi Thompson
John Underwood
Jon Wilcox
Carleen Wild

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David Harrington, PhD, Dana-Farber Cancer Institute
Mark Israel, MD, Norris Cotton Cancer Center
Peter Jones, PhD, USC/Norris Comprehensive Cancer Center
Theodore S. Lawrence, MD, PhD
Sanford Markowitz, MD, PhD, Case Western Reserve University

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 at least 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

Community Advisors (continued)
Anne Rosa
JulAnn Six Plesko
Tommi Thompson
John Underwood
Jon Wilcox
Carleen Wild

Senior Leadership (left to right): Rhoda Azizian, BSN, RN, MMS – Associate Director, Administration, Paul M. Harrel, MD – Associate Director, Multidisciplinary Research; James G. Shull, PhD – Associate Director, Laboratory Programs; Maureen A. Smith, MD, PhD, MPH – Associate Director, Cancer Control; Brad S. Kahl, MD – Associate Director, Clinical Programs; George Wilding, MD – Director and Daniel L. Mulvihill, MD – Medical Director;
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
- Swedish American Hospital, Rockford, 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

To learn more about patient services at the UW Carbone Cancer Center, visit uwhealth.org/cancer

Clinical Research

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 studies 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 studies also enable progress in cancer research.

Summary of New Cancer Cases, 2005-2010, UW Hospital and Clinics

2011 Clinical Study Participants (1/1/11-12/31/11)

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<th>Intervention Studies</th>
<th>UWCCC</th>
<th>Affiliates</th>
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<td>Therapeutic</td>
<td>458</td>
<td>235</td>
<td>713</td>
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<tr>
<td>Supportive Care</td>
<td>291</td>
<td>333</td>
<td>560</td>
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<td>Prevention</td>
<td>29</td>
<td>26</td>
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<td>Total</td>
<td>677</td>
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<th>Non-Intervention Studies</th>
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<th>Affiliates</th>
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<tr>
<td>Correlative/Ancillary</td>
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<td>7</td>
<td>513</td>
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<tr>
<td>Screening/Early Detection/Diagnostic</td>
<td>211</td>
<td>139</td>
<td>350</td>
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<tr>
<td>Epidemiological/Observational/Outcome</td>
<td>216</td>
<td>41</td>
<td>257</td>
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<tr>
<td>Total</td>
<td>935</td>
<td>46</td>
<td>981</td>
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</table>

Comprehensive Cancer Care

Clinical Research
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. 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, 2010 - December 31, 2011. A complete list of $100 and above gifts can be found at: uw健康.org/connections

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) 283-0160.

For the UW Carbone Cancer Center.

If individual parachuting into opening ceremonies. Since its inception, Tomorrow’s Hope has raised more than $725,000 for the UW Carbone Cancer Center.

Mary K. Ring
Restaino and Associates
Harold S. and Jeanne C. Rebholz

Ted D. and Mary T. Kellner
Kikkoman Foods Foundation, Inc.

John E. Paulson
Nelson and Vera Hicks Charitable Foundation

Lisa Pharmaceuticals, Inc.
Kalt sift, Development, LLC

Joel L. Underwood, Foundation
Kathrym, M. Bullon

Mary P. Burke
C. J. Foundation

Cancer Crusaders Inc.
Campbell Scientific Inc.

Cactus Ranch

John P. and Tania Burke Cactus Ranch
Cancer Crusaders Inc. Cancer Crusaders Inc.

Foundation
J. Westra
Kimberly Bean, Holly Dary and Kristin Friel. Pictured in attendance (left to right) were: Julie Scalissi, increase awareness and support. Its first-ever fundraising The UW Carbone Cancer Center’s Emerging Leadership


Kevin Thies (left) and Vicki Mayr compete in the annual

Kathleen F. Herrick James W. Hill


Madison Metropolitan School District

Erin L. and Helen H. Madsen Magnum Communications, Inc. Mary F. and Cherie L. Lampert John A. Kidwell

Robert A. Last and Christine L. Last Coast Producing Richard A. and Nancy Lefke Tige Lee Leidos Charity Fund Joanne E. Lesueque Irving C. Lerner

Madison Family Dental

Fred B. Johnson

Madison Curling Club

Jackie R. Johnson

Debrees Foundation, Inc.

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William K. and Jo A. Doppstadt

Discoverer’s Fund, Inc.

Walter E. and Londa J. Dewey

Department of Wisconsin Ladies Dentistry for Madison

DeForest Area High School

John R. Dedrick, III

Peter G. Davis

DfWatre Area High School

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Capitol View Events, LLC

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University of Wisconsin-Madison Foundation, Inc.

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Linds L. Clark

Ronald T. and Sandy E. Clark

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Comprehensive Computer Consulting

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Edgewood High School

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Michael G. Elliott

Donald G. and Susan S. Emerich

Jane Enge

John T. V. and Gloria J. Elliot

Exact Science

Audrey C. Faarlund

Family Entertainment Group, LLC

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Richard and Elizabeth S. Fayman

Fred Felder

Randi and Janet E. Frederick

Robert T. Fey

Ronald R. and Joanne M. Feldler

Kiel Figel Family Foundation

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John T. and Colleen M. Flad

Robert W. and Angie K. Flannery

Marshall E. and Lisa J. Fles

Gerald N. Fleimer

Food Fight, Inc.

Donna Fox

Fryer Liquor Company Group

James K. Friedmann

Frazier Consultants, LLC

Rebecca A. Frederick

Paxton J. Freeman

Gabbs Construction Company, Inc.

Gregory M. and Cheryl J. Gallina

Gartho Brewers Shop

C. Daniel and Martinez P. Gallegos

Galvanisms, Inc.

Margaret L. Garlance

Matthew W. and Karl L. Gieseld

Janice V. and John M. Gilmore

William R. and Julie B. Gilbadek

Matthew R. and Sarah J. Gomminger

Daniel C. Gudat, III

Kevin Thies (left) and Vicki Mayr compete in the annual Curling. Game six to eight. Curious Cat was raised more than $70,000 for the UWCCC.
across the UW-Madison campus. The 2012 Carbone’s Race for Research will include a 3-mile walk and a 5k run throughout the UW-Madison campus.
The UW Carbone Cancer Center gratefully acknowledges Andy and Sue North for their contributions over the past several years.

Since 2009, Andy and Sue have skillfully and diligently planned Andy North and Friends, a unique dinner and golf weekend held at the Kalahari Resort and Trappers Turn in Wisconsin Dells. Almost $2 million has been raised for the Andy North Fund and has allowed the UWCCC the opportunity to fund promising new research.

Thank you Andy and Sue for supporting groundbreaking cancer research in Wisconsin!

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.

Endowment 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:
Kelly Sitkin
UW Carbone Cancer Center
600 Highland Avenue, K4/658
Madison, WI 53792-6164
(608) 263-1677
ksitkin@uwcarbone.wisc.edu
The University of Wisconsin School of Medicine and Public Health was stunned and profoundly saddened to lose faculty member Paul J. Bertics on Thursday, December 22, 2011. He died unexpectedly at his home in Madison.

“He’s dedication and loyalty to his students, colleagues and school was legendary,” said Robert N. Golden, dean of the school. “His smile and good humor immediately lit up any room he entered.”

Bertics was a top-tier researcher based in the Department of Biomolecular Chemistry, an educator who taught all levels of students and a long-time leader on the school’s admissions committee. A humble man, he often said he was honored to be able to participate in the selection of future generations of physicians. He was chair of the admissions committee when he died.

Bertics joined the UW faculty in 1986 and was the Kellett Professor of Biomolecular Chemistry at his death. He was a member of the Executive Committee of the UW Carbone Cancer Center, serving as leader of the Cancer Cell Biology Program, and co-director in the Material Sciences Research Center in the School of Engineering.

The quality of his research earned Bertics the Inbusch Award for Meritorious Research, the Eli Lilly Biochemistry Award and the Kellett Award. Early in his career he was given the March of Dimes Basil O’Connor Starter Scholar Research Award and a Shaw Scholar Award from the Milwaukee Foundation.

As an educator, Bertics taught extensively at the undergraduate, graduate and medical school levels. His teaching ability was widely praised. He was given the UW Chancellor’s Distinguished Teaching Award and many School of Medicine and Public Health awards, including the student-selected Teaching Award, the Distinguished Teaching Award, the Dean’s Teaching Award and the Medical Student Association Pacemaker Award For Teaching Excellence (twice).

Bertics served his school and university in many additional ways. He was chair of the UW Biological Sciences Divisional Executive Committee, the WARF Fellowship Committee, the UW Distinguished Teaching Awards Committee and the Medical School Research Committee, among many others.
As the completion of tower two of the Wisconsin Institutes for Medical Research (WIMR II) draws near, 25 groups of more than 250 McArdle faculty members and staff will be ready to move in. The innovative design of the two buildings will continue to enhance the ongoing collaboration and idea-sharing that have historically taken place between McArdle and UWCCC.
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